

**Position Profile**  
**CHIEF EXECUTIVE OFFICER**  
**BOARD OF CERTIFICATION (BOC)**  
**FOR THE ATHLETIC TRAINER**

**1415 Harney Street, Suite 200, Omaha, NE 68102 | [www.bocatc.org](http://www.bocatc.org)**

**About the BOC**

The Board of Certification, Inc. (BOC) was incorporated in 1989 as a not-for-profit credentialing agency to provide a certification program for the entry-level athletic training profession. Athletic training is recognized as a healthcare profession by the American Medical Association (AMA) and by federal agencies, including the U.S. Bureau of Labor Statistics and the U.S. Department of Health and Human Services.

The BOC establishes both the standards for the practice of athletic training and the continuing education requirements for BOC Certified Athletic Trainers (ATs). The BOC also works with state regulatory agencies to provide credential information, professional conduct guidelines, and regulatory standards on certification issues.

The BOC is based in Omaha, Nebraska. A nine-member board of directors governs the BOC and includes: six AT directors, one physician director, one public director, and one corporate/educational director. The BOC has a total staff of 19 employees, including the CEO, and an annual budget of \$5.2M.

- **Vision:** The BOC exists so that healthcare professionals worldwide have access to globally recognized standards of competence and exceptional credentialing programs that support them in the protection of the public and the provision of excellent patient care.
- **Mission:** To provide exceptional credentialing programs for healthcare professionals to assure protection of the public.
- **Values:** Integrity, professionalism, fairness, transparency, service

The BOC has the only accredited certification program for ATs in the United States and has mutual recognition agreements with the Canadian Athletic Therapy Association and Athletic Rehabilitation Therapy Ireland.

**Strategic Alliance.** The BOC actively participates in the Strategic Alliance, a group of four leading organizations committed to the athletic training profession and to the delivery of quality healthcare to the public. In addition to the BOC, the Strategic Alliance includes:

- Commission on Accreditation of Athletic Training Education (CAATE)
- National Athletic Trainers' Association (NATA)
- NATA Research & Education Foundation (NATA Foundation)

Through the collaborative efforts of accreditation, credentialing, membership, and research of athletic training, the mission of the Strategic Alliance advances the athletic training profession by identifying and prioritizing current and future practices and initiatives impacting the profession of athletic training and its stakeholders worldwide.

The vision of the Strategic Alliance is to promote worldwide growth, enhanced protection, strategic development, and continued advancement of the athletic training profession.

## THE POSITION

### Overview

The CEO manages the day-to-day operations of the BOC and reports directly to the board of directors. The CEO is responsible for the supervision and management of the BOC in its administrative, regulatory, financial, and other operational affairs, consistent with the bylaws and corporate policies. The CEO serves without vote as an ex officio member of the Board and all Board and BOC committees, task forces, councils, and working groups.

### Specific Responsibilities

- **Leadership.** Provides visionary leadership that inspires the highest levels of performance in the delivery of healthcare credentialing and in business and operational administration.
- **Operational management.** Maintains an organized system of management and controls that ensure smooth function of the BOC's operations, timely accomplishment of goals, and physical, financial, and human resource viability and success.
- **Strategic planning.** Develops, implements, and executes operational plans that ensure timely strategic goal achievement.
- **Partnerships and negotiations.** Develops, maintains, and evaluates strategic partnerships and ensures skillful negotiations that help to position the BOC for success.
- **Financial performance.** Uses financial and analytical skills to lead, monitor, and take actions that ensure the BOC's financial stability and long-term success.
- **Community relations.** Fosters strong community relations and develops collaborative partnerships that advance the interests of the BOC and contribute to the health and well-being of the communities served.
- **Stakeholder relations.** Fosters strong relationships with, and provides exemplary service to, BOC stakeholders and the athletic training community.
- **Board relations.** Manages the functions of the BOC in accordance with the direction set by the board of directors. Informs and advises the board of directors on matters that influence and impact the BOC's performance.
- **Human resources.** Provides leadership that aligns and challenges the workforce, inspires loyalty, and promotes fulfillment of the BOC's mission, vision, and values by both paid staff and volunteers.

- **Regulatory compliance.** Ensures legal, regulatory, and accrediting compliance and represents the BOC in relationships with local, state, and federal governing agencies.

## **Desired Candidate Qualifications**

### **Education**

The candidate for the position of Chief Executive Officer of the BOC will have a bachelor's degree in business administration, health services administration, public health, or similar field; a master's or other advanced degree is preferred; CAE desirable.

### **Career Experience**

The ideal candidate for the position of Chief Executive Officer of the BOC is an experienced leader with 10+ years of leadership experience with a credentialing organization or a professional health care or medical association. Experience in the athletic training profession is a plus, but not essential.

### **Professional Knowledge**

Deep knowledge of strategic leadership and organizational management principles is essential, as is strong business acumen and a solid financial background. Qualified candidates also will have knowledge of:

- Principles of human resources management including salary administration, discipline, affirmative action, and team building
- Financial and budget management and Generally Accepted Accounting Principles
- Activities and principal players in the credentialing and regulation of healthcare providers
- Board and governance oversight

Preference will be given to candidates who have knowledge of the work and role of the BOC and the standards of accreditation of the National Commission for Certifying Agencies (NCCA).

The candidate for the CEO of the BOC will be aware of current issues and trending topics in the athletic training profession and in the field of healthcare, and how these developments affect certified athletic trainers nationwide.

### **Essential Skills & Abilities**

The BOC requires the successful candidate for the position of CEO be qualified to:

- Apply principles of strategic leadership in both staff and governing board situations
- Lead an organization through a significant change in its mission, operations, or leadership
- Assess organizational performance and culture, and determine when change or reengineering is needed
- Negotiate successful contracts and agreements with vendors and partner organizations
- Represent an organization appropriately in multi-organizational contexts and to its stakeholders

- Develop and maintain effective teamwork and high productivity in both staff and governing board situations
- Communicate with excellence and confidence in all public and private spheres

### **Personal Characteristics**

The successful candidate for the position of CEO of the BOC will demonstrate the following personal characteristics and attributes:

- Clear and quick thinking
- Ability and desire to engage in continuous learning
- Unquestioned integrity
- Conduct in all circumstances that reflects the BOC's core values
- Professional standards and high level of commitment to advancing the BOC's mission and vision

### **The BOC's Challenges & Opportunities**

The BOC is a strong organization that's financially healthy and mission-focused on advancing exceptional credentialing programs for healthcare professionals to assure protection of the public.

The total number of Certified Athletic Trainers is more than 53,000 worldwide. Currently, 49 states and the District of Columbia regulate the practice of athletic training. Individuals must be legally recognized by the appropriate state regulatory agency prior to practicing athletic training. The BOC exam is recognized by all Athletic Trainer state regulatory agencies to meet their exam requirement. Compliance with state regulatory requirements is mandatory and the only avenue to legal athletic training practice.

**Maintenance of Competence.** In 2015 the BOC formed the Maintenance of Competence Task Force. The Task Force is charged with investigating current and new methods for ensuring the ongoing competence of ATs and to recommend changes to the current recertification requirements if necessary. The new CEO will need to be prepared to evaluate the progress of the Task Force and develop a plan for implementation of a new recertification program.

**Specialty certification.** With its success in providing credentialing for the athletic training profession, the BOC is positioned to expand its offerings with new specialty certifications for athletic trainers. The new CEO will need to be prepared to carefully evaluate and assess expansion opportunities in light of the BOC's mission, financial and staff resources, and strategic goals.

**Globalization.** Athletic training is an emerging profession worldwide with increasing interest in establishing an international foundation for AT standards and curricula. The BOC already has working relationships with their

certification program peer organizations in Canada and Ireland. The new CEO will want to be in the forefront to determine the extent of the BOC's role in establishing an international framework for the AT profession.

**Regulatory climate.** States regulate athletic trainers, and the BOC is affected whenever states introduce legislation that doesn't recognize BOC certification. Anti-regulatory sentiment can undermine the BOC's stability, and the CEO's leadership is key to ensuring strong support for professional regulation.

**Strategic Alliance.** The BOC plays a vital leadership role in the Strategic Alliance. While each member of the Strategic Alliance serves a distinct group of shareholders (see About the BOC section above), all members have a shared interest in advancing the athletic training profession. The BOC's CEO will continue to provide active and informed leadership to this important collaboration.

### **About Omaha, Nebraska**

Omaha is the largest city in the state of Nebraska and located on the Missouri River, about 10 miles north of the Platte River. The metropolitan population is nearly 905,000. *U.S. News & World Report* ranks Omaha #28 out of 125 metro areas in its Best Places to Live, based on the quality of life and the job market.

Omaha is home to the headquarters of four Fortune 500 companies: mega-conglomerate Berkshire Hathaway, headed by Warren Buffett; one of the world's largest construction companies, Kiewit Corporation; insurance and financial firm Mutual of Omaha; and the United States' largest railroad operator, Union Pacific Corporation.

In recent years, the Omaha riverfront and downtown area have experienced tremendous growth with more than \$2 billion in new development. CHI Health Center Omaha, the city's convention center, and arena attracts major entertainment and conventions. Omaha has hosted the annual June NCAA College World Series men's baseball tournament since 1950.

The BOC building is located in a historic downtown Omaha neighborhood, Old Market, which features shops, boutiques, pubs, restaurants, and entertainment.

Learn more about Omaha at [www.omahachamber.org](http://www.omahachamber.org) or [www.visitomaha.com](http://www.visitomaha.com).

### **The Search Process**

The BOC offers a supportive work environment and excellent benefits. Those interested in applying should send a CV or resume and a cover letter indicating qualifications and scope of experience by January 15, 2019.

**Jill Christie, President**  
**Tuft & Associates**  
**[Cbabjak.tuftassoc@gmail.com](mailto:Cbabjak.tuftassoc@gmail.com)**