



February 26, 2009

**M E M O**

**TO: CAHPERD ADMINISTRATIVE COMMITTEE & BOARD OF DIRECTORS**

**FROM: DRISHA LEGGITT, EXECUTIVE DIRECTOR**

**RE: JANUARY/FEBRUARY ADMIN/STAFF REPORT**

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1. Memberships:

- a. Total Active Membership is 2925 as of February 26, 2009 – 152 less than February 2008 .
  - i. “Professional” Memberships (greatest income generating membership group) is down by 73.
  - ii. Greatest Growth in Professional Members = Southern District +157. Also, Southern District is the only District with increased membership – all other Districts down.
  - iii. Decreased “Complimentary” Members by 61; “Institutional” Memberships are down by 8; “Retired” Members are down by 29. Therefore, only 73 lost memberships were potentially income generating, resulting in slight revenue loss.
  - iv. Membership trends and recommendations:
    1. CAHPERD typically experiences great growth January-March, as members renew or join upon Conference Registration.
    2. CAHPERD Journal just received by members in the last two weeks; anticipate some bump in member numbers as Conference information is communicated.
    3. CAHPERD Conference Prospectus distributed January 9. Prospectus may also positively influence membership numbers.
    4. CAHPERD State Office scheduling a mass-“Lapsed Member” mailing mid-January, with copies of the Prospectus.
    5. New CAHPERD Membership PowerPoint Presentation was developed by CAHPERD E.D. – can be augmented and mass distributed after Membership Committee additions and approval.
    6. Staff recommends Membership Committee meet as soon as possible to review membership materials and communication, and develop membership growth plan.
- b. Software:
  - i. Did extensive search between other HPERD Organizations & other associations.

- ii. Narrowed down to AMember.com and iMis Membership Software; however, Membership Director and CAHPERD IT Consultants are not impressed with depth of systems and were concerned with costs tacked on after necessary added features.
      - iii. Grace and IT Consultants reviewed Human Kinetics membership software, but found it to be approximately \$60,000 when all additions and packages factored into final costs.
      - iv. Membership Coordinator widening search beyond HPERD organizations to other nonprofit membership software for review.
      - v. Plan to implement change to new software program after State Conference (to allow for training, and not disrupt Conference registration or member communications).
    - c. Membership Presentation: presented with at California State University, Sacramento Major's Club in October – very successful and confirmed attendance at upcoming State Conference.
    - d. Per approval from Administrative Committee and past BOD motion, 50 student scholarships (membership and conference registration = \$64), will be offered to CAHPERD-member University and College leaders to present to one outstanding student each (CSUs, LaVerne, USF, etc.) Suggest Administrative Committee consider:
      - i. Will add 50 New Student members to total: from 215 to 265 student members.
      - ii. Will require to “Work Off” their Membership/Conference Registration Scholarships by selling “JUMP!” DVDs and Raffle Tickets at the CAHPERD Conference (see below – “Conference Fundraising”).
2. CAHPERD Times Newsletter:
- a. Completed Fall 2008 Edition.
  - b. Sent Special Copies to California Department of Education Rep, CSU Chico Rep, Governor's Council on Physical Fitness, etc.
  - c. New Mac “Pages” Software will allow for daily “Newsletters” at Conference (similar to Cal Poly Workshops, etc.).
3. CAHPERD Journal – Completed Winter 2008
- a. Distributed week of December 15, 2008 – Bulk Mail; members should receive over Holidays.
  - b. confirms new Editor – already received two Peer-Reviewed Articles for Spring 2009 Edition.
4. CAHPERD State Conference Prospectus – To Be Distributed Week of January 9, 2009.
- a. 15,000 – Sent to all schools in California.
  - b. Will be tracking effectiveness of purchased Contact List this year versus Mail Returns and New Conference Registrants – will have report following 2009 Conference regarding need to purchase future lists from same company.
  - c. Adding all California Parks & Rec Districts, Dance Schools, and CSUs (not currently in database).
  - d. Need Board and CAHPERD Volunteers to distribute Prospectus aggressively through their contacts (extra copies available for BOD members at January 9 & 10 Meeting).
5. National Adapted Physical Education Conference:

- a. Excellent attendance! Approximately 100 over 2007 attendance.
  - b. Registration income = \$4,787 over budget projections.
  - c. Expenses (due primarily to unanticipated extra Meals/Socials costs) = \$3,974.96 over budget projections.
  - d. Total Income Generated by NAPEC = \$18,062.04
  - e. Photos, links and Video of Aaron Fotheringham and “Leeder ‘O Men” comic strips on [www.cahperd.org](http://www.cahperd.org).
  - f. Journal Cover and large Feature article – need help from BOD to distribute to APE volunteers that may not have received the Journal.
6. 2009 State Conference:
- a. Logo and Colors Selected – see Example: Page 23 of Journal.
  - b. Confirmed Keynote Speakers:
    - i. Ruthie Bolton – Friday
    - ii. Chuck Corbin – Saturday Morning (following Town Hall)
    - iii. John Ratey – Saturday Afternoon
    - iv. Thom McKenzie – Sunday Morning
  - c. Potential Friday/Saturday Keynote:
    - i. Governor Still has Event on Calendar as well.
  - d. All Session slots filled to date.
  - e. Friday “Art and After-Party” Reception planning completed.
  - f. Saturday Social = “Fiesta & Fun” – Nacho Bar, Margaritas, Dance demonstrations & Salsa Lessons.
  - g. Filmmaker for Award-Winning Documentary, “JUMP!” will screen movie Friday – Sunday at Conference.
    - i. Will also Display Jump Rope Team Demonstrations.
    - ii. Will also Feature Jump Rope Star .
    - iii. Will promote and encourage JRFH Campaign sign-ups at these screenings.
  - h. Current Hotel Reservations = 763; Need 1150! Must Reserve another 387 Rooms! Need BOD to encourage reservations now.
  - i. General CAHPERD State Conference Media Releases and Template Ads/Flyers created and available for BOD to distribute, publish in school or appropriate newsletters or post on website. Please contact Drisha Leggitt to receive electronic copies of aforementioned tools.
  - j. CAHPERD Conference On-Site Fundraising Opportunities; students can “Work Off” funds gained from Membership/Registration Scholarships by:

- i. CAHPERD “Birdieball Fundraiser” with BirdieBall Exhibitor – Five “Swings” for \$3.00 – all proceeds donated to CAHPERD.
  - ii. Selling DVD copies, and supporting Educational Manuals, of “JUMP!” before, during & after screenings; and in Exhibition Hall. For each product sold, CAHPERD will receive at least 5% of the proceeds (at Conference and through CAHPERD website).
  - iii. Selling Raffle Tickets – Prizes to be given out on Sunday, following Keynote address. More Raffle Prizes welcomed!
  - iv. Selling CAHPERD Logo Items & Manuals – Logo Shop.
- 7. Governor’s Council on Physical Fitness Spotlight Awards & PR Event:
  - a. News-Talk Radio Interview with Terry Rizzo during Afternoon Drive time now streaming through CAHPERD website.
  - b. Photo of Terry Rizzo & Governor in Journal.
  - c. Governor’s Council to present at Conference.
- 8. Met with and Gave Sponsorship presentations to Four new, Potential Corporate Members; three existing Corporate Members.
  - a. **All current Corporate Members have Renewed Sponsorships** – however, five Corporate Memberships due in First Quarter 2009 (consistent with their participation as Conference Exhibitor).
  - b. Met with SPARK Program CEO and program reps in San Diego pre-NAPEC.
    - i. They are handing out CAHPERD brochures during all teacher workshops in State.
    - ii. Will be cross-promoting CAHPERD on their website, during Webinars, in E-Newsletter.
    - iii. Will be collecting data from their reps regarding Best Practices from other HPERD Conferences and providing them to Drisha & Jessica for review.
    - iv. Agreed to offer CAHPERD Member discounts: 10% across the board; 18% for selected products.
    - v. Will donate products for CAHPERD Conference raffle and fundraising.
  - c. Sponsor HOPSports offering their connection with National Football League to gain further CAHPERD JRFH Campaign publicity and support – meeting HOPSports CEO January 8, 2009 to secure 2009-2010 sponsorship.
  - d. Directed Jessica to secure new connections with National Recreation & Park Association; made 57 New potential Exhibitor/Corporate Sponsor Contacts.
  - e. Met with Clear Channel Radio and secured Media Sponsorship/PSA Campaign promoting JRFH.
  - f. Tentative new Sponsor recently confirmed: California Family Fitness (level TBD).
- 9. Collaborative – Standards Workshop(s):
  - a. Wrote Four Drafts Collaborative MOU; final draft now under review by CAHPERD Attorney. Will then be forwarded to CPE-HP E.D. and Board for review.

- b. Completed contract with LAUSD; sessions to begin January.
- c. Conducted face-to-face and conference calls with Sue Wilkenson and Dianne Wilson-Graham preparing for 2008-2009 Standards Workshop implementation and promotion. Next Conference call scheduled for week of January 12, 2009.
- d. Many Workshops have cancelled first Semester due to loss of Block Grant funding and lack of available Workshop Facilitators during preferred School District dates.
  - i. and Perky Vetter have proposed fewer Facilitators for smaller Workshops; CPE-HP hesitant to do so at this time. Therefore, workshops have been cancelled due to too few attendees – leading to loss of 2008 revenue. Collaborative to discuss again next Conference Call.
  - ii. Am also concerned about lack of qualified, upper-level Facilitators. School Districts have been denied preferred Workshop dates – and CAHPERD has paid premium prices for available Facilitators – because Facilitators Level II – IV are very few and/or unavailable. CPE-HP has completed at least two TOT programs; another scheduled for January 10, 2009. Should result in more qualified Facilitators.
- e. Plan to send out E-Blast promoting opportunity after MOU draft. Must do cautiously, because don't want to risk requests for Workshops that can't be fulfilled due to lack of Facilitators.
- f. Plan to feature Collaborative and Standards Workshop in comprehensive Feature in next CAHPERD Journal; Dianne Wilson-Graham writing series of articles on Standards-based instruction.
- g. Workshops cancelled for NAPEC; trend for State Conference?
- h. Am concerned about overall Expenses associated with this Program, versus Income generated and collected. CAHPERD has acted as "Bank" for Program for almost 4 Years.
  - i. To date (2008-2009 Fiscal Year), Expenses for this program (fees to Facilitators, TOT training programs, materials, etc.) already paid by CAHPERD = \$40,165.08.
    - 1. TOT Expenses to date (Non-Income Generating) = \$13,498.14.
    - 2. These Expenses do not yet take into-account three CAHPERD employees' time, two CPE-HP employees' time, or additional, unpaid Volunteer time.
  - ii. Income received for this Program to date = \$44,374.00 – CAHPERD has Paid "Out-of-Pocket" to date of CAHPERD funds = \$4,434.08.
  - iii. Outstanding Invoices (over \$20,000 is at least 60+ days outstanding) = \$33,422. No recourse to school districts/etc., for paying late.

10. Legislative Committee:

- a. Wrote contract and secured Legislative Advocate for 2008-2009.
- b. Met with Leg. Committee Chair twice for strategic planning for the 2008-2009 Legislative sessions, and once with Committee Chair and Advocate for communications, needs assessment and strategic planning meeting.
- c. Directed Web Manager and approved updates to Web Site to improve Leg. Access and communications to CAHPERD members.

- d. Implementing new Policy at Conference requesting Home and Work Emails, as well as Texting Access to Mobile Phones; Members will have opportunity to refuse or opt out later.
- e. Drisha Leggitt to work with and Leg. Advocate to create new Legislator folders for new representatives, to be distributed in January.
- f. Updated Position Papers and other materials from January 9 & 10 meetings to fill new Legislative packets and direct Legislative Advocate.

11. Conference Contracts:

- a. Contract signed and completed negotiations for 2013 Conference in Santa Clara.
- b. Signed Contract for 2012 NAPEC in Sonoma (excellent rate = \$120 per night per room!).
- c. Began contacts for 2014 NAPEC in Lake Tahoe.
- d. Began negotiations with Site representatives/hotels for 2012 State Conference in Orange County.
- e. and Drisha Leggitt toured San Diego Town & Country in December, 2008; now have Proposal for potential 2014 State Conference.
- f. Perky Vetter met with (and Conference Call with Drisha Leggitt) teaching both about Contract development, negotiations and financials.
- g. and Drisha Leggitt signed up to do Online Webinar January 28, 2009 regarding Conference and Hotel Contract Negotiations.

12. Jump Rope for Heart:

- a. Secured "Jump Ropes for Heart" Campaign chairs.
- b. With Chairs, developing JRFH "Program-in-a-Box" containing all materials and "How-To" instructions for implementing successful campaign.
- c. Will Screen "JUMP!" Documentary at State Conference and sell DVDs with portion of proceeds to be donated to CAHPERD.
- d. Am negotiating for bulk buy of "JUMP!" for teachers to display for program recruitment.
- e. American Heart Association implemented presentation at Southern District Workshop December 6; and had Jump Roping team demonstration.
- f. Recruiting Campaign Sponsors now.
- g. Need BOD to sign-up for 2008-2009 Campaign participation.

13. Secured reduced-rate rooms, free complimentary breakfasts and reduced-rate boxed lunches for January 2009 BOD meeting(s) in Ontario, with Saturday Lunchtime facility tours.

14. Foundation Partnerships:

- a. Met with CAHPERD Foundation Chair and confirmed initial plan for 2009 State Conference Silent Auction on Saturday, March 21, 2009.
- b. Agreed to provide Discount to Exhibitor to allow cheaper rates for Foundation Golf Tournament bags.

- c. Foundation Committee to work with CAHPERD Executive Director to develop Leadership Binders for all new 2009-2010 CAHPERD Board Members, and plan and help implement Leadership training in May/June Board meeting annually. Committee to meet in January to develop strategy.
15. Will present at AAHPERD Southwest District Conference in January.
16. Invited by AAHPERD/NASPE, and Submitted article for JOPARD on Calif. Governor's Challenge – article completed and should appear in Jan. Edition of publication.
17. CIF:
- a. Secured continued CAHPERD representative (Jim Perry) for CIF Federated Council. Also, supported appointment of for second position on CIF Federated Council.
  - b. Supported attending October 31 CIF meeting.
  - c. Offered suggestions to for follow-up letter to Legislative Committee.
18. Staff & Office Update:
- a. Receptionist returned December 8, 2008 – (Dinah Felipe had a little Boy).
  - b. Drisha Leggitt (finally) received Office Laptop and commenced training on new Mac. Completed new Flyers for 2009 State Confernece from Graphics program(s), and draft Membership PowerPoint Presentation. Anticipate graphics and printing budget savings through use of new computer graphics and editing programs.
  - c. Website updated again/still – looks much better. Also, CAHPERD now on Wikipedia and researching presence on social networking pages (such as Facebook).
  - d. Under development – Latest industry Research Fact Sheet to be posted on website for member use and download for hand-outs.
  - e. Created Mid-Year “Budget” versus “Actual” Fiscal Report for CAHPERD Treasurer and Transition Committee Financial Representative, Perky Vetter.
  - f. E.D. received Mid-Year Evaluation from Office Committee.