



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

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 49.
 - ii. Greatest Growth in Professional Members = Southern District +144. Also, Southern District is the only District with increased membership – all other Districts down.
 - iii. These numbers do not reflect the Student Scholarships & General Mills Scholarships (both of which include membership); as of today, our membership (including those scholarships) = 2981 (two over February 2008).
- b. Membership Committee:
 - i. Conference Call between Chair, Co-Chair & CAHPERD Staff scheduled for early March.
 - ii. Membership Committee Meeting scheduled for Conference March 21, 2009 – 8 am.
- c. Software:
 - i. Can’t change software to new package without new Server; no Computer capacity at the present time.
 - ii. New Server to cost approximately \$3,000 plus installation and database back-up.
- d. Per approval from Administrative Committee and past BOD motion, 50 student scholarships (membership and conference registration = \$64), were offered to CAHPERD-member University and College leaders to present to outstanding students. The Schools with students receiving scholarships include:
 - i. CSU San Jose
 - ii. CSU San Francisco
 - iii. CSU Chico
 - iv. CSU Bakersfield

- v. CSU Northridge
- vi. CSU East Bay
- vii. University of La Verne

2. 2009 State Conference:

a. Status Report:

i. 749 Total Pre-Registrations (*More still needing input into Computer*) – *does not count aforementioned Student or General Mills Scholars.*

- 1. Prof Members: 301
 Prof. Non Members: 338
 Student Members: 36
 Student Non-Members: 33
 Retired: 33
- 2. Luncheons/Breakfasts – Need to Increase these Numbers:
 GWS: 22
 BMA: 11
 Health: 15
 Dance: 12
 PE/Elem/APE/Admin: 47
- 3. Other Activities
 Golf Tournament: 18
 Golf Clinic: 5
 Tennis Tournament: 8
 Tennis Clinic: 4
 Wine Tasting: 13
 Fun Run: 18
- 4. PE Standards Workshops:
 Level I: 40
 Level II: 28
 Level III: 10
 Level IV: 21

b. New Title Sponsor: General Mills = \$25,000

- i. Underwriting 250 Teacher Scholarships (Membership & Registration)
- ii. All materials augmented with G.M. logo.

c. Secured **\$56,500** in Corporate Sponsorships (to date) for CAHPERD State Conference.

d. All Session slots filled to date – Conference Program & Manual in design now.

e. Current Hotel Reservations = 1368 (218 over Contract of 1150).

- i. Friday sold out; some comped rooms held by State Office.
- ii. Requesting additional Comped Rooms for additional income generating.

- iii. Have contracted another 300 Rooms with Hilton (information on website).
 - f. Exhibitors – same number as last year; several pulled out due to lack of travel budget.
 - g. 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.
 - h. CAHPERD State Conference Prospectus – 15,000 Distributed
 - i. Viral Marketing works – numbers jumped upon electronic forwarding of the Prospectus.
 - ii. Also sent to CPRS, CADA, CSBA, Governor, Legislators, etc.
- 3. PEP Grant Opportunity:
 - a. \$200,000 per year for three years - \$600,000 Total.
 - b. Develop with CDE Physical Activity/Recreation Standards, and then implement Professional Development/Recreation Standards Workshops.
 - c. Grant writer to be paid by equipment Corporate Member HOPSports; grants organization (if win grant), will receive 10% for evaluation and federal reporting.
 - d. In information collection stage now; please see memo.
- 4. CAHPERD Public Relations:
 - a. Presented to the Sacramento Valley Broadcasters Association February 18; two on-air interviews resulting from presentation.
 - b. Participated in 1/2 Hour live-online ABC newscast with Conference Keynote Speaker Ruthie Bolton. Video streaming through website.
 - c. “CAHPERD Conference Countdown” media event scheduled for March 9, 2009 at Heather Deckard’s Elementary and neighboring Middle Schools – JRFH and Conference promotion (AHA to join in activities).
 - d. CAHPERD & Governor’s Spotlight Awards featured article and photo in AAHPERD Update Plus.
 - e. Interviewed by 2+ Million daily reader Korean newspaper: The Chosunilbo Daily; will feature two-part story on “Future of Physical Education” with California seen as example to emulate. We will receive a pdf of the final publication.

- f. Created CAHPERD Conference Media Releases, Fact Sheets, Bios and Media Kit; now promoting interviews to Bay Area media.
5. CAHPERD Journal – Next Issue April 2009
 - a. Need Peer-Reviewed Articles.
 - b. Photographer hired for Conference and Confirmed.
 6. National Adapted Physical Education Conference:
 - a. Attended SCAPE meeting at Asilomar February 14, 2009.
 - b. Will proactively promote at State Conference and in next Journal.
 2. Collaborative – Standards Workshop(s):
 - a. Created first Comprehensive, Mid-Year Collaborative Budget Report and forecasting.
 - b. Attended meeting with President/Treasurer on February 13, 2009 to outline present and next steps needed for Standards Workshop implementation.
 - c. 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.
 - d. Completed contract with LAUSD; second set of sessions implemented this week.
 - e. Collected ½ money owed by School Districts; largest District bill yet to be paid.
 - f. Am still concerned about overall Expenses associated with this Program, versus Income generated and collected.
 3. Legislative Committee:
 - a. Developed 175 Leg. Packets and gave to Leg. Advocate to distribute.
 - b. Invited to represent CAHPERD at Sacramento Mayor Kevin Johnson’s March 9 Education Summit.
 - c. Assisted in website updates and action alerts.
 - d. Participated in Leg. Committee calls and QDC calls.
 4. 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.
 5. Jump Rope for Heart:
 - a. Met with Chairs, developing JRFH “Program-in-a-Box” containing all materials and “How-To” instructions for implementing successful campaign.

- b. Will Screen “JUMP!” Documentary at State Conference and sell DVDs with portion of proceeds to be donated to CAHPERD.
 - c. Met with AAHPERD President & Past-President and gained their support of upcoming 2010 Jump Rope event.
6. Foundation Partnerships:
- a. Attended Foundation Meeting in February.
 - b. Created Flyer and Assisted CAHPERD Foundation Chair to host Silent Auction at Conference on Saturday.
 - c. Worked with Foundation Committee to develop new CAHPERD Leadership Binder and training materials. Additional meeting scheduled for March 18.
7. Present at AAHPERD Southwest District Conference in January.
8. Staff & Office Update:
- a. Website updated again/still – looks much better. Also, CAHPERD now on Wikipedia and Facebook – looking into “Twitter.”
 - b. Completed Research Fact Sheet recently posted on website for member use and download for hand-outs.
 - c. Created Mid-Year “Budget” versus “Actual” Fiscal Report for CAHPERD Treasurer and Transition Committee Financial Representative, Perky Vetter.
 - d. E.D. received Mid-Year Evaluation and Update meetings from Office Committee – created Office Committee Report (see attached).