



June 23, 2008

To: Administrative Committee

From: Drisha Leggitt, Executive Director

Re: AAHPERD LDC Conference Staff Report

The following is a brief summary of subjects, highlights, best practices and recommended next steps gained through my experience at the 2008 American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD) Leadership Development Conference (LDC) in Washington, D.C. – organized by general subject.

General Overview:

While the primary goal of the LCD training was to prepare the President Elects and Executive Directors, for their upcoming HPERD leadership roles, as with most such conferences, I found the introductions to AAHPERD leadership and staff, followed by the networking and sharing of best practices, to be of most value.

Repeated by both AAHPERD Staff and volunteer leadership throughout the event (to both myself and Kathy) were references of building or “repairing” relations between CAHPERD and AAPHERD. From the first social event, Executive Director Mike Davis emphasized the need to address the 2011 State/National Conference scheduling issue(s) , as well as the dropping AAHPERD membership within California and the Southwest District, and CAHPERD’s “Jump Rope for Heart” and “Hoops for Heart” campaigns. (Please see below for recommendations). All leaders made references for the need of better communications between the groups.

Kathy Cordes, myself and the President Elect for the Nevada HPERD were the only Southwest District representatives. Rather than address District-related activities with only three, we were “adopted” by the Northwest District and included in much of their planning, sharing of best practices and socials. This was particularly helpful for me, as the Society of Association Management (SAM) Chair is also the Washington HPERD Executive Director Bob Melson, and the NASPE President Elect Dr. Stephen Jefferies is from the State of Washington. I received a great deal of additional training, tips and special support from these representatives. The following are my recommendations by subject area:

Meetings with State Representatives & Hill Visits:

I arranged for President-Elect Kathy Cordes, Southwest District Teacher of the Year Terri Drain, and myself to attend U.S. Senator Dianne Feinstein’s semi-monthly “Constituent Breakfast” on Wednesday, June 18, 2008, prior to our scheduled “Hill Visits” on Thursday. This proved to be very rewarding, as Kathy and Terri were introduced by the Senator as “VIPs” to the gathered assembly; and we were introduced to Feinstein’s Legislative Analyst Olyvia Rodriguez responsible for Education and Appropriations.

Our primary “Talking Points” for the Hill visits were:

- Support of additions to “No Child Left Behind” including physical education requirements and assessment, as well as funding for research – also known as “FIT Kids”.
- Support of “No Child Left Behind” language that would outline similar Health education requirements and funding for research.
- Support of PEP Grants - \$100 Million (currently zeroed out of upcoming budget).

Feinstein: Drisha, Kathy & Terri attended this meeting together and presented to Legislative Analyst Rodriguez. Feinstein is on the Appropriations Committee; therefore, her questions were quite specific to the dollar amounts needed for each measure. California has done well (compared to other states) with regards to earning PEP grants – approximately \$30 million of the total \$350 million appropriated through program.

AAHPERD did not have a requested dollar-amount for the FIT Kids program(s) asks; we passed on this request to the AAHPERD staff. Olyvia did request the following (which I am now collecting); any information the Administrative Committee can provide to support this follow-up Feinstein communication would be much appreciated:

- More information regarding the use and application of previous PEP Grants presented to California-based programs.
- Statistics regarding total number of California’s children at-risk for obesity-related issues (especially by minority and other sub-groups of interest).
- Information regarding geographic locations within State of particularly at-risk populations.
- Information regarding current or proposed research needing funding to address health, wellness, fitness, physical education, etc. – particularly with regards to child studies; and approximate dollar amounts of such research.
 - Recommendation – Drisha will collect aforementioned information and send to Feinstein aid with thank you letters from Kathy, Drisha and Terri on new, CAHPERD letterhead. Drisha will also send this information to the following representative aids:

Lungren : Conservative Republican Lungren has been traditionally unsupportive of federal funding for State education issues. However, his Education Legislative analyst is a fitness enthusiast and was shocked that NCLB legislation didn’t contain health and physical education language. He asked for specifics; will support our requests for PEP grants in California and would like to plan a media event with regional physical educators when grants are received.

Matsui: Similar as above; also set a meeting with Sacramento office Legislative Analyst to plan grants’ requests together for CAHPERD.

- Recommendation(s):
 - Will meet with Mary Blackman (successfully obtaining previous PEP grants) to discuss PEP Grant request to develop Health Education Standards Workshop development project similar to present Physical Education Standards Workshops.
- Recommendation(s):
 - AAHPERD should provide better break-down of financial requests and how we may find the information specific for our States (Drisha, Kathy & Terri had to find that information themselves).
 - Must investigate “No Child Left Inside” – brand new legislation being introduced supporting the “Play Every Day” Act. Could include research and/or program funding for physical activities/recreation programs.

Membership Decline: A reoccurring message expressed concern over general State and AAHPERD membership decline; as well as what the States can be doing to support national membership recruitment and vice versa. Some best practices and recommendations:

- Recommendation(s) – CAHPERD/State Memberships:
 - Need to better define and quantify benefits of CAHPERD memberships.
 - Need to better communicate and promote benefits of CAHPERD memberships – especially for Future Professionals.
 - Revisit the policy of “Never Give Away Memberships”; perhaps offer free memberships as incentives for/ to:
 - Teacher(s) with greatest participants and/or funds raised through “Jump Ropes for Heart” and “Hoops for Heart” – other States give memberships to those who raise \$1,500 or more. I would recommend only overall winners.
 - National “President’s Council on Physical Fitness & Sports” Award Winners or other national organization top winners from California (that are not currently members).
 - “Honorary” members for Californians in industry “Lifetime Achievement,” such as Fitness Publication leader Joe Weider, or Jack LaLanne, etc.
 - Write State/Corporate grants/sponsorships to include CAHPERD and AAHPERD memberships for recipients of programs/services (i.e. – national grant funds underwrite Physical Education Standards Workshop for 50 instructors and CAHPERD/AAHPERD memberships for each) – “Maximizing Sustainability.”
 - Conduct Membership “Drive,” allowing members to “win” free year membership if they recruit ten new members., etc.
 - Create “New Member” packets outlining programs, committees, membership benefits, etc., for all new members – including recruitment information for them to pass on to peers.
 - Host “New Member” reception at State Conference & provide “New Member” ribbons for Name Badges.
 - “Spotlight” New Members or list names in CAHPERD Newsletter.
 - Offer “Reduced Rate” membership to AAHPERD members and vice versa.
 - Develop General CAHPERD PowerPoint Presentation regarding organization and benefits for use by CAHPERD Board, leadership, members, etc.
 - Develop a CAHPERD Speaker’s Bureau to present to County Offices of Education, School Districts, Student Interest Clubs, etc. (with Executive Director) – perhaps good role for key CAHPERD Retirees.
 - State Office working closer with Admin. Committee to identify potential AAHPERD District/National Award candidates from California – must report by December 15, 2008.
 - Create and update list serve of all physical educators in State (multi-year job). Work with State Department of Ed rep to develop and update.
 - Investigate more opportunities where CAHPERD might provide credentialing, CEU opportunities, etc.

- Recommendation(s) – AAHPERD/National:
 - Resolve the 2011 Conference issue.
 - Create special Conference ribbons for AAHPERD members' name badges.
 - Host Special AAHPERD member reception during State Conference.
 - Include regular AAHPERD "Columns" or "What does the National organization do for you?" in CAHPERD publications.
 - Send new CAHPERD members AAHPERD information in "New Member Packets" (see above).
 - Write federal or national grants/sponsorships to include CAHPERD and AAHPERD memberships for recipients of programs/services (i.e. – national grant funds underwrite Physical Education Standards Workshop for 50 instructors and CAHPERD/AAHPERD memberships for each) -- "Maximizing Sustainability."
 - Offer "Reduced Rate" membership to CAHPERD members and vice versa.
 - Offered to become AAHPERD PR Committee Member.

Conference Suggestions:

- Conference 2009 & General -
 - Revisit the "Never Give Away" Conference Fees. Other States wave Conference fees; may we consider:
 - Wave/Free Conference Registration for those "Lucky Few" that submit Journal articles and are actually selected to be published in our Journal – must require that they also present on the information at the conference.
 - Student Group Rates – For every ten students attending, one free (incentive for Professors & Universities).
 - Work with CAHPERD Foundation to donate "Conference Scholarships" -- specifically to underwrite conference registrations for worthy instructors and/or students.
 - Simplify the registration/ribbon issue by allowing participants to "self-serve" ribbons as "Presenter," "Board Member," "First Conference," "Teacher of the Year", "Jump Rope for Heart Coordinator," etc.
 - Have students be "Greeters" at conference. Put them through a "Training Workshop" to prepare them to speak to CAHPERD memberships, geography of conference, etc.
 - Create College/Future Professional "Trophy"—or "CAHPERD Cup" -- presented to each school sending most students to State Conference. Name of school can be engraved on "Cup" and updated each year.
 - Identify and host a special reception (recommend continental breakfast) for first time conference attendees. Give free gift and have Board members welcome new attendees/promote CAHPERD membership.
 - Provide free lunch/concession tickets for Exhibitors to allow them to "Grab and Return," and/or free continental breakfast with or instead of Exhibitor reception.

- Consider Exhibitor “Passports” – attendees must go to Exhibitor booths to get stickers (exhibitors would be required to have only two minute “pitch”); everyone that completely fills out passport receives CAHPERD conference t-shirt and entered for prizes provided by exhibitors. Winners must be present to win – winners announced during last session on Sunday (thus insuring Sunday morning attendance).
- Continue investigating CVENT – provides personalized “invitations” to members and tickle lists; streamlines conference registration process and follow-up surveys. Also would alert CAHPERD to “First Time” when answering question – thus instantly generating Personal Invite to “First Time Conference Member” reception.
- Add all State Parks & Recreation Districts to receive Conference Prospectus, as well as all California Colleges & Universities, Dance Troupes and Schools, etc.
- Revisit changing Dates for future State Conferences to Fall or end of January/beginning of February.
 - Suggest end of September or beginning of October (thus not substantially impacting APE conference).
 - Massachusetts had a 20% increase in Conference attendance/ participation by changing from Spring to Fall Dates – particularly/positively impacting number of University/College members/participants. Their total, overall revenue taken in at the conference increased as well – their conclusion, schools had more Professional Development dollars in budget in Fall than Spring.
 - If change by 2011, can offer Monterey 2013 or future date as well to make the switch (incentive that they will have two conferences on books instead of just 2011).
- Invite new Presidential Appointee/Executive Director of President’s Council on Physical Fitness & Sports to Speak on new President’s national health and fitness agenda (will be among their first appearances).
- Host fun last session – other States had success with “Deal or No Deal” game; “winners” receive free registration to next year’s conference, free membership, etc.
- Sell conference-wide raffle tickets – collect gifts from Exhibitors, gift baskets from volunteers (see below), free memberships, free hotel rooms from hosting hotels, complimentary Friday night social tickets, etc.
- Vice Presidents/Disciplines and Districts charged with creating “Gift Baskets” representing their discipline or area. Gift baskets raffled or used as prizes for aforementioned contests.
- Investigate use of AAHPERD and District “Advocacy Funds” to feature Exhibits and underwrite related speakers at State Conference.
- National Dance Association creating traveling exhibit for display emphasizing Dance in education; CAHPERD State Conference should host.
- Conference 2010 – CAHPERD’s 80th Anniversary:
 - Work with Retirees to Produce Video highlighting CAHPERD leaders through 80 years – Kathy Cordes to do Voice Over (experienced broadcaster). Can do “Academy Award” Red Carpet screening at Conference.
 - Tie-in special JRFH event earlier in the year supporting Anniversary.

- National Conference Questions:
 - How do we prepare our Delegates? Do we – or should we – have formal, annual training sessions to better prepare our delegates for roles and responsibilities.

LDC SAM Roundtable Discussions:

- Overwhelmingly positive comments regarding the “Marketing Your State Association” Roundtable discussions; I requested copies of the evaluations from AAHPERD and will provide data at next meeting. Please notify me if you would like another copy of the slides or “How to...” media release document.

Public Relations Opportunities:

- August 6, 2008 – NASPE to release the “National Coaching Report” -- requested notification of impending time of release to tie-in Statewide CAHPERD spokespeople to comment on guidelines and site local programs addressing key issues (Admin. Committee suggestions requested).
- AAHPERD will be releasing Physical Activities Guidelines – requested notification of impending date of release to tie-in Statewide CAHPERD spokespeople to comment on guidelines and site local programs addressing key issues.
- President’s Council on Physical Fitness to be releasing Guidelines in October 2008 -- requested notification of impending date of release to tie-in Statewide CAHPERD spokespeople to comment on guidelines and site local programs addressing key issues.

IRS 990 Changes:

- Had overview of changes – extensive.
 - Recommendation: Drisha & new Treasurer set special meeting with Bookkeeper and Accountants to insure proper collection and compliance.

“Jump Rope for Heart” & “Hoops for Heart”:

- Reported that California would be making JRFH & HFH a major fundraising focus in upcoming year.
- Most States and AAHPERD do more awards, thanking and rewarding of teachers/schools that participate in Heart programs, including presenting awards on campus, hosting special awards ceremonies and receptions at State conferences, highlighting Heart leaders in publications and on website, etc.
- Recommendation(s):
 - Need JRFH & HFH articles in newsletter; perhaps American Heart Association research study article related to these programs in Journal.
 - Need to brainstorm regarding more/better incentives for instructors and Principals to promote through schools.
 - Work with AAHPERD and AHA to better train our CAHPERD Coordinators and Youth Coordinators.
 - Develop materials for teachers to give to Principals/School Districts outlining how Heart programs align with meeting state physical education and activity standards, etc. Also excellent element supporting health and fitness curriculum.
 - Give out special CAHPERD logo jump ropes and basket balls.
 - Requested national support to get greater cooperation from California AHA representatives.
 - Include our State Heart Coordinators in our Conference Planning and annual program recruitment campaign.

- Request State Coordinators to submit regular Heart articles for newsletter.
- Include new advertisements and logos on all materials.
- Create JRFH media event to tie-into CAHPERD 80th Anniversary.

Other Good or Interesting Ideas:

- Printing CAHPERD Mission on the back of all CAHPERD business cards.
- Create magnets listing five years of conferences and special dates for members (include location, District and National Conferences).
- Idaho allows their students area to “camp out” at conference with sleeping bags, cots, etc.