



November 24, 2008

M E M O

TO: TERRY RIZZO, PRESIDENT  
FROM: DRISHA LEGGITT, EXECUTIVE DIRECTOR  
RE: EVALUATION & ACCOMPLISHMENTS HIGHLIGHTS

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The following is a list of my progress to date, addressing the specific areas identified within the Executive Director's Evaluation of Skills document. I have separated the information by Heading and Subheadings, identical to those used in the Evaluation document; however, I have added an "Other" Heading at the end, to capture information/accomplishments not directly associated with the Evaluation Headings:

- Membership:
  - Active Membership numbers exactly equal to membership totals in November 2007 – even in poor economy.
    - Total "Professional" Membership increased from 2078 in Nov. 2007 to 2161 in Nov. 2008 – **an increase of 83 members**.
    - Decreased "Complimentary" Members and other Non-Income generating Memberships by 125 -- eliminating cost-generating memberships that did not provide any CAHPERD income.
  - Solicited and Increased CAHPERD Membership Benefits:
    - 10% Discount Budget Rental Cars.
    - 10% Discount Avis Rental Cars.
    - 15% Discount any offer – Trikke.
    - 25% and other promotional Discounts – Pro Performance Sports (Speedminton).
    - \$50 Discount on the "Model D Indoor Rower" and \$70 Discount for the "Model E Indoor Rower" – Concept2.
    - Reduced-rate Jump Ropes – Sportime.
    - Reduced-rate Program Portfolios – SPARK.
    - Reduced-rate Products with "HOP Sports".
    - Reduced-rate Registration rates at Doubletree Sacramento (primary hotel of CAHPERD volunteers).
  - Corporate Memberships:
    - **All** Corporate Members from 2007 have renewed Corporate Membership in 2008.
    - All existing Corporate Membership contracts reviewed and comprehensive spreadsheet report developed for Board outlining each

Corporate member's terms and CAHPERD benefits provided in return for their donation.

- Reviewed, updated and now augmenting Corporate Member use of the CAHPERD logo by corporate members, and providing consistent benefits/services for every Corporate Member.
  - Developed new (Draft) Corporate Membership package/benefits package/program – which will be posted, promoted and used consistently for all future corporate member negotiations.
  - Met with and “pitched” new CAHPERD Corporate Membership to: Kaiser Permanente, California Family Fitness (which has confirmed their intention to become a new, corporate member), Raley's Family of Fine Foods, Rotary Clubs of the San Francisco Bay Area and Roseville, VSP Vision Service Plan,
  - Solicited all existing Corporate Members to provide reduced-rate membership benefits/deals for/to CAHPERD members. (Please see “Membership Benefits).
- Membership Recruitment:
    - Presented to and recruited new members from:
      - EPEW (Cal Poly) Workshops (attempting to repair previous poor relations between CAHPERD and EPEW Committee). Also, hosted “Share Time” Breakout session on CAHPERD.
      - CSU Sacramento Majors Club (and collected ideas for greater student recruitment, retention and website improvements).
      - National Adapted Physical Education Conference.
      - North-Central Dance & Movement Workshop.
      - Fall Dance Workshop.
      - AAHPERD Southwest District.
  - Membership Management:
    - Created new membership tracking reports, breaking down membership demographics by geography, discipline, areas of interest, etc.
    - Completed extensive Due Diligence and software comparison and created report for recommended new Membership Software adoption.
    - Narrowed to two, new Membership Software systems allowing for CAHPERD to better communicate, service, update information, develop timely reports, and grow membership.
    - Working with CAHPERD Membership Director and IT Professionals to launch “next stage” of seamless information transfer and CAHPERD employee Membership Software training.
    - Launching new policies for Conference Registration, allowing for membership information updates annually during State Conference.
  - Membership Campaign & Retention:
    - Updated CAHPERD Website and CAHPERD publication design and distribution (see “Publications” below).
    - Updated old information and forms for membership renewal and retention.
    - Maintained and enhanced membership “Reminders” policy and program implementation.
    - Developed Draft/New Membership Recruitment and Retention materials (including Template PowerPoint presentation for use by Staff and CAHPERD Leadership).
    - Working with CAHPERD Board to identify, renew activity of, and begin regular meetings with, CAHPERD Membership Committee.

- Supported Member Recruitment and Retention efforts of CAHPERD Leadership (sending materials and support items to **Error! Reference source not found.** and other members conducting membership drive presentations), rewarding volunteers for service with small, CAHPERD logo gifts, and conducting regular correspondence thanking CAHPERD volunteers for continued work and recruitment.
    - Added content information and CAHPERD publications to “Members Only” area of CAHPERD Website, to drive greater member recruitment.
- Field Services:
  - Directed complete content overhaul and extensive Redesign of CAHPERD Website (including adding photos, flash animation, removing old data, adding bios, updating links, streaming audio, etc.): [www.cahperd.org](http://www.cahperd.org).
  - Created and distributed monthly Staff and Membership Reports to Admin. Committee and BOD/HOD.
  - Created Special Reports for Admin. /BOD regarding AAHPERD Leadership Development Conference, Corporate Membership Review, Membership Software Needs Assessment and Other Association Use, Proposed Budget Motions, etc.
  - Developed and Posted comprehensive CAHPERD Master Calendar for Staff and Board.
  - Pitched, Achieved and Implemented live, “Drive-Time” on-air radio interview on number one Northern California News-Talk Radio station for Dr. Terry Rizzo (interview now streaming through new CAHPERD Website).
  - Created Comprehensive, CAHPERD Media-Contact spreadsheet (listing geography, areas of expertise, positions, etc.) of CAHPERD members for Media Resource document.
  - Created and Distributed CAHPERD Media Releases, including CAHPERD’s partnership with Governor’s Council on Physical Fitness, promoting the NAPEC, new CAHPERD Board of Directors announcement, etc.
  - Identified Chair and now recruiting new members for CAHPERD PR Committee.
- Association Management:
  - Created, copy wrote, edited and proofed three draft Memorandums of Understanding with the California Health and Physical Education Project (CPE-HP), developing the first formal agreements between the two organizations collaborating on the Physical Education Standards Workshops.
  - Solicited and implemented meetings with California Department of Education representatives, and solicited CAHPERD membership of new CDE P.E. Representative.
  - First to gain formal interview and article of new CDE P.E. Rep. for CAHEPRD Times.
  - Lead Staff effort to sort, compile, inventory and recycle thousands of CAHPERD files, boxes, documents and materials, greatly increasing Staff and Office productivity and storage space.
  - Replaced existing, old, black and white copy machine, renegotiated Office Equipment Lease, upgrading to full-color copier and scanner at same Lease price as old system -- estimated savings of at least \$250-\$500 in printing savings in 2008-2009.
  - Office furniture purchased used – savings to CAHPERD = \$1,500 under budget.
  - Staff painted office rather than professional service – savings to CAHPERD = \$700 under budget.

- Replaced old computer with Apple computer on sale (and with Graphics software features) – savings to CAHPERD = \$1,500 under budget + savings in Graphics Design costs for flyers and materials = \$2,000+.
- Researched, applied for, and was recently accepted for CAHPERD to receive nonprofit telecommunications funding rebates – savings to CAHPERD = \$1,500 - \$5,000 annually.
- Created internal Staff meeting Calendar and implementing monthly Staff meeting schedule.
- Manage balanced budget, directed and now reviewing internal audit, implemented three new embezzlement prevention, checks and balances, and identity theft protection policies. Also, sent Bookkeeper to special Association nonprofit budget and fraud detection training.
- Attended and handed-out awards at Southern District Awards Dinner.
- Managed serious/unexpected Staff Personnel issues:
  - Provided emotional support, established special account, gained immediate support from CAHPERD Admin, collected donations from CAHPERD members, and arranged for CAHPERD donation for employee that unexpectedly lost spouse.
  - Assisted Administrative Assistant with medical leave and resources up to and including maternity leave. Also, hired temporary Administrative Assistants at \$5 less per hour than standard rate – savings to CAHPERD = \$1,800.
  - Completed formal employee notifications of salary and position changes (not finished by previous Executive Director).
- Submitted and was selected to present at AAHPERD Southwest District Conference.
- Government Relations:
  - Lobbied and assisted CAHPERD President-Elect and Southwest TOY on behalf of CAHPERD/AAHPERD issues in Washington D.C. – meeting with both Senators, and four House representatives.
  - Arranged for CAHPERD President-Elect and CAHPERD/Southwest District TOY to be recognized by Senator Dianne Feinstein during VIP Constituent's Breakfast.
  - Assisted Legislative Committee Chair with State Sports & Entertainment Legislative Committee Hearing.
  - Developed comprehensive membership spreadsheet by geography, areas of interest, areas of expertise, etc., for use by Legislative Committee when seeking spokespersons or contacts. Also, updated existing Legislative Roster.
  - Updated CAHPERD website content on Legislation; created link for members to "Find Your Local Legislator." Creating special Leg. Pages and template designs to allow for greater interaction between Leg. Committee Chair and membership.
  - Worked with CAHPERD Leg. Chair and Legislative Advocate to insure new membership software meets special Leg. Communications needs and set policy to insure future membership information collected includes needed Leg. Communications functions (such as personal email addresses, texting capability, etc.).
  - Wrote and secured Contract for CAHPERD Legislative Advocate.

- Met with and Secured CAHPERD as the “California Advocate” for the President’s Council on Physical Fitness and Sports – allowing CAHPERD to be primary contact to identify programs in California worthy of National recognition and greater national funding sources.
- Created greater partnership with Governor’s Council on Physical Fitness and Sports – leading to CAHPERD President Terry Rizzo as featured VIP during Governor’s Spotlight Awards event, and gaining audience with Governor Arnold Schwarzenegger.
- Partnered with California Task Force for Youth and Workplace Wellness and Senator Torkelson to launch Statewide Research Study lead by CAHPERD CSU Researcher and data gathering at CAHPERD Conference (Grant approved and program now in strategic planning stage).
- Accepted as new Steering Committee Member on California After-School Resource Center.
- Strengthened or established partnerships with CIF, California Society of Association Executives, American Heart Association, California Dairy Council, and others.
- Provided CAHPERD/AAHPERD information for President-Elect Obama’s Transition Team with recommendations regarding changes to the existing “No Child Left Behind” program.
- Working with Legislative Committee Chair to develop comprehensive CAHPERD Organizational Packets for new Legislators, as well as update existing Position Papers and identification of key issues.
- Jump Ropes & Hoops for Heart:
  - Implemented meetings and created new strategic plan for JRFH/HFH with American Heart Association reps.
  - Updated and created new marketing materials for JRFH/HFH Campaign. Also, featured articles and photos in Newsletter and on website.
  - Recruited new State JRFH/HFH Campaign Chairs (committed through 2010).
  - Develop Statewide campaign plan to implement mass Guinness World Record Attempt around JRFH; recruiting leaders/members and implementing training now.
  - Changed CAHPERD Staff Exhibits Director duties to also include JRFH/HFH Campaign management and promotion.
  - Re-established and strengthened relationships with AAHPERD and Southwest District to improve JRFH/HFH Campaign implementation.
  - Gained reduced-rate, discounted jump ropes for CAHPERD members’ use in campaign implementation.
  - Solicited three corporate members to underwrite costs of increased campaign.
  - Created partnership with Jump Rope Competition Documentarian – to screen Documentary and host award-winning teams at CAHPERD State Conference.
- Publications:
  - Completed unfinished CAHPERD Journal by previous E.D., solicited new articles, and distributed edition. Also, changed distribution and postage/ mailing house – savings to CAHPERD = \$1,500 under budget.

- Completed and distributed much-improved CAHPERD Times newsletter.
- Leading Art Direction and design efforts on upcoming edition of CAHPERD Journal.
- Supporting CAHPERD President in selection of 2009 CAHPERD Conference logo; CAHPERD Conference Prospectus in copy development now.
- Assisted CAHPERD President in solicitation of new CAHPERD Journal Editor.
- Assisted CAHPERD President in gaining CAHPERD Journal on “SportDiscus” research database.
- Solicited Corporate Members and new income-sources for CAHPERD publications.
- Solicited and gained articles and information for publications from outside organizations, including CDE, CIF, CPE-HP, Governor’s Council on Physical Fitness and Sports, President’s Council on Physical Fitness and Sports, California Task Force on Youth and Workplace Wellness, and others.
- Was invited, copy wrote and submitted article regarding California Governor’s Challenge and CAHPERD for upcoming AAHPERD Publication.
- Meetings & Conferences:
  - Contract signed and completed negotiations for 2013 Conference in Santa Clara.
  - Began negotiations with Site representatives/hotels for 2012 NAPEC in Sonoma and 2014 in Lake Tahoe.
  - Began negotiations with Site representatives/hotels for 2012 State Conference in Orange County or San Diego.
  - Accompanied **Error! Reference source not found.** to inspect San Diego Town & Country for potential 2012 or 2014 State Conference.
  - Working with and supporting 2009 CAHPERD State Conference Planning Committee. Also, solicited new presenters and activities for Conference, including:
    - Dr. John Ratey, Harvard Professor and Author of “SPARK.”
    - Ruthie Bolton, WNBA Star & Olympic Gold Medalist.
    - Multi-World-Record Winning Marathon Runner Helen Klein (85 years old).
    - Captain of the Award-Winning Sacramento Kings Dance Team and Director of the Maloof Sports and Entertainment’s Entertainment Offices.
    - Scott Gee, MD, Pediatrics, Pleasanton, expert on health effects of Childhood Obesity.
    - Meredith Bean, MD, Sports Medicine, expert on latest sports medical trends and recognizing steroid use/abuse.
    - Federal Bureau of Investigation on Cyber-bullying and safety.
    - Hyatt Master Chef and Culinary School for healthy cooking demos.
    - Wine distributor for Friday night Wine-Tasting Social.
    - Jump Rope Competition Documentarian, screening award-winning documentary and hosting new Jump Rope team demonstrations.

- “CAHPERD Night” reduced-rate admission to Great America Theme Park.
  - Expanded lay-out of the Exhibits Hall and increased the number of potential exhibitors by approximately 40.
- Presented, attended meetings, promoted and supported the implementation of the National Adapted Physical Education Conference in San Diego – attendance over 450.