

DATA Executive Board Meeting Minutes
7/21/15

1. Meeting called to order.
2. Roll call – all here
3. Minutes approved from last meeting.
4. President's remarks
 - a. Update from D2 meeting/NATA
 - i. D2 scholarships increased to \$2,500
 1. Should we raise our state scholarships to match (from \$2,000 to \$2,500)
 2. Planning on going to 4 scholarships (D2, DATA, GA, HS)
 - a. Possibly matching all to \$2500
 - b. Possibly make them all worth a different amount D2 starting at \$2500 and going down from there
 - b. Revising job descriptions for district committees
 - c. Changes to NATA BOC provider process
 - i. Application due in the fall \$200???
 - ii. Changes taking effect 2016
 - iii. Still ok for DEC meeting
 - iv. Brett look into new process, get certificates for Women's meeting
5. December Business Meeting
 - a. Dr. K's last year, will help transition next year
 - b. Plan to invest more money and increase CEUs
 - c. 6 CEUs – 3 hours in the morning, 1 hour lunch/business meeting, 3 hours in the afternoon
 - i. 4 EBP – Steve Thomas, West Chester, Cara's Contact
 - ii. Break out session in the afternoon
 - d. Told by the membership at the BBQ that they would like to know by the end of summer how many CEUs they can get from the meeting in order to plan for the year.
 - e. Plan
 - i. send a email confirmation to the membership for number of CEUs
 - ii. blast to other states
 - iii. Nikki looking at planning breakout sessions
 - iv. online payment – transaction fee to membership
 - v. day of payment through iPad to take credit cards
 - vi. look into better food
 - vii. Cara to notify Dr. K of our plan and that we will be helping to plan everything
6. Strategic Planning
 - a. Ideas of long term goals
 - i. Legal – tax situation figured out
 - ii. Policy and procedure manual
 1. Job descriptions
 2. Operating procedures
 3. Every detail outlined so there is no question of what needs to be done and how
 4. Forms for each new plan showing why and how things were executed
 - iii. Regional Reps
 - iv. Self operating committees

- v. Increased membership involvement and communication
- vi. Increased activity for NATM
 - 1. Banners to all schools
 - 2. Pre determined prize for NATM PR contest
 - 3. Pre plan events for the month
 - a. Photo contest
 - b. Create a hash tag
- vii. Win NATA Award
- viii. Student Athletic Training Camp
 - 1. Next summer
 - 2. Planning and Involvement with SATC
- ix. More across state activities
 - 1. Downstate CEU and BBQ at the end of school year
- x. Reach out to local government
 - 1. Leave behinds
 - 2. Lunches
- xi. Media contacts
- xii. NATA news
 - 1. Brett to take over sending articles in
 - 2. Plan to send one for every activity
 - 3. Increased membership photos
 - 4. Blast to the membership to send in what they are doing
- xiii. Increased Awards
 - 1. AT of the month
 - 2. AT of the year
 - 3. Most creative
 - 4. Given out at the DEC meeting
- xiv. Membership gift
 - 1. Packet to all members with gift
 - 2. Smaller gifts at DEC meeting
 - 3. Possible gifts
 - a. Pens
 - b. Pads of paper
 - c. Cups/mugs
 - d. Sunglasses – 5K
 - e. Stress balls
 - 4. \$1000 per year for PR/membership relations
- xv. Endowment for DATA scholarship
 - 1. Kelly and Cara to talk to finical about investing money
- xvi. DATA membership for HS students
 - 1. Cara to check if we can have a solo state membership without NATA and the district
- xvii. Every high school a safe sports school

7. Action Plan

- a. PR – increase community awareness and membership involvement
 - i. New Logo – Nikki
 - ii. Slogan – Kelly and GAs
 - iii. Membership gift packet mailed to all members - Fall

1. Small poster
2. Letter
3. Small gift
- iv. Gifts for annual meeting
- v. NATM banners to all schools
 1. Get number at DEC meeting
 2. Roll out for NATM
 3. 3 max for each school
- vi. Community outreach
 1. Summer Camp
 2. 5K
 3. Scholarships
 4. HS membership
- vii. CEU and social events
- viii. Increased presence –NATA, D2, radio, paper, tv
- ix. PR kits for members
 1. Flyers
 2. Brochure
 3. Handouts
 4. Banners
 5. Stickers
 6. Magnets
- x. Membership Awards
- b. Organization – become more organized and formal
 - i. Policy and procedures manual to be placed on website
 1. More organized and assessable for easier transitions and increased involvement
 - ii. Increased communication throughout the state
 1. Reaching out in new ways
 - a. Eblast
 - b. Social media
 - c. Mail
 - d. Events
 - iii. Formal pre planning for all big events to make them more membership friendly and increase involvement and participation
 1. NATM
 2. Annual meeting
 3. Social events
 4. CEU events
 - iv. Investment of money
 1. Scholarship endowment
 2. Increased money devoted to PR every year
- c. Governmental affairs – after developing the logo and slogan and formatting/finalizing our policy and procedures
 - i. Leave behind
 - ii. Lunches
 - iii. Forge relationships
 - iv. Become the go to for health related issues

d. Cara to send formal strategic plan to D2