



November 19, 2008

M E M O

TO: CAHPERD ADMINISTRATIVE COMMITTEE

FROM: DRISHA LEGGITT, EXECUTIVE DIRECTOR

RE: NOVEMBER ADMIN/STAFF REPORT

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1. Memberships:

- a. Total Active Membership is 2787 as of today – 41 less than November 2007. However,
 - i. Total “Professional” Membership increased from 2078 in Nov. 2007 to 2161 in Nov. 2008 – **an increase of 83 members.**
 - ii. Greatest Growth in Professional Members = Southern District +237.
 - iii. Decreased “Complimentary” Members by 68; “Institutional” Memberships are down by 8; “Retired” Members are down by 24. Therefore, only 32 lost memberships were potentially income generating, resulting in very slight revenue loss.
- b. Software:
 - i. Did extensive search between other HPERD Organizations & other associations.
 - ii. Narrowed down search to AMember.com and iMis Membership Software; however, Membership Director and CAHPERD IT Consultants are not impressed with depth of systems, from online Tutorials.
 - iii. Grace and IT Consultants to have Conference Call this week with AMember Software Representatives to insure AMember will be capable of growing with CAHPERD and provide diversity of reports and communications.
 - iv. Grace and IT Consultants will meet with iMis on Friday, December 5; will go through full system then.
 - v. Will have report to E.D. by December 8 for Software recommendation.
- 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. Inspecting Designated Funds from dormant or inactive accounts; am planning membership driving events in units and sections that are inactive, funded by dormant accounts and including memberships, conference scholarships (if funds available), and/or Standards Workshops.

- e. Dormant “Student Leadership” account allows for up to 50 student scholarships (membership and conference registration). Suggest Administrative Committee consider:
 - i. 1 Scholarship offered to each CSU (23) and each UC (10) = \$2112 (one time)
 - ii. Offer 50 Scholarships Total (need Committee to Determine Recipients) = \$3,200
 - iii. Offer 50 Scholarships Total (to only Bay Area or Northern California) = \$3,200
2. 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. Journal – List Attached of Articles.
- a. Design to begin November 24, 2008.
 - b. Most articles in or promised.
 - c. to introduce E.D. to new Editor.
4. National Adapted Physical Education Conference:
- a. Pre-Registration Funds = +\$25,940
 - b. Press Releases written and distributed to Southern California media – follow-up Wednesday and Friday/Saturday.
 - c. Also, all posted on website.
5. 2009 State Conference:
- a. Confirmed Keynote Speakers:
 - i. Ruthie Bolton – Friday
 - ii. Chuck Corbin – Saturday Morning (following Town Hall)
 - iii. Thom McKenzie – Sunday Morning
 - b. Potential Saturday Keynote:
 - i. John Ratey, Ph.D. – Harvard University (Confirmed date on Calendar; need \$7,500 + expenses)
 - ii. Current Budget for “Speakers/Honorarium” = \$3,900 (for Everyone)
 - iii. Approached POLAR for underwriting – will only give \$2,500.
 - iv. Developed underwriting fee proposal for Google and 24 Hour Fitness.

- v. Governor Still has Event on Calendar as well.
 - c. All Session slots filled to date.
 - d. Friday “Art and After-Party” Reception planning completed.
 - e. Conference Prospectus designed in December; distributed end of December or early January.
6. 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 website.
 - b. Governor’s Council to present at Conference.
7. Met with and Gave Sponsorship presentations to Four new, Potential Corporate Members; three existing Corporate Members.
- a. **All Corporate Members have Renewed Sponsorships.**
 - b. Have 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. Directed Jessica to secure new connections with National Recreation & Park Association; made 57 New potential Exhibitor/Corporate Sponsor Contacts.
 - d. Met with Clear Channel Radio and secured Media Sponsorship/PSA Campaign promoting JRFH.
 - e. Tentative new Sponsor recently confirmed: California Family Fitness (level TBD).
8. Collaborative – Standards Workshop(s):
- a. Wrote Two Drafts Collaborative MOU; conducted face-to-face and conference calls with Sue and Dianne preparing for 2008-2009 Standards Workshop implementation and promotion.
 - b. Many Workshops have cancelled first Semester due to loss of Block Grant funding.
 - i. and Perky Vetter have proposed fewer Facilitators for smaller Workshops; Sue is hesitant.
 - c. Article to appear in Journal promoting program. Also, plan to send out E-Blast promoting opportunity after MOU draft.
 - d. Workshops also cancelled for NAPEC; trend for State Conference?

9. 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. Meeting with Leg. Advocate in December.

10. Conference Contracts:

- a. Contract signed and completed negotiations for 2013 Conference in Santa Clara.
- b. Began negotiations with Site representatives/hotels for 2012 NAPEC in Sonoma and 2014 in Lake Tahoe.
- c. Began negotiations with Site representatives/hotels for 2012 State Conference in Orange County.
- d. and Drisha Leggitt touring San Diego Town & Country on Friday for potential 2014 State Conference.
- e. Perky Vetter met with (and Conference Call with Drisha Leggitt) teaching both about Contract development, negotiations and financials last week.

11. Jump Ropes 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. Working with Jump Roping Documentarian – will screen Movie at Conference and negotiate for bulk buy of Movies for teachers to display at schools for program recruitment.
- d. American Heart Association to implement presentation at Southern District Workshop December 6; will also have Jump Roping team demonstration.

12. Met with 2010 Ontario Conference representatives and secured rooms for January 2009 BOD meeting(s) in Ontario with facility tours, and Friday night event. Also, met with reps for potential off-site Conf. Social.

13. Foundation Partnerships:

- a. Met with CAHPERD Foundation Chair and developed Joint-Fundraising plan for 2009 State Conference.

- b. Agreed to provide Discount to Exhibitor to allow cheaper rates for Foundation Golf Tournament bags.
 - c. Proposed that Foundation Committee work with Executive Director to develop Leadership Binders for all new CAHPERD Board Members, and plan and help implement Leadership training in May/June Board meeting annually. Committee to meet in January to develop strategy.
14. Submitted Presentation Outline and was accepted to present at AAHPERD Southwest District Conference in January.
15. Invited by AAHPERD/NASPE, and Submitted article for JOPARD on Calif. Governor's Challenge.
16. 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. Secured commitments for CIF articles in upcoming publications, CIF participation at CAHPERD Conference and CIF assistance with CAHPERD membership development.
 - d. Offered suggestions to for follow-up letter to Legislative Committee.
 - e. Will be meeting with at NAPEC to discuss next steps.
17. Staff & Office Update:
- a. Receptionist tentative return December 8, 2008.
 - b. Temp. workers successfully covered the Maternity Leave (had a little Boy).
 - c. Drisha Leggitt (finally) purchased Office Laptop and commenced training on new Mac. Completed new Flyers for 2009 State Confernece from Graphics program(s).
 - d. Website updated again/still – looks much better. Also, CAHPERD now on Wikipedia and researching presence on social networking pages (such as Facebook).