



September 24, 2009

M E M O

TO: CAHPERD ADMINISTRATIVE COMMITTEE & BOARD OF DIRECTORS

FROM: DRISHA LEGGITT, EXECUTIVE DIRECTOR

RE: STAFF REPORT

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1. Memberships:

- a. Total Active Membership is 2,777 as of August 30, 2009.
 - i. Increase of 400 members since July 2009.
 - ii. 118 renewals in August, prior to dues change.
 - iii. 209 less than August 2008.
 - iv. "Professional" Memberships (greatest income generating membership group) increased by 267 members!
 1. Greatest Growth in Professional Members = Bay District: +113 Members.
 2. Greatest Loss in Professional Members by District = Southern: -322.
 - v. Student Members = 346 or +109 Student Members.
 - vi. Retired Members = 218 or +13 Members.
 - vii. Associate Members = 103 or +19
 - viii. "Transitional" Members are down by 2; "Institutional" Members are down by 2. On 4 lost memberships were potentially income generating, resulting in slight revenue loss.
- b. Membership Income as of August 2009 Total = \$31,522.16 (of 2009-2010 Total = \$375,746.50).

- c. Membership Committee:
 - i. Met in July 2009 for Membership Strategic planning.
 - ii. Committee Identified three primary needs/goals for 2009-2010
Success:
 - 1. New Membership Software System.
 - a. Office Committee recommended to the Investment and Administrative Committees to adopt the iMIS software system for CAHPERD.
 - b. Funds for the iMIS system were borrowed from CAHPERD's investment fund to underwrite the costs of the system.
 - c. iMIS Software system now being prepared for CAHPERD use.
 - d. Membership Software update process slowed by Staff Membership Director extended illness.
 - 2. New Website:
 - a. The Committee audited many other sites, developed new website tree, prioritized needs and opportunities, and presented the new recommendations to CAHPERD's web designer.
 - b. The proposed new website design may be seen on: <http://wymanart.com/CAHPERD/>
 - 3. 2009-2010 Membership Drive (all CAHPERD Members bring in one New Member):
 - a. Recommendation for BOD consideration September 2009: Membership Drive Contest with incentives for recruitments.
 - b. New Membership Brochure, reflecting new dues and updated Membership Committee copy points, to be developed in October.
- 2. North Central Physical Education & Dance Workshop:
 - a. 76 Registered – not Including Board Members.
 - 3. Fall Dance Workshop, "Move & Groove":
 - a. 23 Registered to date.
 - b. Sherry Edgar and Dancers to be featured on "Good Day, Sacramento," morning show promoting event, Sunday, September 27.

4. National Adapted Physical Education Conference:
 - a. 76 Registered to date – low for this time of year. Many more registrations needed.
 - b. Author/Commedienne Jennifer Rawlings – Keynote Speaker
 - c. Flyers available on website: www.cahperd.org.
 - d. Promotional mailing implemented beginning of September.
 - e. Request that Board Members forward promotional flyers to peers/colleagues – viral marketing.
5. 2009 State Conference:
 - a. Keynote Speakers Confirmed:
 - i. Kevin Sorbo, Actor & Children’s Fitness Advocate:
<http://www.kevinsorbo.net/>.
 - ii. Melissa Johnson, former Executive Director, President’s Council on Physical Fitness & Sports.
 - iii. Dr. Dana Brooks, AAHPERD President.
 - b. New Elements Planned for Thursday of Event (please see Conference Committee Report for Comprehensive List of Activities):
 - i. CPR/First Aid Workshop
 - ii. Positive Coaching Certification Workshop
 - iii. Scuba Diving
 - iv. Rock Climbing
 - v. Frisbee Golf
 - c. Exhibitors to Date = 52 (of 110 spaces available).
 - d. Conference Exhibitor Prospectus developed and distributed.
6. CAHPERD Public Relations:
 - a. Presented live, on-air interview with CAHPERD President-Elect Dan Latham promoting CAHPERD and Governor’s Spotlight Awards. The KFBK News-Talk Radio Afternoon Prime Drive-Time, segment promoting CAHPERD: www.kfbk.com and on www.cahperd.org.

- b. CAHPERD & Governor's Spotlight Awards media release with photos of CAHPERD President and President Elect in distribution now.
 - c. Developed Media Releases for NAPEC, North Central Workshop, Fall Dance Workshop, State Conference.
- 7. CAHPERD Times Newsletter – Summer Issue distributed July 2009.
- 8. CAHPERD Journal – Fall Issue to be completed in October 2009.
- 9. Jump Rope for Heart/Hoops for Heart:
 - a. Launched external communications regarding Guinness World's Record attempt.
 - b. Gained support from Governor, Legislators, Congressional leaders in Washington D.C.
 - c. Gained donation of Event Flyer/Ad Artwork and 5,000 printed flyers for Campaign (value of approximately \$10,000 in donated services and materials).
 - d. Aggressive recruitment now under way including Cal Poly Workshops, Middle School Workshops, CIF, CSBA, ACSA, California Youth Authority, etc.
 - e. Program Chairs developed "ABCs of Jump Campaign" binders – How-to Guides for Elementary, Middle and High School Teachers to implement event.
 - f. Gained 150 regional coordinators to date for Record Attempt event!
- 2. Implemented Communications Workshop for AAHPERD President Elect and Kansas AHPERD – information resulted in Statewide media relations opportunities for Kansas team.
- 3. Worked with AAHPERD to develop potential 2011 Conference Package – allowing people to pay one registration fee for both AAHPERD & CAHPERD Conferences.
- 4. Supported CAHPERD Finance Committee in efforts to address Collaborative, AHA and other fiscal issues.
- 5. Two CAHPERD Staff members have been seriously ill this Summer; Membership Director Grace Ventura has been fighting Uteran Cancer. Finance Director Donna Gray was in a serious accident and ongoing infection requiring extended hospital care. Staff appreciates the Board's patience over the Summer as the remaining staff members "cover" for the ill staff members.