



**VATA  
Executive Council  
Conference Call**

Thursday, June 05, 2014  
8:00 am EST

Jay Sedory, MEd, ATC, EMT-T, Presiding

**Attendees**

Jay Sedory (President)\*p  
Beth Funkhouser (Secretary)\*p  
Ian Rogol (Treasurer)  
Amanda Caswell (Past President)  
Vacant (President Elect)  
Rob Hammill (C & B)\*p

Daniel Carroll (Region 1)\*p  
Jason Doctor (Region 2)\*p  
Scott Powers (Region 3)\*p  
Mitch Callis (Region 4)  
Jorena Simpkins (Region 5)  
DC Cobler (Region 6)

**Guests**

Becky Bowers-Lanier\*p  
Emily Evans\*p

Change to agenda: Move Constitution & Bylaws to first item after announcements

- Motion to approve minutes from May: Scott Powers  
Second: Jason Doctor  
Motion approved unanimously
  
- News & Announcements- Jay Sedory
  - NATA- Education Discussion Forum
  - Jay will be attending NATA from Thursday to early Saturday now, please contact to connect
  - NATA News submissions- Jordan Grantham- Send items to her directly and cc Kevin King in the district on it.
  - MAATA Student Senate- Needs a rising junior to represent the VATA on the student council, Jay will send information to Beth to release.
  - O2- question raised at D3 meeting.
    - Do we need to have O2 on hand?
      - No, you just have the option if you want to use it. If it has been ordered by the physician, and someone needs it, and it is NOT there. There's a chance that someone could be held liable if it is not in place in an emergency situation where a protocol is in place.
    - Law goes into effect on July 1. Protocol and supplies should be in place prior to start of school year.
    - Get something on the VATA website about an O2 walk through.
  - No quorum for business meeting- so no vote on C & BL for D3
  - JAT received another 2k. 400 was raised for scholarship
  - Attended HB410 session- non-scholastic sports teams using school property.
  
- Secretary Announcements- Beth Funkhouser
  - Name tags moving forward- logo issue
  - Reported on constant contact numbers. Continuing to see improved opening rates.
  
- Treasurer- No Report
  
- Feedback on Constitution & Bylaws- Rob Hammill, chair
  - One piece of feedback received was very insightful.

- Need to check on the language for one section. Especially pertaining to residential status. We may need to add a new section to the amendment. Rob will be following up with that.
- I would like to table this until after the logo is presented.
  - Motion to table discussion until after Logo discussion: Rob Hammill
  - Second- Danny Carroll
  - Motion passes

#### Logo Update- Jay Sedory

- Logo Vote
  - 2- was the clear winner, 1 & 4 were close behind. 161 total votes.
  - Should we have multiple logos for digital and print use?
    - Email mike directly- any changes to logo or do you support the logo as is.
      - We only get one more edit

#### Constitution & Bylaws (part 2)- Rob Hammill

- Question of quorum on logo vote was raised. 161 voted for logo.
  - Membership is roughly 1200, 161 is above 20%.
- Discussion on restriction of e-vote for C&BL
- Questions:
  - Was the VA resident question clarified?
  - Would this need to go to vote before changing wording?
    - No, unless it changes intent
- Table this until next month to explore further
- Would also like to contact region reps to see what feedback they received from the membership

#### Budget-

- Amanda & Ian working on point sheet for membership dues increases
- Budget needs:
  - PR- logo presentation would need some start-up funds. We currently have no promotional items
  - We'll be able to build up a stock of items to share with

#### Membership- Emily Evans, Chair

- Follow-Up on Membership Survey
- Summarized the feedback I received
- Roughly 10% participation.
- Contact DC, Beth, Ian.
  - Want your feedback first
- Discussion Points:
  - It is already in the constitution that we can do a state only membership. We haven't advertised it.
  - Renewal time line should follow the NATA model
  - State certified- \$30
  - Could we put state member on a second tier for state meeting discount?
  - Not wanting to be a separatist.
- Most survey respondents wanted discounted meeting rate. CEU opportunities. Voting privileges on the website.

- Becky Bowers- Lanier shared the NATA/ VATA protects your political interest and that is why people join professional organizations. May be a helpful selling point.
- Jay asked committee to summarize in your closing report
- Emily and DC will close the project with specific recommendations.

#### Student Affairs- Dan Carroll, co-chair

- Student Affairs Survey Update
- 2 week reminder will be coming out this week.
  - Some responses coming in. Closing June 17?
  - Not enough data to establish a trend yet.

#### New Business-

- Committee Reports
  - Jay expressed concern that so few reports were submitted by the June 1 deadline
  - Scott Powers- this is the most structure the VATA has ever had. Never had to do this before. Give it time.
  - Dan Carroll- new chairs were unsure of what to do initially.
- New structure and new role may be playing a part. Why are the liaisons and co-chairs not stepping up to do their part? President is personally frustrated by this.
- Reminder that whatever is included is public information and will be shared with the membership.
- Motion to accept committee reports as presented: Scott Powers
  - Second: Jason Doctor
    - Motion Passes Unanimously
- Updated committee members:
  - Motion to accept committee members as presented: Dan Carroll
  - Second: Scott Powers
  - Motion Passes unanimously

#### Region Reps:

1. Dan Carroll- I am transferring things over to Sara Pittlekau for the scholarship committee; reached out to Ellen Hicks to fill Martha Godfrey's vacancy. Scott will follow-up with Ellen. Did not award a high school scholarship this year. No standout applicant.
2. Jason Doctor- Not much going on here. Just trying to find someone from a hospital to do some EBP CEUs for the annual meeting.
3. Mitch Callis- unable to attend
4. Scott Powers- CEU course. Hasn't received information to share with the membership yet up to 10 ceus. Town Hall meeting to encourage involvement. Vendor fees may be increasing \$25, need to get particulars so I can get vendor information out early.
5. Jorena- Unable to attend
6. DC- Unable to attend

#### Final Discussion

- July 3 meeting, will we still have that on that date?
  - Jay- Logo vote could potentially be done over email. Should we move to another day?
  - What about the tabled Constitution & Bylaws discussion?
  - Most agree moving the date would be prudent.
  - Beth will make the announcement that meeting will be on the 10<sup>th</sup> for July.

- Motion to adjourn: Jason Doctor
  - Second- Scott Powers
  - Meeting adjourned 8:56 AM

Respectfully Submitted,  
Beth Funkhouser, Secretary

\*June Reports Follow

## **June VATA EC Reports**

President:

No Report

President-Elect: Vacant

Secretary:

Since January, we have a 38% average opening rate for the 17 Constant Contact communications which have been sent since the Annual Meeting. This is slightly up from the 36% reported in January. Our highest open rate was 48% and lowest was 28%. Both numbers are higher than our previous values which is promising. The industry open average is slightly above 20%, so we have been able to engage the membership through our e-marketing campaign by their provided industry standards.

Social shares have not been as high, but click rate has exceeded industry standards. Having information posted to social media courtesy of Mike Shetley and the PR committee has minimized the need to use those links, but several members have utilized the social share links still it accounts for less than 1% of activity.

As of June 1, 359 members have signed up on the VATA website. Content development on the website continues. I will soon be adding a full listing of scholarship recipients and previous annual meeting dates & locations. If you have any information updates or ideas for content, please feel free to pass along your suggestions. Information for the public & parents, and athlete sections is still desperately needed.

Treasurer:

No Report

## **June VATA Committee Reports**

### **Student Affairs Committee Report- June 2014**

Submitted by Jamie Frye

Since Last VATA Executive Meeting

- 1.) Small committee was formed
  - a. Jamie Frye, Co-Chair
  - b. Danny Carroll, Co-Chair
  - c. Matt Gage, Member
- 2.) Survey was constructed to solicit feedback regarding programs' needs for future student programming (specifically for the 2015 VATA Meeting)
- 3.) May 20, 2014 survey was deployed to all Virginia Athletic Training Program Directors. Program Directors were invited to forward this survey to any program stakeholders who might also be able to give quality input (i.e. students, Preceptors, etc.).
- 4.) Survey will close one month after deployment date.
- 5.) Program planning will then begin for 2015 VATA Meeting.

## **MEMBERSHIP COMMITTEE REPORT June 2014**

Respectfully submitted by Emily Evans, Chair

Since last VATA EC Meeting:

- 1) Obtained updated membership roster through District Secretary
- 2) Sent out membership survey to non-NATA/VATA Athletic Trainers in VA
- 3) Received valuable information regarding offering state-only membership – summary below

Future:

- 1) Develop a program to categorize members in Regions by zip code
- 2) Distribute updated regional membership lists each January and July
- 3) Develop state-only membership program

### **Summary of Membership Survey Responses:**

86% of respondents said they had been NATA members in the past. The most common benefits they took advantage of while being a member were: Discounted convention registration (8), Access to the career center (7), discounted/free CEUs (7), and educational material (4).

Most common suggestions for encouraging membership for NATA/VATA: Offer discounted or free CEUs

42% of respondents said they would take advantage of state-only membership. The most common suggestion for benefits was for a decreased cost for CEUs/conferences. Other ideas were: providing an easy way for ATCs in VA to connect via social media, spotlight on state research and accomplishments within the AT community, and job listings.

The range of “reasonable annual fee” was \$20 to \$100, depending on the other perks offered.

The VATA needs to decide what to charge for state-only membership and what perks will be offered.

### **VATA CUATC Committee Report (June 1, 2014)**

Adam Smith, Chair

Committee Members Update:

- Current members:
  - o Matthew Williams; Region 2
  - o John Kaltenborn; Region 3
  - o Sean Hanrahan; Region 4
  - o Tom Bowman; Region 5
- Interested in CUATC committee:
  - o Freddy Purnell; Region 6 (Virginia Tech)
- Still no interest/word for committee member in Region 1

Content for VATA website:

- I will send out an email first week of June asking for original content for the VATA website in the following categories:
  - o Sickle cell trait
  - o Lightning policies
  - o Concussion education
  - o Pre-participatory physical examinations
  - o More upon request

## **VATA Scholarship Committee Report – June 2014**

Sara Pittelkau, chair

- 1) Student Professional Development Scholarship was awarded in December 2013 to Bethany Druvenga of Old Dominion University.
- 2) Sara Pittelkau was selected as new Scholarship Committee Chair 4/6/14– Dan Carroll finished up his duties after the College/University and High School Scholarships were awarded (5/20/14 – last entry by Dan into SC activity log).
- 3) Scholarship Awardees for Spring 2014
  - a. Carina Stern of Shenandoah University was selected as the recipient of the College/University Scholarship
  - b. The committee unanimously decided there were no qualified applicants among the HS Scholarship applicants. VATA President Jay Sedory and incoming committee chair Sara Pittelkau both agreed with the committee’s decision not to award the scholarship this year. Email was sent to the applicants stating they were not selected.
- 4) Follow-up of past recipients
  - a. Confirmed that Alex Thompson, 2010 HS scholarship recipient, will matriculate from Roanoke College this year with her degree in Athletic Training.
  - b. Confirmed that Kari Washburn, 2012 HS Scholarship recipient, is still pursuing her AT education at UNC Chapel Hill.
  - c. Confirmed that Bethany Chandler, 2011 HS Scholarship recipient, is still pursuing her AT education at George Mason U.
  - d. Confirmed that Meghan Almarode, 2013 C/U Scholarship recipient, is matriculating with her AT degree from Lynchburg College.
  - e. Confirmed that Kirsten Brock, 2011 HS Scholarship recipient, is still pursuing her AT education at Lynchburg College.
  - f. Confirmed that Jessica Printz, 2013 HS Scholarship recipient, is still pursuing her AT education at Indiana U. of PA.
- 5) Martha Godfrey has resigned her position on the committee
- 6) An email was sent on 5/19/14 to Ellen Hicks of Bridgewater College extending an invite to join the SC - as of 5/29, there has been no response from her

## **Annual Meeting Planning Committee Report- June 2014**

Submitted by Kim Pritchard, chair

### Updates

1. Meeting Theme: Safety in Youth/Adolescent Sports
  - a. Presenters will be asked to incorporate general theme into each presentation
  - b. Call for Proposals will be announced on VATA website in late summer/early fall
2. Proposed Registration Costs

- a. Early: \$70 (September 15 – November 30)
  - b. Regular: \$85 (December 1 – December 31)
  - c. On-Site: \$115 (January 9 – January 10)
  - d. Student: Pay for Student Symposium, free admission to General Programming
  - e. Optional Buffet Lunch: \$15 (Saturday, January 10)
    - i. All online registration subject to 2.75% convenience charge to be paid by attendees
3. Evidence-Based Practice
    - a. Joe Hart is in the process of having an EBP program approved by the BOC. We've been told the process takes 10-12 weeks at the longest, but is often faster. Additional details available late summer.
  4. 2016-2017 venue search is underway
    - a. Pricing venues in VA for both 2- and 3-day meeting format

#### Ongoing Projects

1. The AMPC is working to identify invited speakers and form a rough outline of the schedule this summer
2. We expect to submit a finalized schedule to the BOC for CEU approval by September 1 at the latest
3. We expect to maintain positive relationships with 2014 vendors and include new sponsors in 2015
  - a. Vendor fees will increase by \$25/table
  - b. Online payments subject to 2.75% convenience charge

#### Requests

1. Additional members interested in providing BOC-approved EBP presentations
2. If you have a good working relationship with vendors, please share their contact information with the AMPC for potential VATA/Annual Meeting sponsorship

## **Secondary Schools Committee Report- June 2014**

Abbie Hansberger, Chair

#### Updates:

1. Since January the SSATC has formed the first formal committee. Members include:
  - Jorena Simpkins (Co-Chair)
  - Ian Rogol (Advisor to SSATC)
  - Sara Whiteside
  - Brad Bussey
  - Jennifer Glazer
  - Shannon Winston
  - Laura Serrine
  - Synthia Goode
  - John Coots
  - Kwadwo Donkor
  - John Reynolds
2. A SS contact document has been created with the help of two Bridgewater College ATS. This document contains a list of every SS, both VHSL members and private institutions that offer athletics in Virginia. This document provides the name and email address for the AT at each of



these schools. Schools that do not have the services of an AT are denoted as such. The contact document has given us an accurate indication of how SSAT coverage is distributed across the state.

- a. 6A North, 6A South have 100% AT coverage in each of their schools.
  - b. 5A North, 5A South have 100% AT coverage in each of their schools.
  - c. 4A North: 93% of their schools provide AT coverage
  - d. 4A South: 100% of their schools provide AT coverage
  - e. 3A West: 93% of their schools provide AT coverage
  - f. 3A East: 92% of their schools provide AT coverage
  - g. 2A West: 46% of their schools provide AT coverage
  - h. 2A East: 73% of their schools provide AT coverage
  - i. 1A West: 33% of their schools provide AT coverage
  - j. 1A East: 23% of their schools provide AT coverage
  - k. Private Schools: 60% of their schools provide AT coverage
3. While creating the SS contact document, four schools were identified as interested in adding an AT to their staff. The athletic directors at those schools will be contacted through email and the *NATA Secondary School Proposal Guide* will be shared with them. Follow up contact will be made and an offer to support them in their quest will be extended.
  4. Bridgewater College ATEP ATS' in conjunction with the VATA will be sending out a survey to the SSAT of both private and VHSL member schools in early June. This survey will provide much needed information about the SS setting and will allow the SSATC to better support the SSAT in the Commonwealth.
  5. A "Recommendations for Supervision of the ATSA" document has been created and reviewed by the SSATC. John Reynolds shared a copy of this document with his contact at the DOE. They responded with two questions; "how big of a problem is this in Virginia" and "if it's not a big problem, why are we drawing attention to it with a formal document?"
    - a. Current recommendation is to share the *NATA Official Statement on Proper Supervision of ATSA* to educate the membership and give direction on how to report those members who are violating state law with the use of ATSA.
      - i. Those violating state law with the use of ATSA will be contacted to discuss appropriate scope of practice for ATSA. If violation continues the AT will be reported to the BOM.

## **Constitution & Bylaws Updates**

### **Rob Hammill, Chair**

- 1) EC Candidate Vetting: eBlast regarding candidate recruitment to EC and vetting of those candidates was sent out to membership on May 24<sup>th</sup>.
- 2) Voting Rights: Initial drafts of amendments to constitution (Article I, Section 2) and bylaws (Article VII, Section 1) have been written.
- 3) Student Affairs Committee: Latest project for C&B is to write up inclusion of this committee in the Bylaws

- 4) Little information so far for inclusion in the Policies & Procedures documents. Might be that we don't have a ton of information for this document right now as it is more intended to guide incoming people rather than people already holding EC or Committee positions.

GAC- No Report

Emerging Practices- No Report

Honors & Awards- No Report

Public Relations- No Report