

BOC Communication Guidelines

Commonly Used Terms/Phrases

Acceptable	Unacceptable
<p>ATC® – used to refer to the credential not the individual</p> <p>BOC Certified Athletic Trainer (AT) – used to refer to an individual credential holder</p> <p>BOC Certified Athletic Trainers (ATs) – may be used to refer to a group of credential holders</p>	<p>A.T.C.</p> <p>ATCs</p> <p>ATC's</p> <p>AT's</p> <p>athletic trainer/Athletic Trainer – we are no longer using the term Athletic Trainer without BOC Certified before it; the use of AT is still acceptable</p> <p>athletic trainers/Athletic Trainers</p> <p>certified athletic trainer</p> <p>certified athletic trainers</p>
<p>The BOC – always use “the” in front of BOC when BOC is used as a noun in a sentence</p> <p>Board of Certification, Inc.(BOC) – include BOC in parentheses after Board of Certification, Inc. the first time it is written out in text if the BOC acronym is used later in document</p>	<p>Board of Certification</p> <p>Board of Certification Inc</p> <p>Board of Certification Inc.</p> <p>Board of Certification, Inc</p> <p>NATABOC</p> <p>NATA BOC</p> <p>NATA Board of Certification</p>
Athletic Training Services	<p>Athletic Training Coverage</p> <p>Sports Coverage</p>
<p>BOC certified</p> <p>BOC Certified Athletic Trainer</p> <p>Certified Athletic Trainer</p>	<p>Board certified</p> <p>NATA certified</p> <p>NATABOC certified</p>
BOC Certification Exam (formal name)	BOC certification exam
exam, BOC exam (2 nd reference)	<p>BOC Exam</p> <p>examination</p> <p>test</p> <p>NATABOC exam</p> <p>NATA exam</p>
certification maintenance	<p>re-certify</p> <p>re-certification</p> <p>recertify</p> <p>recertification</p>
<p>certification maintenance period</p> <p>reporting period</p>	<p>reporting cycle</p> <p>reporting term</p>
emergency cardiac care (ECC) certification	Emergency Cardiac Care Certification (ECCC) CPR
healthcare – used as an adjective or noun	health care
medical services	<p>medical coverage</p> <p>sports coverage</p>
ongoing ECC certification	<p>continuous ECC certification</p> <p>continuous CPR Certification</p>
Professional-level practice	entry level practice
Program Director	program director

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Miscellaneous

- List URLs without http:// (Example: www.bocatc.org)

Trademark Symbols

The trademark symbol (™) should always be included after the following and superscripted whenever possible:

- ATC Online™
- *Be Certain.™* – when using the *Be Certain.™* phrase, *Be Certain.™* that it is in title case with a period, italicized and followed by the superscripted, non-italicized trademark symbol (as shown here)

The registered trademark symbol (®) should always be included after the following and superscripted whenever possible:

- ATC® – *Exception: when the credential is listed after a person's name, the registered trademark symbol is not used*

Listing Credentials

- When the ATC® credential is used in a sentence after a credential holder's name, a comma should follow the name and the credential (Example: John Doe, ATC, spoke at the conference.)
- If listing outside credentials, list highest academic degree first followed by other credentials in order by degree of difficulty (See common credentials ordered by difficulty below)

Academic degrees:

- PhD – Doctor of Philosophy
- EdD – Doctor of Education
- MS – Master of Science
- MA – Master of Arts
- MEd – Master of Education

Licenses:

- LAT – Licensed Athletic Trainer
- ATR – Registered Athletic Trainer
- ATL – Licensed Athletic Trainer

Credentials/certifications:

- ATC – Certified Athletic Trainer
- PT – Physical Therapist
- OTR – Registered Occupational Therapist
- REMT – Registered Emergency Medical Technician
- CSCS – Certified Strength and Conditioning Specialist
- PES – Performance Enhancement Specialist
- AT Ret. - Athletic Trainer Retired/Resigned