APPLIED STRATEGIC PLAN (ASP) FOR THE PENNSYLVANIA STATE ASSOCIATION FOR HEALTH, PHYSICAL EDUCATION, RECREATION AND DANCE, INC.

5/08

MISSION:

The Pennsylvania State Association for Health, Physical Education, Recreation and Dance, Inc. (PSAHPERD) is committed to the support of the professions that encourage active healthful lifestyles by all people in the Commonwealth of Pennsylvania, the expansion and application of the knowledge base and pedagogical constructs and the continual professional growth and development of its members.

GOALS:

1. Improve and expand communication and services to the membership

2. Prepare members for leadership roles

3. Identify and promote standards for quality programs, professional competence and ethics

4. Improve and expand public relations

5. Foster collaboration with discipline related, professional and community organizations

6. Encourage active member participation in the PSAHPERD activities

7. Identify, encourage and assist creative and scholarly endeavor, both theoretical and practical, essential to progress within the professions

8. Serve as a political advocate

9. Maintain a fiscally sound and viable state professional association.

OBJECTIVES:

**1. Improve and expand communication and services to the membership.

1-1 The PSAHPERD Journal will be published three times a year (Winter February, Spring/Summer June, Fall September). Articles will be submitted from the six (6) Divisions in accordance with the Operating Codes.

1-2 Pertinent time-sensitive communication will be disseminated to the membership at the direction of the Executive Director.

1-3 he Keystone Newsletter will be published as directed by the Executive Committee.

1-4 The PSAHPERD website will be continuously updated with timely and pertinent information of local, State, district and national professional interest.

1-5 Local Associations, Divisions and Committees shall submit appropriate news items to the PSAHPERD publications (i.e. Journals, Newsletters and Website)

1-6 A Convention Preview will be published in the Summer and the Convention Program will be published in the Fall Journal. Convention registration and housing information will appear in both.

1-7 The PSAHPERD will provide opportunities for in-service credit as a continuing benefit to the membership.

1-8 The PA Department of Education (PDE) Liaison(s) will provide pertinent information.

1-9 The PSAHPERD will identify and provide services for a diverse membership.

**2. Prepare members for leadership roles.

2-1 The Structure and Function Committee will continually study and monitor the function of every office and committee to determine need, direction of focus and position in the governing structures of PSAHPERD.

2-2 Elected officers, and committees will have clearly stated expectations and responsibilities with support provided.

2-3 The PSAHPERD will provide multiple opportunities to recruit members to participate in leadership roles.

2-4 The PSAHPERD will provide all new members with an orientation packet to include the PSAHPERD organizational structure, available services and professional growth opportunities.

2-5 The PSAHPERD will provide opportunities for leadership development training.

**3. Identify and promote standards for quality programs, professional competence and ethics

3-1 The PSAHPERD shall promote professional competence and ethical behavior within it's programming.

3-2 The PSAHPERD shall promote professional competency and ethical behavior among PA professionals.

3-3 The PSAHPERD shall identify, recognize and promote effective and outstanding programs.

3-4 The PSAHPERD shall provide information regarding the adoption and implementation of best practices that are aligned with PA Academic Standards.

3-5 The PSAHPERD shall provide a vehicle for program improvement based on current best practices.

3-6 The PSAHPERD shall serve as an available resource to the PDE for the review of the PA Teacher Education Standards.

3-7 The PSAHPERD shall continue to review and make recommendations regarding certifications within the disciplines.

3-8 The Professional Preparation and Certification Committee will promote professional competency and ethical behavior among teacher education candidates in PA.

3-9 The PSAHPERD shall serve as a resource for recruiting, encouraging and mentoring members to obtain National Board certifications.

**4. Improve and expand public relations.

4-1 The PSAHPERD shall contact institutions of higher learning in Pennsylvania awarding degrees in Health, Physical Education, Recreation and/or Dance offering public relations visitations by the Executive Director, the President, and/or a designee(s).

4-2 The PSAHPERD shall disseminate press releases to the appropriate media (e.g., newspapers, TV, Radio, institutional newsletters, e-blast, etc.) highlighting award recipients, newly elected officers and appointed Board members.

4-3 The PSAHPERD will maintain and make new connections with pertinent individuals and organizations outside the HPERD professional community, informing them as to who we are, what we do and available services. (e.g., PANA , AFHK, school administrators, AHA, ACS, School Board Association, etc.)

4-4 The PSAHPERD shall disseminate press releases related to resolutions and/or position statements as approved by the Representative Assembly.

4-5 The PSAHPERD shall develop a marketing strategy for association branding.

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

5-1 The PSAHPERD shall, in collaboration with our PDE Liaison(s), maintain and/or improve our relationship.

5-2 The PSAHPERD shall maintain and/or improve a collaborative relationship with the PA Department of Health (PDH).

5-3 The PSAHPERD will support, both financially and/or through services-in-kind, entities approved by the Board.

5-4 The PSAHPERD shall continue to collaborate with the American Heart Association to maintain and expand Special Projects (Jump Rope For Heart and Hoops for Heart).

5-5 The PSAHPERD will encourage involvement with community service initiatives.

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

6-1 The PSAHPERD shall actively recruit new members.

6-2 The PSAHPERD shall develop membership retention strategies.

6-3 PSAHPERD will continue to provide initiatives for the involvement of future professionals. (e.g. Sponsor-a-Student" program, Student Leadership Conference, Student Action Council (SAC), etc.)

6.4 The Division Officers and Committee Chairs will attempt to secure committee members not previously involved in PSAHPERD when vacancies occur.

6-5 The PSAHPERD shall develop and implement a process for soliciting active participation among its members.

6-6 The PSAHPERD will foster and promote social interaction among it's members.

6-7 The PSAHPERD will develop a speakers' bureau.

**7. Identify, encourage and assist creative and scholarly endeavor, both theoretical and practical, essential to progress within the professions..

7-1 The Research Committee will identify a contact person in each Pennsylvania Institution of Higher Learning for the purpose of sharing creative and scholarly works.

7-2 The PSAHPERD will foster individual and collaborative creative and scholarly works.

7-3 The PSAHPERD shall provide financial support for approved creative and scholarly works.

**8. Serve as a political advocate.

8-1 The PSAHPERD shall provide training for its members to be advocates for quality HPERD programming in their personal work, worksite and community.

8-2 The PSAHPERD shall provide training to it members on how to establish relationships with legislators.

8-3 The Advocacy Committee shall establish procedures to continually receive, review and respond to pending legislation relative to health, physical education, recreation, dance and related disciplines.

8-4 The PSAHPERD shall create, publicize and speak to resolutions and/or positions statements pertinent to HPERD issues.

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

9-1 The PSAHPERD shall maintain a balanced annual budget.

9-2 The PSAHPERD shall continue to support, promote and encourage participation in the JRFH/HFH program.

9-3 The PSAHPERD shall continue to search for additional funding sources to promote and increase services to members.

9-4 The PSAHPERD shall investigate opportunities to acquire sponsorships.

9-5 The PSAHPERD shall determine fees for association-sponsored workshops, conventions, and for in-service programs to ensure financial consistency and viability.

` 9-6 The Finance Committee shall create an investment policy as a guide to future fiscal viability.