



July 23, 2011

M E M O

TO: CAHPERD ADMINISTRATIVE COMMITTEE, BOD & HOD

FROM: DRISHA LEGGITT, EXECUTIVE DIRECTOR

RE: STAFF REPORT -- JULY 2011

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1. Staff Status (since new BOD entered office June 1, 2011):
 1. E.D. took "use it or lose it", 3 1/2 week compensation and vacation break (first full vacation time off in three years).
 2. Associate Director took vacation time off.
 3. Bookkeeper on extended health leave due to emergency heart surgery and serious post-surgery infection.
 4. Staff members on furlough during Summer months to save CAHPERD funds.
2. Memberships:
 1. Total Active Membership is 1,625 as of May 2011; approximately 1,326 less than May 2008.
 2. Memberships down across all categories; of particular concern: Southern District. Please see "Membership Longitudinal Report" (attached).
 3. While membership recruitment is the responsibility of the volunteer leaders, staff implemented several activities to aid in this effort, including:
 - i. Secured Kaiser Permanente Group Health Plan/Benefits promoted through website, E-Blasts, CAHPERD Journal, CAHPERD Times electronic newsletter, during presentations, etc.
 - ii. Implemented membership/organization presentations at Cal Poly EPEW and PEACH Workshops, and Cal State Fullerton Middle School P.E. Workshops.
 - iii. Pre-event meeting and provided materials, etc., for "Dance & Movement Workshop" membership recruitment.
 - iv. Aforementioned resulted in nine new memberships this month.
 4. Provided membership information/flyers to CIF for mass, statewide distribution within their system (approximately 1500). Special thanks to President-Elect Jim

Perry for securing this opportunity for CAHPERD, as well as saving CAHPERD funds by encouraging CIF to make the print copies from the electronic flyer file.

3. Worked with “Team Up for a Healthy America” team to develop national event/program that supports CAHPERD, the other State AHPERDs, and the NASPE/AAHPERD “Let’s Move in Schools” campaign.
 1. Please see attached slides for detailed campaign information.
 2. Partners (to date) include:
 - i. National PTA
 - ii. LetsMove.gov
 - iii. WNBA/NBA
 - iv. Venus Williams (also the official spokesperson for the program, and will be completing free Public Service Announcements encouraging support of the campaign)
 - v. National Gardening Association
 - vi. U.S. Men’s Water Polo
 - vii. President’s Council on Fitness, Sports & Nutrition
 3. Same world-renowned Marketing and Social Media agency that created Oprah’s “Pledge Not to Text While You are Driving” campaign created the “Team Up” Social Media campaign that benefits all aforementioned; utilizing:
 - i. Facebook
 - ii. Twitter
 - iii. Four Square
 - iv. Digital Aps
 - v. Pledge Buttons
 4. Social Media Campaign best opportunity for CAHPERD’s young members and students to drive CAHPERD positive visibility, membership recruitment and advocacy opportunities.
 5. Provides a digital/online link to CAHPERD online donation pages.
 6. Must test the online donation system, to prove CAHPERD can handle national or international donations “rapid fire”. We need to ensure our system can process 100,000 transactions by end-of-day Friday.
 7. Need Board members to please donate just a dollar, through one of the links below as soon as possible - and please ask all of your friends! If we can prove the traffic, it could mean substantially more funds through the national campaign! Here are the links:
 - i. <http://www.gofundme.com/CAHPERD>
 - ii. <http://apps.facebook.com/causes/beneficiaries/106839/info>
4. Created New Online Funding Processes, including:

- i. <http://www.gofundme.com/CAHPERD>
 - ii. <http://apps.facebook.com/causes/beneficiaries/106839/info>
 - iii. Pending:
 - 1. Network for Good
 - 2. Just Give
 - 3. Sixdegrees.org
- 5. Worked with Tech Support, updated and overhauled CAHPERD's antiquated Guidestar online listing.
 - 1. Original set up by former employees; didn't have password, etc., to update successfully.
 - 2. Information listed from Quentin Christian's staff; antiquated and poorly written, the information was also misspelled.
 - 3. Worked for days with GuideStar Tech Support to "break in" and correct the information, as well as add relevant new information and ability to accept donations through GuideStar.
- 6. Working with Surewest Communications & Sprint to donate the ability to accept Donations via Text Messaging.
 - 1. Current cost of such systems at \$50,000+.
 - 2. Donation considered due to CAHPERD's work on "Team Up".
- 7. CAHPERD 2012 State Conference:
 - 1. **Secured popular Fitness Icon and FIT Kids Act Proponent Richard Simmons** to be Sunday, February 26, 2012 Keynote Speaker (donating both his appearance fees and primary travel) Published and distributed Fall/Winter edition of the CAHPERD Journal with CAHPERD Conference Prospectus.
 - 2. **Secured popular Elaine LaLanne & LaLanne Family** to again host the "Jack LaLanne Celebrity Golfrecreation Event", and special award to Richard Simmons.
 - i. Conducted meetings with the Family to identify potential targeted celebrities, discuss "Save the Date" efforts, invitees/golfer recruitment and LaLanne family promotion of the event.
 - ii. LaLanne Family purchasing special, permanent Tournament Trophy to be kept at CAHPERD Office that will display names of winning Teams.
 - iii. LaLanne Family to donate funds/all awards and gifts for Tournament.
 - 3. Negotiated partnership with The First Tee Pasadena and Brookside Golf Course to host Golfrecreation event.
 - 4. Sent formal invitation and working with Superintendent Tom Torlakson's office, for Superintendent's Keynote Address and hosting of second annual CAHPERD Administrators Forum on Friday, February 24, 2012.
 - 5. In current negotiations to secure legendary Dance Choreographer and "FAME" star Debbie Allen as Keynote presenter; also requesting special Master Class presentation by Debbie Allen Academy for Thursday, February 23.
 - 6. In current negotiations to secure Best-Selling Author and "Athletes Against Drugs" Founder Stedman Graham as Keynote presenter.

7. Supporting Committee efforts to secure world-renowned Researchers.
8. Working with President Verderber and CAHPERD Graphic Designer to finalize 2012 Conference Logo.
9. Collecting/processing 2012 Presentation proposals.
10. Creating 2012 Conference Exhibitors' Prospectus.
8. Met with leadership of Cal Poly, San Luis Obispo, EPEW and PEACH regarding the annual Summer physical education workshops on the campus, and how CAHPERD may better partner or potentially merge their programs back under CAHPERD umbrella. E.D. and Treasurer developing proposal for both organizations' review.
9. Published and distributed Spring/Summer Double-Edition CAHPERD Journal.
10. Secured CAHPERD Workshop presentation at the IDEA World Convention (attracting 20,000 people worldwide).
11. Working with Past-President Latham, IDEA and ACE to develop potential CAHPERD High School Career Academy.