

2023 IATA Membership Survey: Data, Summary, and Conclusion

A report to the IATA Board of Directors and Membership

Table of Contents:

Introduction.....	2
Section 1: Annual Meeting & Education.....	3
Section 2: Communication.....	5
Section 3: Inclusion & Equity.....	8
Section 4: Membership Benefits.....	13
Section 5: Region representation.....	14
Section 6: General & Demographic questions.....	16
Conclusions & Recommendations.....	19

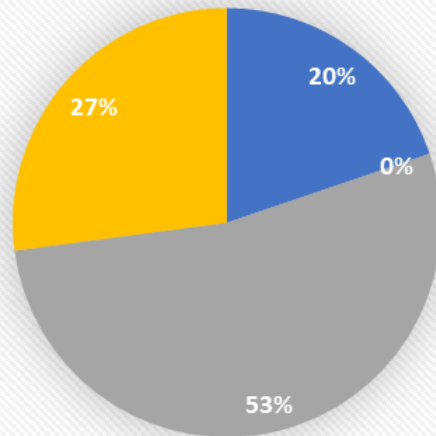
Introduction

The 2023 IATA membership survey was distributed to all members of the IATA via email on January 15, 2023, and was open for three weeks, until February 5, 2023. Of the 1536 recipients of the email, 832 members opened it, and 158 clicked on links within the email. Ninety-nine surveys were completed, representing 6.4% of the membership. While this sample size is not large enough to be statistically representative of the entire population, the survey still produced valuable insights about the members' values, challenges, and current statuses.

The following pages are divided into sections that correspond with the original sections of the survey. Each section may contain graphs, charts, and summaries of short answers that survey participants provided. This report was created by the Membership Survey Workgroup, a collection of 8 members of the IATA Board of Directors, who individually analyzed sections of the raw data, and discussed the results collaboratively. By working together to interpret the data, the workgroup aimed to decrease bias and improve the strength of the conclusions in this report. Finally, the conclusion at the end of the report offers an overall summary of the insights collected from the membership survey and suggestions for future directions of the IATA, based on survey results.

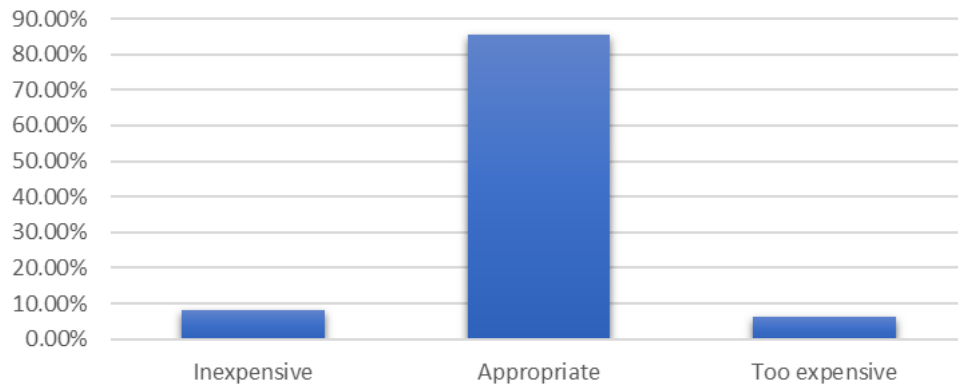
Section 1: Annual meeting and Education

I have completed the following educational courses developed by the IATA to meet state licensure requirements:

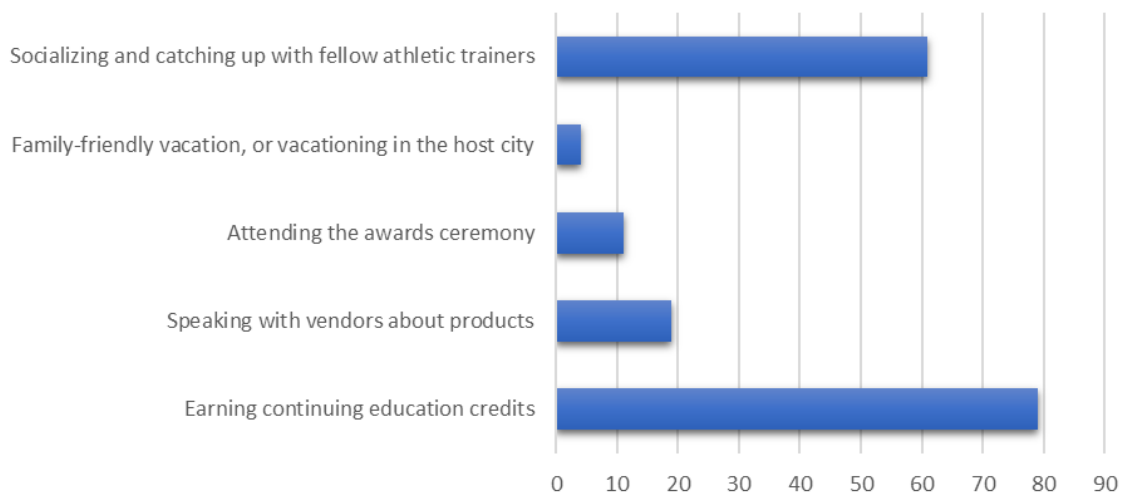


- Sexual harassment prevention training
- Implicit bias awareness training
- Both
- None of the above

I feel that the price of the in-person IATA Annual Meeting, compared to the value, is:

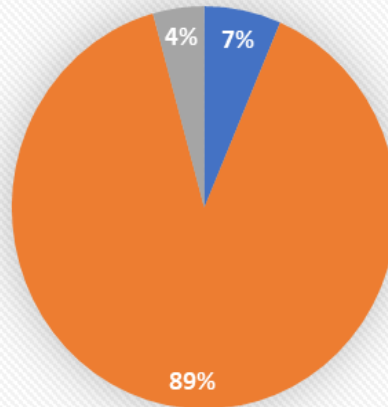


I choose to attend the IATA Annual Meeting for the following benefits (may select more than one):



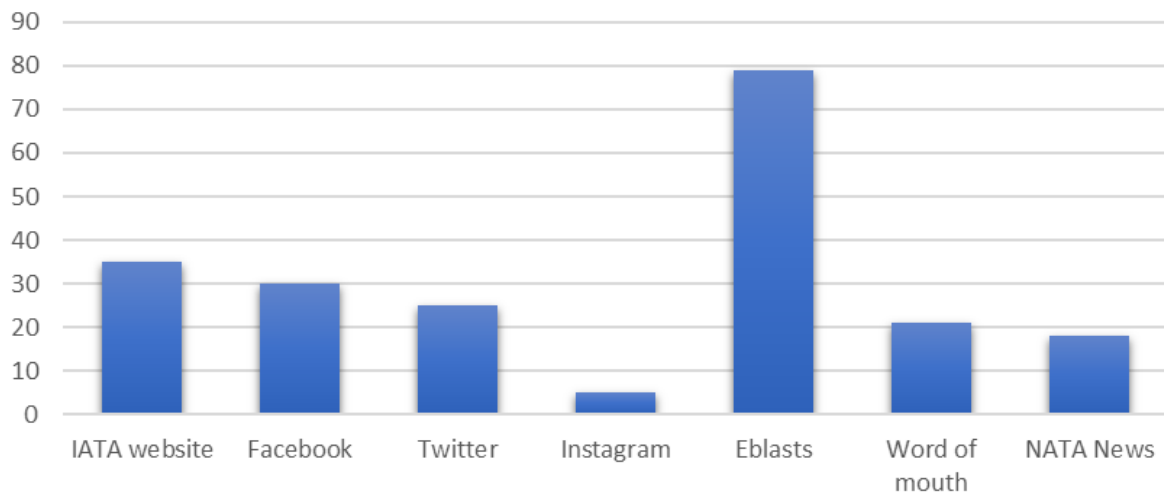
Section 2: Communication

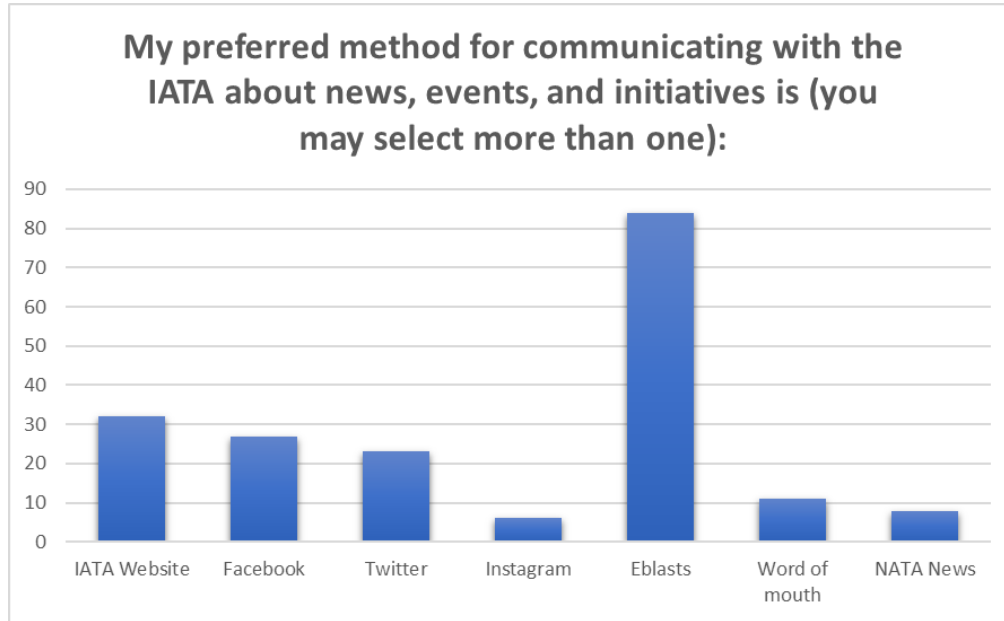
I feel the frequency of communication from the IATA is:



■ Not frequent enough ■ Appropriate ■ Too frequent

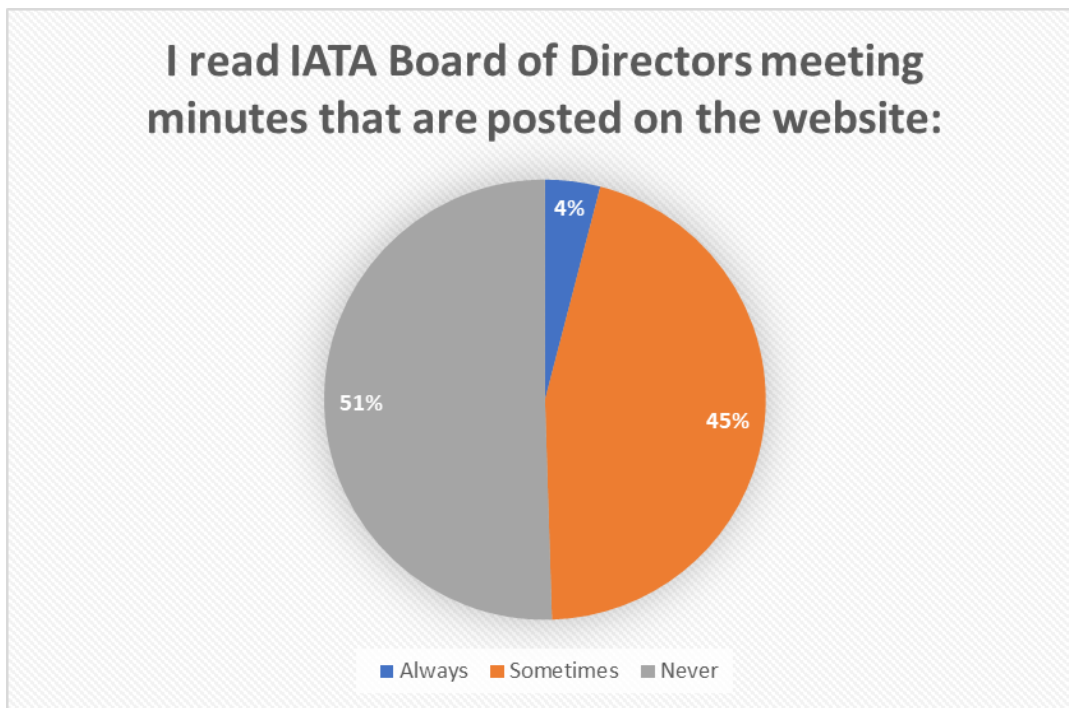
Where do you find information about IATA news, events and initiatives? (you may select more than one)

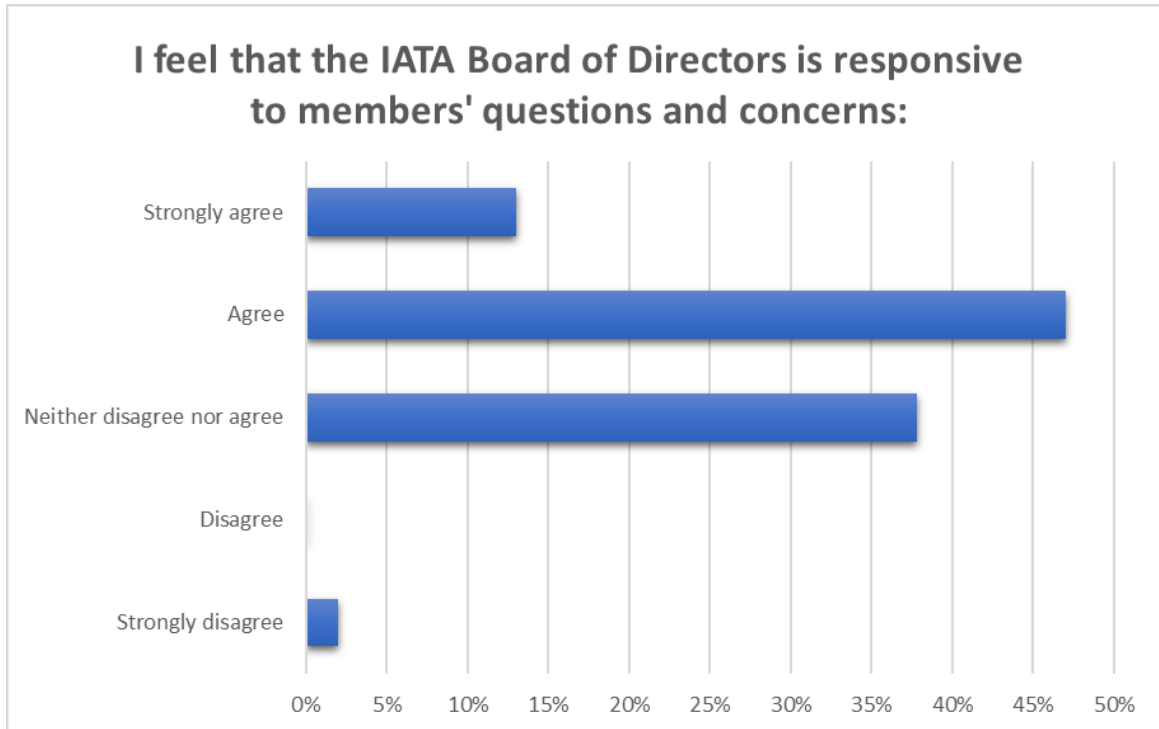




If I could add a method of communication from the IATA, I would add:

Most comments revolved around email as a preferred method and improvement of the current email platform. This is something the IATA BOD is currently working on with the purchase of a professional email account. One other item mentioned was text messaging.

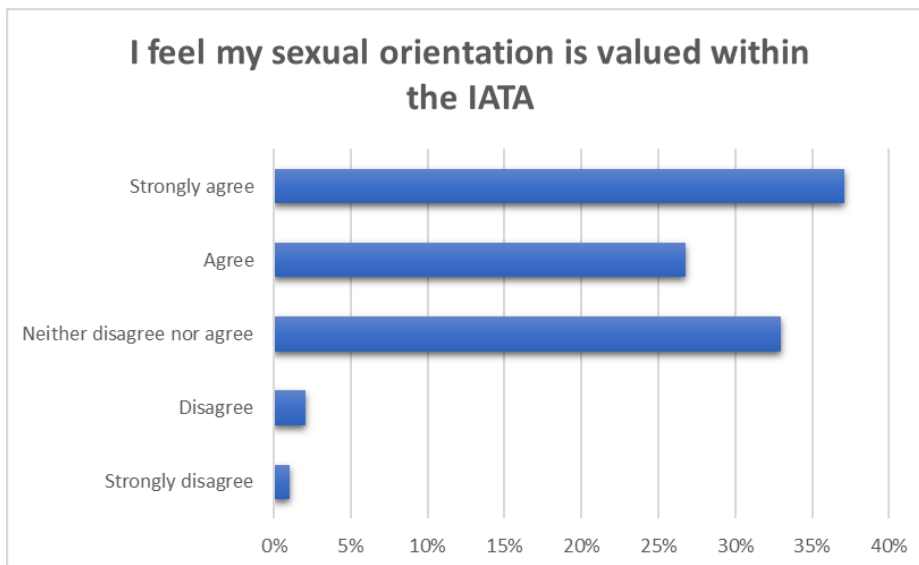
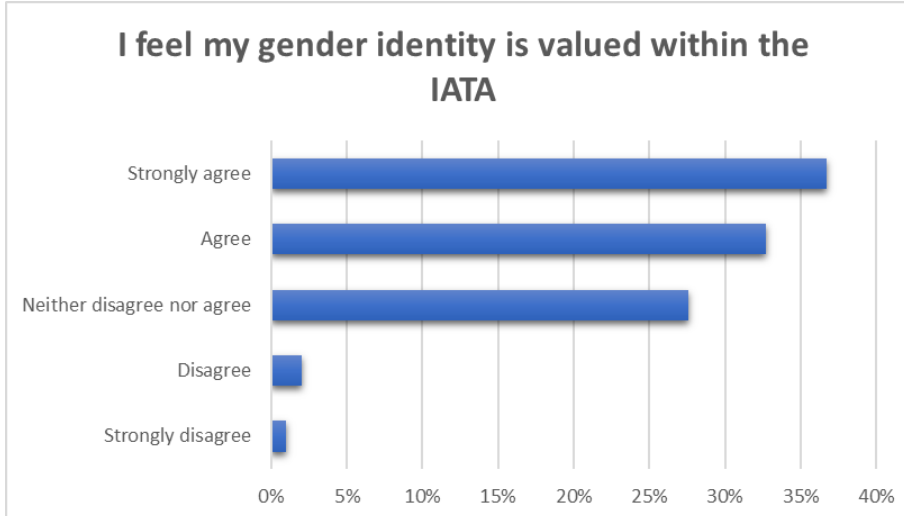
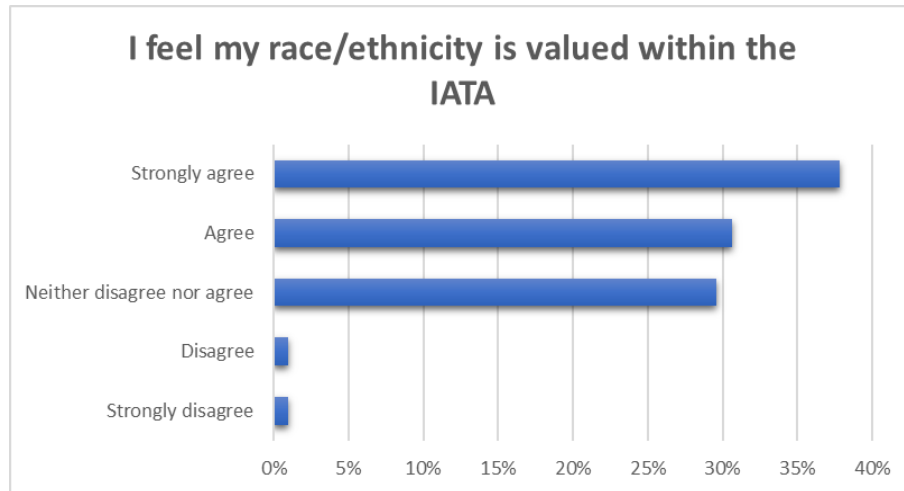


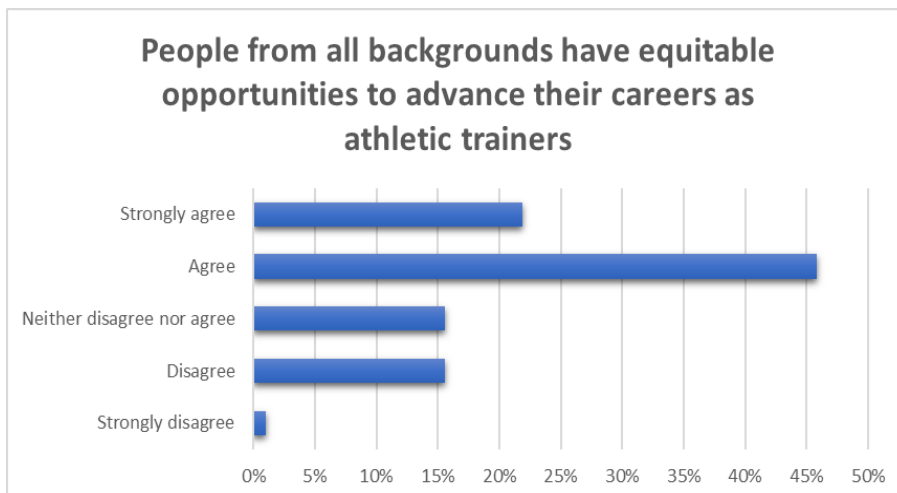
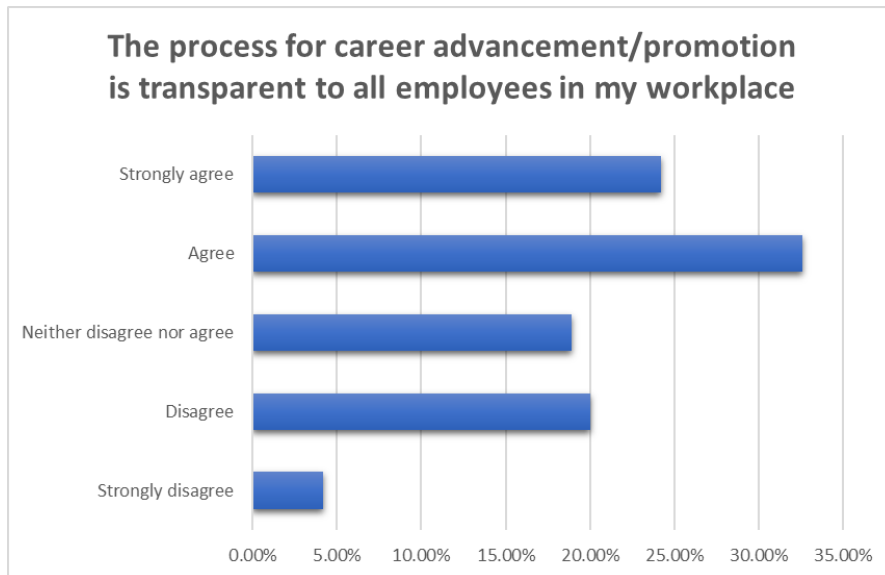
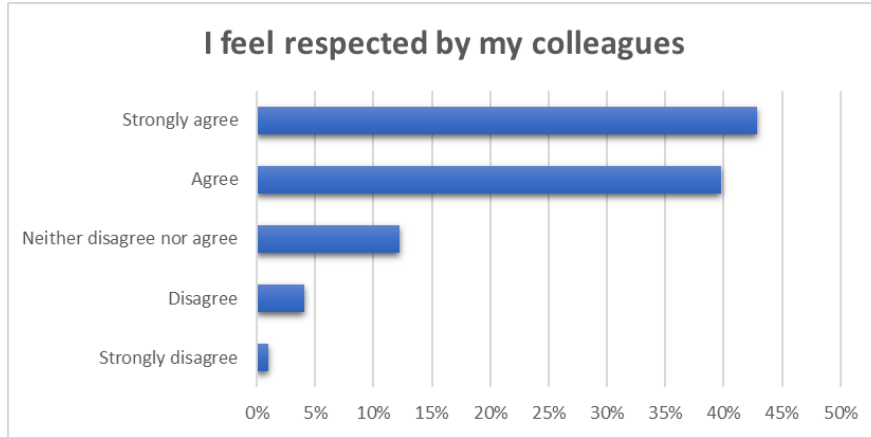


If I could change something about the IATA website, I would change:

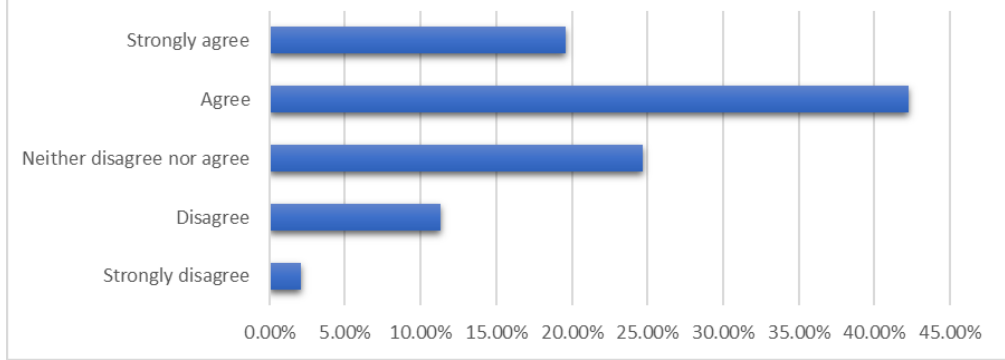
Many commented on the function, tabs, and organization of the website needing improvement. Also mentioned was that the content needs to be updated more frequently. The IATA BOD has just approved a website rebuild for 2023 which will be debuted in June 2023.

Section 3: Inclusion & Equity

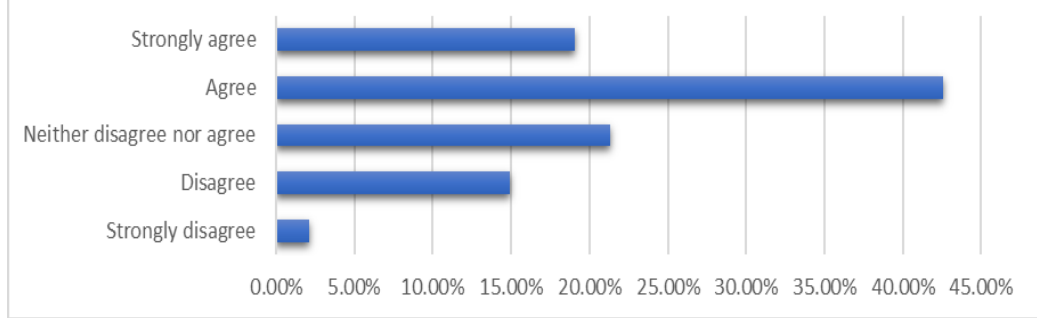




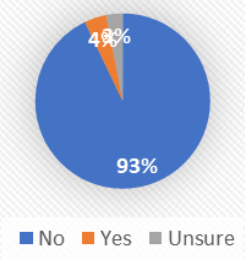
Everyone regardless of sexual orientation has equitable opportunities to advance their career as athletic trainers



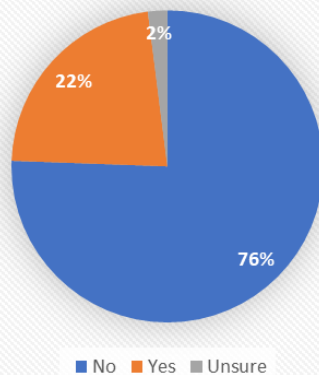
Everyone regardless of gender identities has equitable opportunities to advance their career as athletic trainers



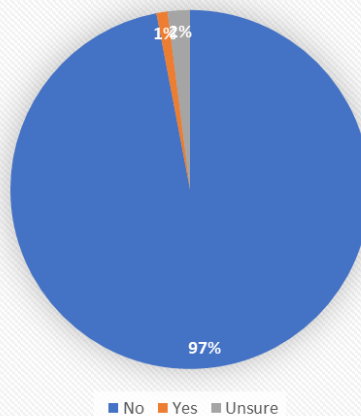
Have you ever faced discrimination within the profession (from coaches, technical staff, or other AT professionals, athletes, etc.) because of your race/ethnicity?



Have you ever faced discrimination within the profession (from coaches, technical staff, or other AT professionals, athletes, etc.) because of your gender identity?



Have you ever faced discrimination within the profession (from coaches, technical staff, other AT professionals, athletes, etc.) because of your sexual orientation?



Have you ever faced discrimination within the profession (from coaches, technical staff, or other AT professionals, athletes, etc.) because of your race/ethnicity? If yes, give a brief summary/description.

There was a separation in answers. Some IATA members felt that they had been discriminated against because of either their race, age, or disability. Some felt that as the majority they were being discriminated against to improve diversity within groups or that they didn't fit the level of diversity others were looking for.

Have you ever faced discrimination within the profession (from coaches, technical staff, or other AT professionals, athletes, etc.) because of your gender identity? If yes, give a brief summary/description.

There are several female IATA members who feel they have had a harder time gaining respect in the field and have been passed over for leadership roles. The theme is that male coaches/administrators/officials don't trust or respect female athletic trainers or do not want them on staff for certain positions. Discrimination based on pregnancy and maternity leave were also commented on.

There are also some male IATA members who feel they were passed over for advancement based on their gender and the diversity demographics those jobs were looking for.

Have you ever faced discrimination within the profession (from coaches, technical staff, or other AT professionals, athletes, etc.) because of your sexual orientation? If yes, please give a brief summary:

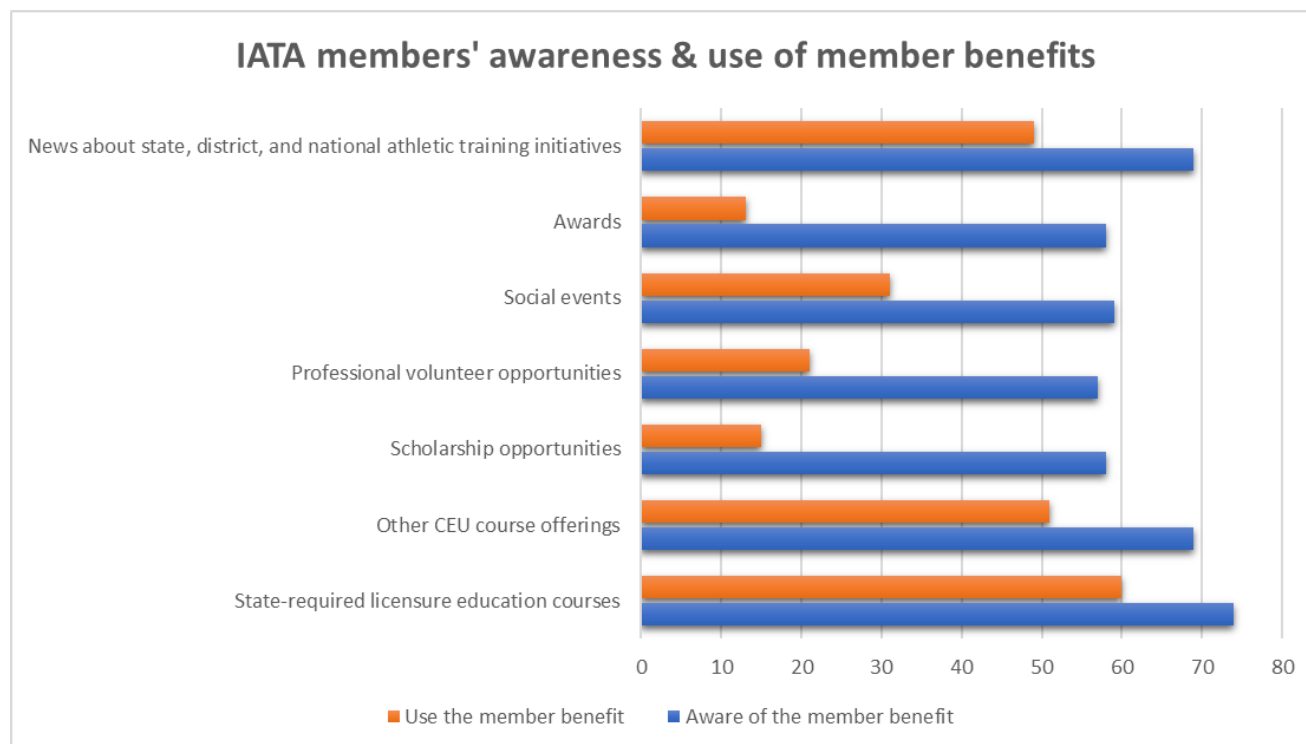
Gender discrimination is prevalent in the field. Women face challenges in earning respect from coaches, officials, and administrators. They are often regarded as less capable, passed over for leadership positions, or not hired at all. Male coaches tend to communicate with male co-workers even when the female athletic trainer has more experience and provides initial updates. Discrimination against women is also apparent when it comes to pregnancy and maternity leave. Additionally, financial privilege may be necessary to pursue a career in athletic training due to the low average salary compared to the cost of obtaining a master's degree. There were a couple responses that showcased discrimination against male athletic trainers but they were definitely less common than discrimination against females.

A male athletic trainer was told by the department chair that he cannot become a program director. He was a few courses short and so was ineligible, but the department ended up hiring a female athletic trainer who also did not have a doctorate degree. She was allowed to obtain hers later.

What would you like to see done regarding DEIA initiatives within Illinois?

Illinois athletic trainers feel the following can be beneficial: safe space training, education on age discrimination, statements of support from the IATA, DEIA-related scholarship programs, a focus on pregnancy support/maternity leave. Many responses also voiced uncertainty on what else to add for DEIA initiatives.

Section 4: Membership benefits



Please rank the following member benefits in order of importance to you:

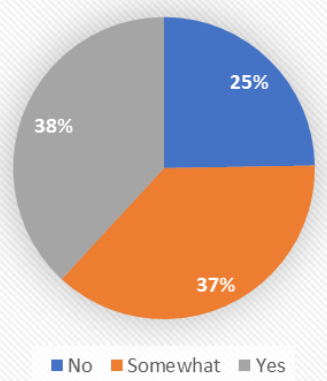
1. State- required licensure education courses
2. Other CEU course offerings
3. News about state, district, and national athletic training initiatives
4. Professional volunteer opportunities
5. Social events
6. Awards
7. Scholarships

If I could add a benefit of being an IATA member, I would add:

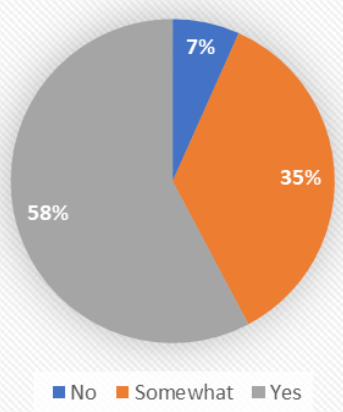
Illinois athletic trainers noted that the biggest advantage of being an IATA member was benefitting from state required licensure education courses to meet licensure and certification requirements. However, it was noted that our members would like more CEU opportunities – some asking for emerging settings or non-traditional setting courses, collaboration with CPR training and reminders provided to them when licensure and certification renewal is required. They would also like to see a state salary survey but also a council or committee to help provide information on salary negotiations. Networking was brought up frequently as well with members specifically for new professionals.

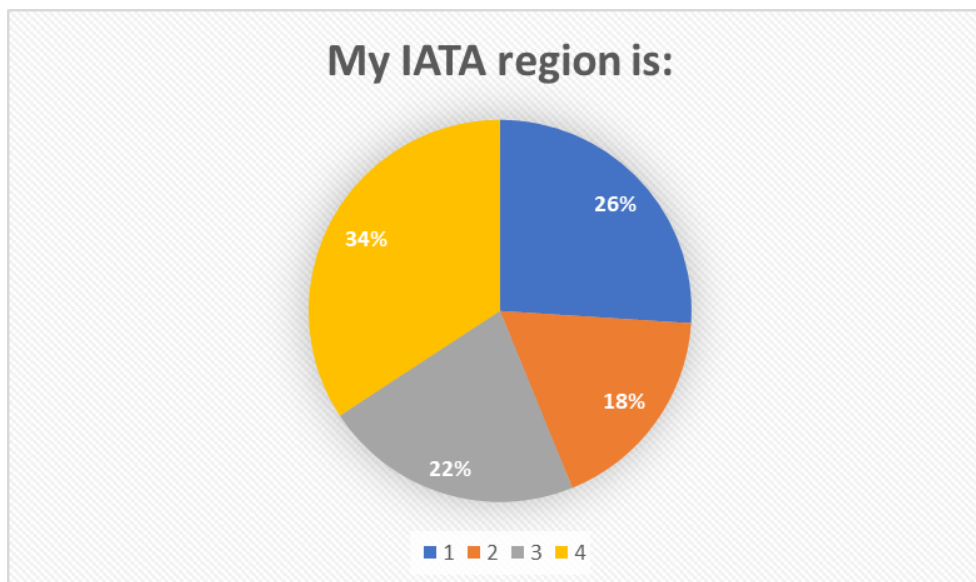
Section 5: Region representation

I feel that athletic trainers in my region have unique concerns or challenges:



I feel that my region representative is responsive to members' concerns:





A concern that I would like my region representative to address is:

Illinois athletic trainers noted that they felt ATs in their specific region had some level of unique concern or challenge and 57.8% stated that they felt their region representative was responsive to their region members' concerns. However, some members noted that they did not know who their region representative was or had not heard from them. They also noted that they would like more communication and would like to see more publicity in their specific region. Additionally, region members noted that they would like to see more education provided to school districts on the importance of ATs and appropriate AT/athlete ratios.

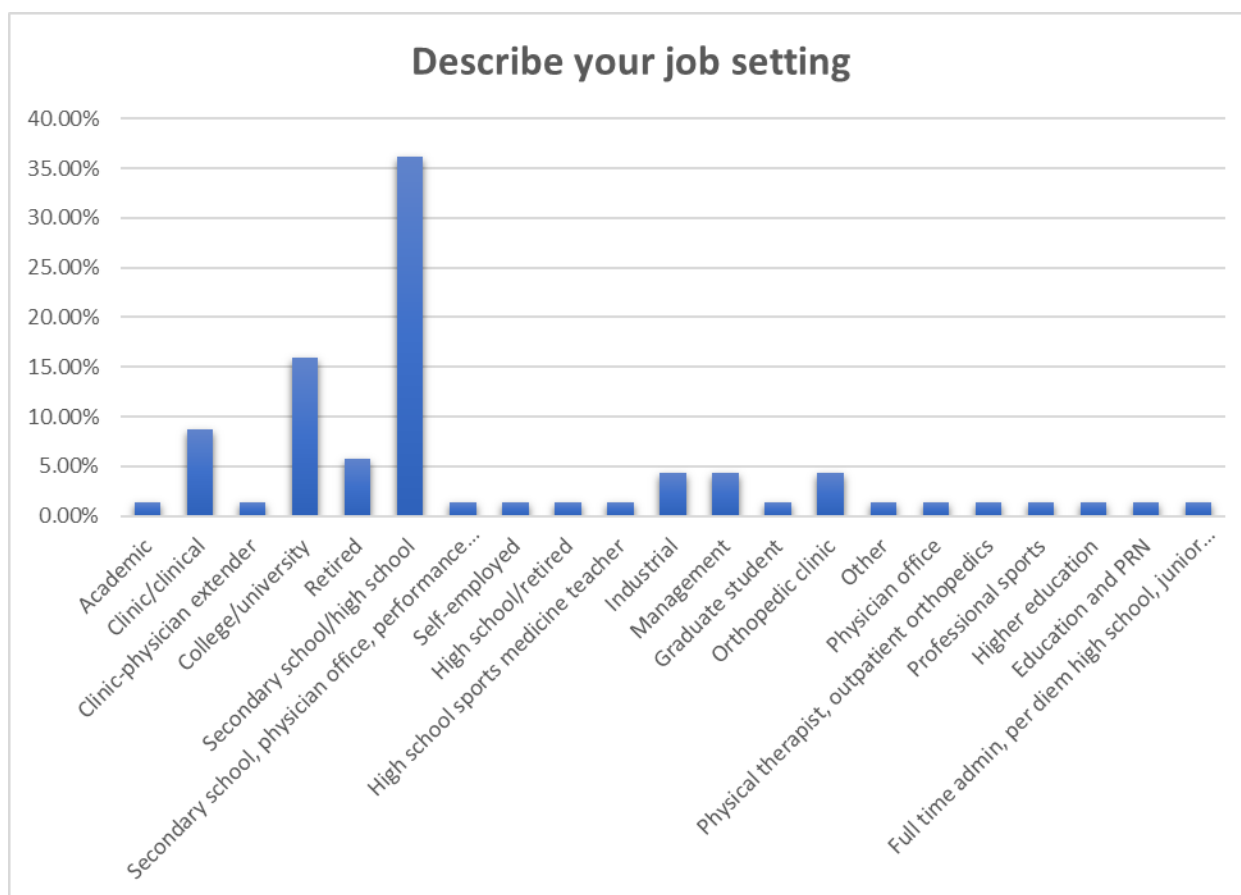
Section 6: General & Demographic questions

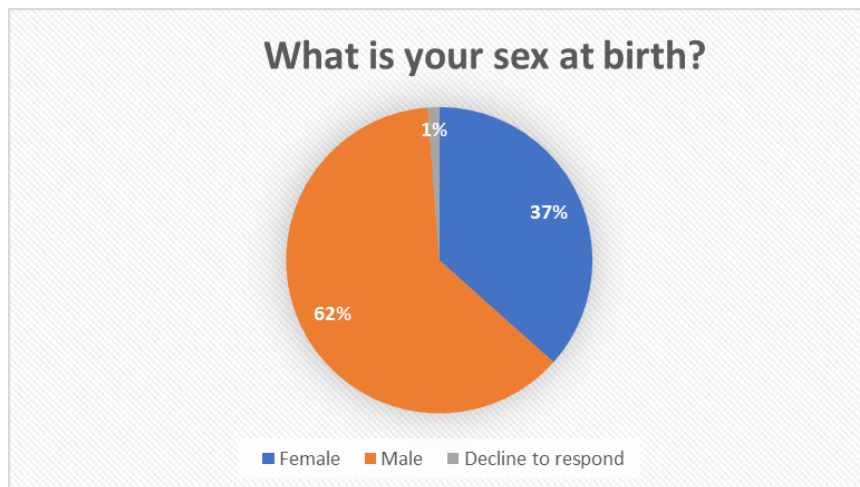
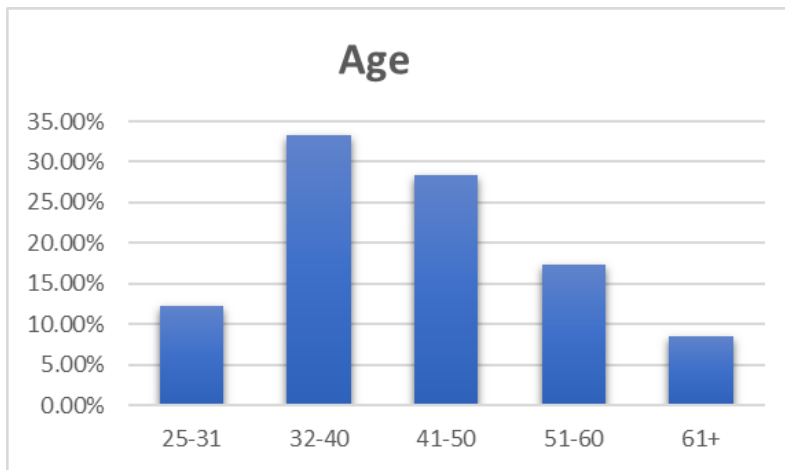
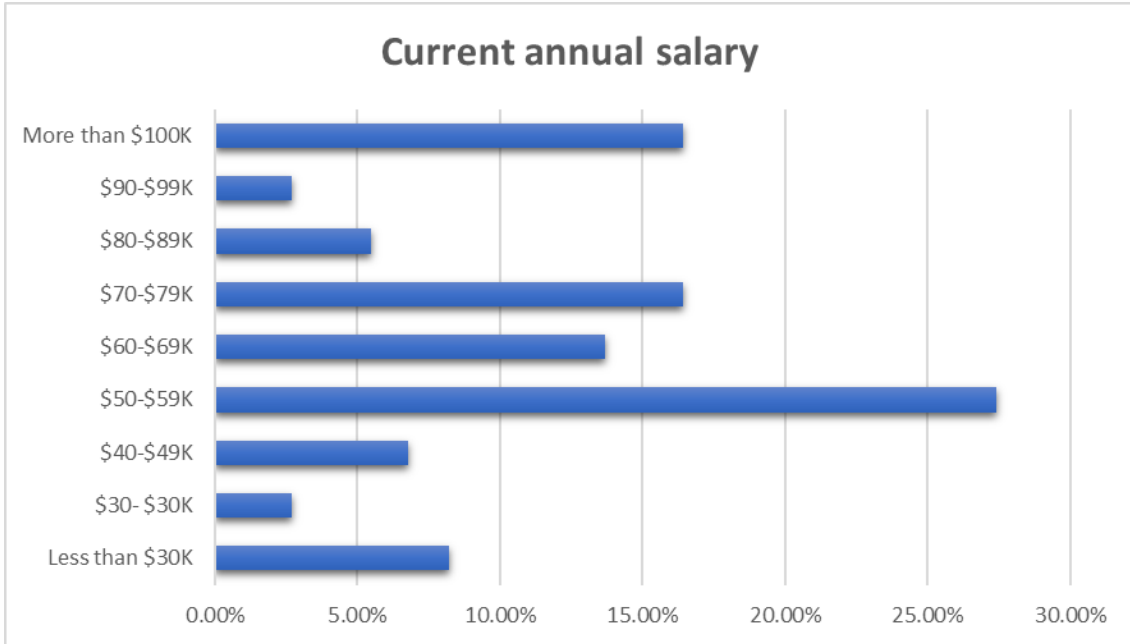
In general, what do you think that the IATA could do that we aren't already doing?

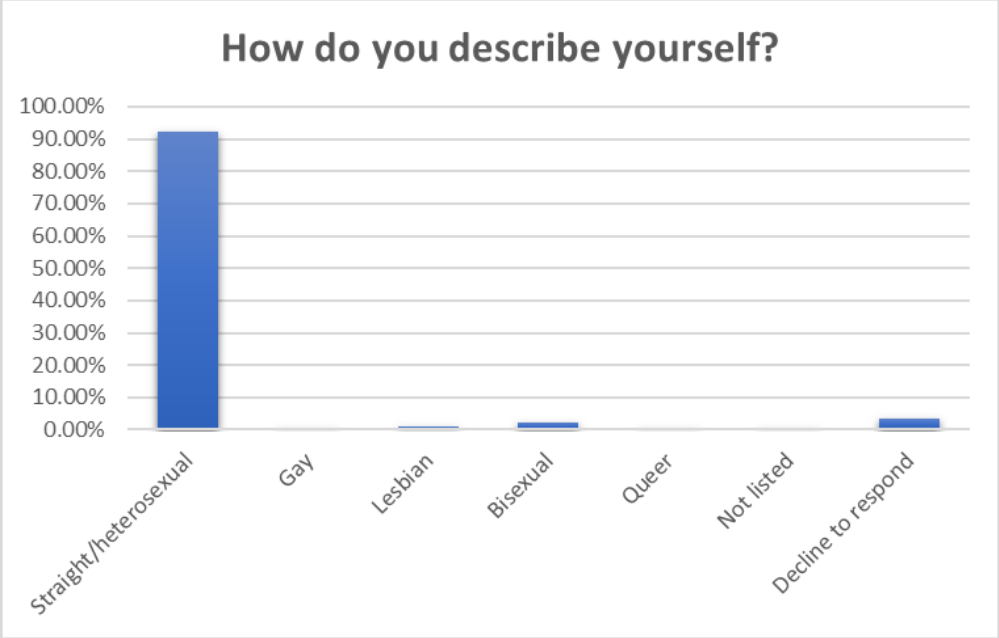
In summary, Illinois athletic trainers are looking for more CEU opportunities either online or in person. They are looking for more advocacy in non-traditional settings as well as resources for students and members to be able to reach out to each other for help. They are looking for more communication and explanation of the practice act that was just passed. Illinois athletic trainers want to explore the 3rd party reimbursement further. And finally, they would be open for more communication across the board about what IATA is doing to help all Illinois ATs.

Is there anything you would like to discuss that hasn't been mentioned here?

Illinois athletic trainers noted that they would like the IATA to explore insurance reimbursement for athletic training services and make an attempt to be recognized by Medicare. As well as, keeping an open mind across the board of directors positions and committee member positions to progress the profession of athletic training in the state of Illinois and not let biases cloud that progress with personal or political opinions/views.







Conclusions & Recommendations

As it was stated in the introduction, there were not enough survey responses to ensure that these results are truly representative of the IATA membership. A sample size of 370 participants would be needed (with a 95% confidence interval) to represent the full membership. However, valuable insights are still available from the responses that were collected.

Survey participants noted in several instances that they most value the IATA for the continuing education courses they offer. Most participants stated that they utilize eblasts as a primary mode of communication with the IATA, though they identified areas of improvement regarding communication. With regards to inclusion and equity, most participants feel that they are valued by the IATA. Some participants illustrated concerning examples of discrimination within the profession, and wished for more DEIA-related resources. Most participants are aware of the most common member benefits available to them, though they don't utilize them as much. They would like to see a wider variety of CEU opportunities, addressing more unique professional settings. With regards to region representation, a positive note is that survey participants were very spread out across regions of the state, therefore the responses do not represent only one region of the state.

In general, survey participants would like the IATA to advocate more for members in a wider variety of settings and processes, whether through pursuing third party reimbursement or investigating state-specific salaries. Participants primarily worked in the secondary school, collegiate, or clinic settings, and reported their current annual salary between \$50,000 and \$59,000.

One common theme among survey participants was that they were unaware of some of the initiatives and benefits the IATA has. When asked what they wanted the IATA to provide, participants listed suggestions including research funding, networking, and advocacy toward school boards on the value of having an athletic trainer. The IATA currently has research grants, plans networking opportunities, and has been actively engaged with school board representatives for the past two years. This illustrates that while the IATA pursues these initiatives, publicity and advertisement for them may not be reaching the audience as intended. Therefore, it is suggested that the IATA be more deliberate in planning communication, from gathering more comprehensive news to utilizing region reps to engage more with individuals.

In 2019, the Board of Directors completed a strategic planning session. That plan was intended to guide our actions over the next several years. While we have achieved some of the goals within that plan, this survey identifies a need to return to the strategic plan and revisit our progress on all of our goals. It is suggested that the Board evaluate the unfinished goals of the strategic plan against this feedback from the membership, to guide future initiatives. We appreciate every member who took the time to complete the survey and provide valuable feedback on the current state of the association and how it can best serve them going forward.

Thank you to the Membership Survey Workgroup, who designed and executed the survey, interpreted the results, and prepared this report:

Andy Renner
Brandon Gonzales
Denny Wongosari
Justin Stanek
Sarah Turner
Ryan Moran
Autumn Taylor
Andrea Kovalsky