

Goal 1: Improve and expand communication and services to membership.

Indicator	Criteria	Notes
<p>1-1 The PSAHPERD will disseminate pertinent time-sensitive communication.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Executive Committee will approve/deny communication. <input type="checkbox"/> Database Mailings-PA Department of Education (PDE) Advisor and Executive Committee will approve. <input type="checkbox"/> Encourage local Associations, Divisions and Committees to submit appropriate news items. <input type="checkbox"/> Information from Pennsylvania (PA) State Agencies (e.g. PDE, DOH, DCNR) <input type="checkbox"/> Semi-annual communication to membership regarding presidential project. 	<p>Responsibility: Executive Director or designee.</p>
<p>1-2 The PSAHPERD will publish a journal.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Produce three journals a year, paper and/or electronic. (Winter February, Spring/Summer June, Fall September) <input type="checkbox"/> Articles will be submitted from the six (6) Divisions in accordance with the Operating Codes. <input type="checkbox"/> Archive journals annually. <input type="checkbox"/> Provide cost efficient publication and delivery of journal. 	
<p>1-3 The PSAHPERD will maintain an up-to-date website.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Include local, state, district and national information of professional interest. <input type="checkbox"/> Review website technology capabilities and possibilities on an annual basis. 	<p>Responsibility: Technology Coordinator</p>
<p>1-4 The PSAHPERD will expand and promote the use of social media.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Develop protocols and procedures for use. 	<p>Develop list of applicable social media and possible uses for PSAHPERD. Prepare list of social media applications to consider and prioritize.</p>

<p>1-5 The PSAHPERD will maintain and update an electronic database of all professionals in Pennsylvania.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Approval by PDE Liaison/Executive Committee 	<p>Determine who can use database and what the process is for requesting its use? What are the guidelines for using the database? Develop a planning for updating the database. Is the intent of this database to be education professional only, or more broad? Does the funding of PDE limit the database to education professionals only?</p>
<p>1-6 The PSAHPERD will provide opportunities for in-service credit.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Achieve and maintain Approved Provider status. <input type="checkbox"/> Investigate additional delivery methods for in-service credits. 	
<p>1-7 The PSAHPERD will promote Convention information.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Publish in Spring/Summer and Fall Journals. Include: Fee and registration logistics, lodging information, program highlights, etc. <input type="checkbox"/> Publish in Winter Journal. Include: Award winners, convention pictures, etc. <input type="checkbox"/> Publish information on website. <input type="checkbox"/> Identify and utilize additional opportunities to promote convention information. 	
<p>1-8 The PSAHPERD will provide information and services for diverse populations.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> The Diversity Statement (Article 1 Sec. 2 of Constitution) will be widely published (e.g. Journal, website, convention program, etc.) <input type="checkbox"/> Pursue and partner with social agencies and organizations that serve diverse populations. <input type="checkbox"/> Provide information and programmatic ideas to professionals that address working with diverse populations. 	<p>Responsibility: Adapted Physical Activities Committee; Social Justice Committee</p>

Goal 2. Prepare members for leadership roles.

Indicator	Criteria	Notes
<p>2-1 The PSAHPERD will monitor the effectiveness of the structure and function of the association.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Monitor the need, focus and effectiveness of organizational structures. To Executive Board Members on a regular basis. <input type="checkbox"/> Monitor the implementation of the Applied Strategic Plan (ASP). 	<p>Use annual reports for feedback.</p> <p>Responsibility: Structure and function committee, Executive Committee</p> <p>-Make sure there is a timeframe for reporting and updates in S&F code, that addressed</p>
<p>2-2 The PSAHPERD will provide information to new members.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provide information “packet” to include: organizational structure, available services, professional growth opportunities, etc. 	<p>Feedback that professional outreach committee lacks a clear purpose and direction, could this be their responsibility?</p> <p>“Packet” is loosely used to indicate resources and/or opportunities, e.g. meet and greet, orientation at convention, incentives.</p>
<p>2-3 The PSAHPERD will develop strategies to recruit members to participate in leadership roles.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Implement a process focused on leadership recruitment. <input type="checkbox"/> Secure committee members not previously involved. <input type="checkbox"/> Engage Local Associations in identifying potential leaders. 	<p>Responsibilities: Nominating committee</p>
<p>2-4 The PSAHPERD will provide an orientation for the Board.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provide Executive Committee, Division Officers and Committee Chairs with clearly stated expectations and responsibilities. <input type="checkbox"/> Provide operating codes and addendums. <input type="checkbox"/> Deliver Board orientation. 	
<p>2-5 The PSAHPERD will provide leadership</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provide Student Leadership Conference. <input type="checkbox"/> Implement additional opportunities for leadership 	<p>Consider a mentoring process for new leaders (especially committee chairs, similar to the VP</p>

development.	development. <input type="checkbox"/> Include diversity training as a part of leadership development activities.	transitions.) Consider something targeted towards TOYs and local associations/all members
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Goal 3: Identify and promote standards for quality programs, professional competence and ethics.

Indicator	Criteria	Notes
3-1 The PSAHPERD will identify, recognize and promote outstanding professionals.	<ul style="list-style-type: none"> <input type="checkbox"/> Administer Outstanding Professional Award(s). <input type="checkbox"/> Showcase professionals who utilize best practices and adhere to professional standards. 	
3-2 The PSAHPERD will identify, recognize and promote quality programs.	<ul style="list-style-type: none"> <input type="checkbox"/> Administer Outstanding Program Award(s). <input type="checkbox"/> Highlight programs that align with best practices and standards. 	Identify more detailed criteria for recognizing quality programs.
3-3 The PSAHPERD will promote best practices and professional standards.	<ul style="list-style-type: none"> <input type="checkbox"/> Provide information regarding the adoption and implementation of best practices that are aligned with state and national professional standards (e.g. PA Academic Standards, National Dance Standards, etc.) <input type="checkbox"/> Serve as an available resource to the PDE for the review of the PA Academic Standards and discipline related resources. <input type="checkbox"/> Promote the Standards Aligned System to professionals. 	
3-4 The PSAHPERD will monitor state certifications within the disciplines of Dance, Health, Physical Education, Recreation, and Sport.	<ul style="list-style-type: none"> <input type="checkbox"/> Review and make recommendations regarding current issues relevant to certifications. 	Responsibility: Professional Prep Committee
3-5 The PSAHPERD will promote the adherence to professional ethics and standards.	<ul style="list-style-type: none"> <input type="checkbox"/> Promote competency and ethical behavior among professionals and students. <input type="checkbox"/> Widely distribute the PA Code of Professional Practice and Conduct for Educators, Chapter 235. (e.g. journal, website, Student Leadership 	

	Conference, social media, etc.)	
<p>3-6 The PSAHPERD will promote national certifications.</p>	<p><input type="checkbox"/> Provide information and encourage professionals to obtain national certifications.</p>	<p>How: Website section listing certs and where to get additional information; provide information on possible scholarships outside of school district funds</p>

Goal 4: Improve and expand public relations.

Indicator	Criteria	Notes
<p>4-1 The PSAHPERD will implement a public relations strategy for association visibility.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Develop a public relations plan. <input type="checkbox"/> Monitor the implementation of public relations plan. 	
<p>4-3 The PSAHPERD will implement a marketing strategy for association branding.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Develop a marketing plan. <input type="checkbox"/> Monitor the implementation of marketing plan. 	<p>Include looking at the logo design.</p>
<p>4-3 The PSAHPERD will promote association initiatives, programs, business and achievements.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Disseminate press releases to the appropriate media outlets. (e.g. newspapers, TV, Radio, institutional newsletters, e-blast, etc.) <input type="checkbox"/> Make available press-release templates. <input type="checkbox"/> Provide procedures to maintain confidentiality and use of materials. 	<p>Potential content: highlighting award recipients, newly elected officers and appointed Board members, and resolutions or position statements.</p>

Goal 5. Foster Collaboration with discipline related, professional and community organizations.

Indicator	Criteria	Notes
<p>5-1 The PSAHPERD will develop, maintain and improve a collaborative relationship with state organization, agencies and other discipline related groups.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Develop procedures and protocols to use as a basis for establishing collaborative partners and sponsorships. <input type="checkbox"/> Maintain ongoing relationships with individuals/organizations outside the HPERD professional community, (e.g., AFHK, school administrators, AHA, ACS, School Board Association, etc.) and state agencies (e.g., PDE, DOH, DCNR, etc.) <input type="checkbox"/> Identify opportunities for new partnerships. <input type="checkbox"/> Promote who we are, what we do and available services. <input type="checkbox"/> Provide materials about the association, when requested. 	
<p>5-2 The PSAHPERD will establish and maintain partnerships which are mutually beneficial with entities approved by the Board.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Develop procedures and protocols to use as a basis for establishing collaborative partners and sponsorships. <input type="checkbox"/> Maintain and support relationships with EDA and AAHPERD. <input type="checkbox"/> Collaborate with the American Heart Association and other Non-Profit organizations to maintain and expand Special Projects (ie, Jump Rope for Heart, Hoops for Heart, etc.). <input type="checkbox"/> Investigate developing partnerships with businesses. <input type="checkbox"/> Encourage members to participate in partners community service initiatives. 	<p>What does/doesn't need to be approved by the board? Spud feels that we need to review the minutes and categorize everything that has ever been approved to determine on what basis we approve things, then develop criteria as to what gets approval. Spud volunteers to do this back to 1921.</p>

Goal 6. Encourage active member participation in the PSAHPERD activities.

Indicator	Criteria	Notes
<p>6-1 The PSAHPERD will implement strategies for recruiting and retaining members.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Develop a process to recruit and retain of underrepresented populations <input type="checkbox"/> Promote member recruitment and retention through social networking websites (e.g. Facebook) <input type="checkbox"/> Implement membership incentives. <input type="checkbox"/> Offer opportunities for professional mentoring. 	<p>Professional Outreach and Advocacy Committees become more pro-active in this area.</p>
<p>6-2 PSAHPERD will provide initiatives for the involvement of future professionals.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Maintain and update a list of student and professional contacts at PA higher education institutions. <input type="checkbox"/> Actively promote student opportunities (e.g. Sponsor-a-Student, Student Leadership Conference, Student Action Council). <input type="checkbox"/> Investigate the possibility of a career services initiative (e.g. mentoring, coaching, job referrals, etc.) 	
<p>6-3 The PSAHPERD will maintain a speaker's bureau.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Solicit presenters for speaker's bureau. <input type="checkbox"/> Publicize speaker's bureau service. <input type="checkbox"/> Provide information about the speaker's bureau when requested. 	

Goal 7: Identify and promote creative and scholarly endeavor.

Indicator	Criteria	Notes
<p>7-1 The PSAHPERD will solicit creative and scholarly works.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Identify a contact person in each PA college/university for the Research Committee. <input type="checkbox"/> Solicit work from all professionals (e.g. students, members, non-members, etc.) <input type="checkbox"/> Develop criteria, process and procedures for the acceptance of research. 	
<p>7-2 The PSAHPERD will share creative and scholarly works.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Share work to membership that advocates best practices through conventions (e.g. poster work, sessions, dance gala, etc.) and publications (e.g. journal, website, etc.). <input type="checkbox"/> Share work to external stakeholders that advocates best practices. 	
<p>7-3 The PSAHPERD will support and initiate creative and scholarly works.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Identify opportunities to support discipline related creative and scholarly works (e.g. Special Projects, discipline specific surveys). 	

Goal 8. Serve as an advocate.

Indicator	Criteria	Notes
<p>8-1 The PSAHPERD will provide advocacy training.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Establish training for association leaders. <input type="checkbox"/> Establish training for association members. <input type="checkbox"/> Determine and create content of advocacy training. <input type="checkbox"/> Provide information about how to establish relationships with decision makers, including legislators. 	<p>-Fill the Public Relations position on Advocacy Committee.</p>
<p>8-2 The PSAHPERD will create, publicize and/or respond to resolutions and/or positions statements pertinent to Dance, Health, Physical Education, Recreation and Sport issues.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Write resolutions that address current issues. <input type="checkbox"/> Distribute relevant position statements. 	
<p>8-3The PSAHPERD will act on pending legislation and policies.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provide information for contacting legislators to association members. <input type="checkbox"/> Implement strategies to respond to pending legislation and policies. 	

Goal 9. Maintain a fiscally sound and viable State Professional Association.

Indicator	Criteria	Notes
<p>9-1 The PSAHPERD will maintain a balanced annual budget.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Determine fees for association-sponsored workshops, conventions, and for in-service programs. <input type="checkbox"/> Monitor requests and the use of funds. <input type="checkbox"/> Meet with Executive Committee to review and develop annual budget. <input type="checkbox"/> Meet with Convention Committee establish convention budget. 	
<p>9-2 The PSAHPERD will promote and recognize participation in the Jump Rope for Heart/Hoops for Heart (JRFP/HFH) program.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Re-institute the "Heart Team". <input type="checkbox"/> Promote AHA communication. <input type="checkbox"/> Develop incentives for participation. 	
<p>9-3 The PSAHPERD will identify new funding sources.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Implement a process to obtain sponsorships. <input type="checkbox"/> Secure advertising sponsors. 	
<p>9-4 The PSAHPERD will solicit grant opportunities.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Identify and apply for grants. 	
<p>9-5 The PSAHPERD will adhere to the investment policy.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Review and update investment policy as needed. 	