

Revised LAHPERD STRATEGIC PLAN  
2008

GOALS-LAHPERD	SPECIFIC AREAS RELATED TO GOALS	SP EFFECT ON LAHPERD	RESOURCES NEEDED	WHO WILL IMPLEMENT	TIME LINE TO IMPLEMENT
<p>1. To increase and diversify membership and services.</p>	<p><b>Identify specific topics that should be addressed annually at the LAHPERD convention.</b></p> <p><b>Identify expert speakers among the membership to promote the Association's vision, mission, and efforts of the substructures.</b></p> <p><b>Offer CEUs for subject areas as needed by the membership.</b></p> <p><b>Identify strategies that might attract new or renewed memberships</b></p> <p><b>Support incentives for membership to LAHPERD.</b></p>	<p>Increase membership</p> <p>Increase pool of potential Board members</p>	<p>Board</p> <p>Communication Network</p> <p>Conventions</p> <p>Web site</p> <p>Workshops</p>	<p>Membership &amp; Development Committee, Board, &amp; ED</p> <p>Divisions currently plan their convention programs. Divisions sometimes share in expenses for shared speakers. President traditionally invites the keynote speaker for general session.</p> <p>Board members have presented at LAHPERD workshops.</p>	

	<p><b>Create opportunities for involvement of students and young professionals in the Association.</b></p>			<p>Health Division currently offers CEUs.</p> <p>Currently have liability insurance policy provided with membership. Members who recruit specified number of new members receive free membership.</p> <p>Student section in General Division. Student Chair has voting privileges on board.</p> <p>Send students to SDAAHPERD and AAHPERD student leadership conferences.</p>	
2.Increase collaborations with allied	<p><b>Examples such as: LHSAA, AHA, Governor’s Council on Physical Fitness,</b></p>	Develop coalitions to help us with similar	Brochure Professionals/ Manpower	Advocacy Committee, Board, and Executive	

<p>organizations.</p>	<p><b>Obesity Council, Lighten Up Louisiana, Louisiana Public Broadcasting, State Department of Education-BESE, etc.</b></p> <p><b>Create partnerships for advocacy efforts.</b></p> <p><b>Collaboration with AAHPERD National Associations &amp; SDAHPERD – especially in relation to annual convention and other related workshops.</b></p>	<p>concerns in HPERD &amp; related issues</p>		<p>Director</p> <p>Currently have collaborations with American Heart Association LHSAA, Louisiana Principals Association, Governor’s Council on Physical Fitness, Louisiana Obesity Council, and Lighten Up Louisiana.</p> <p>Worked with AHA and Senator Cassidy to get legislation establishing and funding a state PE supervisor.</p>	
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				<p>Worked with Rudy Macklin and Governor's Council to establish "Tour de Fitness" (6 workshops for 2008)</p> <p>Advocacy Chair attends Louisiana Obesity Council meetings.</p> <p>Conduct annual Legislative Fitness Day</p>	
3.Create a more efficient/responsive organizational structure and governance system	<p><b>Utilize leadership retreats to prepare and orient the LAHPERD Board of Directors.</b></p> <p><b>Provide all members of the Board of Directors with a handbook of Policies and Procedures to include:</b></p> <ul style="list-style-type: none"> <li>✓ <b>Calendar of events and</b></li> </ul>		Officers' Handbook and Constitution and By-laws	<p>Board, Executive Director, and membership</p> <p>Officers' Handbook has been updated. Waiting for editing/formatting to be completed by Lisa Dardeau.</p> <p>Winter retreat</p>	

	<p><b>substructures (Directory information, meeting dates, committee appointments, LAHPERD Structure/Organiz ational chart</b></p> <ul style="list-style-type: none"> <li>✓ <b>Board Meeting information (absenteeism policy, proxy form, board report form, rules of order)</b></li> <li>✓ <b>Board of Directors' timelines</b></li> <li>✓ <b>Budget Information (convention budget, guidelines, and codes; operating budget, guidelines, and codes; monetary</b></li> </ul>			<p>was held January 2007. Traditional summer retreat held June 2007.</p> <p>Convention manager goes over convention proposal forms; ED goes over awards process at both January and April meetings. Awards chairperson goes over submission process and timelines.</p> <p>Board approved ad hoc committees proposed by President: Membership and Development; Convention</p> <p>Board approved</p>	
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	<p><b>policies; budget request information and form; budget voucher example; investment policy, contingency fund policy; exhibit's policy)</b></p> <ul style="list-style-type: none"> <li>✓ <b>Awards (general guidelines, timelines for division awards, timelines for special awards)</b></li> <li>✓ <b>Convention (program proposal form, program planning timeline)</b></li> <li>✓ <b>Elections (nomination form, election committee timeline, procedures for election of Board members,</b></li> </ul>			<p>Contingency fund policy and Surplus budget funds policies at June board meeting 2007.</p> <p>Treasurer and ED present convention and operating budgets at June Retreat. Emails are sent out to Board in May requesting budget input.</p> <p>Board approved revised reimbursement request policy (must submit request within 30 days) at June Board meeting.</p> <p>Past President is chair of Election Committee. Divisions are asked to submit</p>	
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	<p><b>procedures for election of Council officers</b> (Section?)</p> <ul style="list-style-type: none"> <li>✓ <b>LAHPERD grant application</b></li> <li>✓ <b>Executive Director Evaluation Process and Forms</b></li> <li>✓ <b>LAHPERD Journal and Newsletter.</b></li> </ul> <p><b>Provide all members of the Board of Directors with a Manual of Key References to include:</b></p> <ul style="list-style-type: none"> <li>✓ <b>LAHPERD constitution and By-Laws</b></li> <li>✓ <b>Operating Codes (Board of Directors, Divisions, Sections, Division Awards)</b></li> </ul>			<p>names for officers, beginning with the January through Retreat meetings (sometimes, September and pre convention board meetings)</p> <p>Mini grant application is on the web site.</p> <p>Model School information is on web site.</p> <p>Submission policies on web site.</p> <p>Officers' Handbook contains all this information. It is currently being edited by Lisa Dardeau. Constitution and By-Laws will be</p>	
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	<ul style="list-style-type: none"> <li>✓ <b>Committee Operating codes (Award committees, Standing committees, Continuing committees, Presidential Committees)</b></li> <li>✓ <b>Operating codes for LAHPERD Journal and Newsletter.</b></li> </ul> <p><b>Enhance the effectiveness of its Executive Director:</b></p> <ul style="list-style-type: none"> <li>✓ <b>Ongoing evaluation of the job description as it relates to Association goals and objectives</b></li> </ul> <p><b>Correlate the LAHPERD Operating Codes with the Strategic Plan.</b></p>			<p>added as one of the appendices.</p>	
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	<p><b>Distribute information in a timely fashion to relevant substructures and to the membership at large.</b></p> <p><b>Provide the background and rational for motions at all LAHPERD meetings, including at the Division and Committee levels.</b></p>			<p>Officer and committee reports should contain the rational for any action item or motion that they wish to make.</p>	
<p>4. Increase advocacy efforts.</p>	<p><b>Educate others about quality programs (in physical education, exercise science, sport management, etc.).</b></p> <p><b>Educate professional peers regarding quality programs (in physical education exercise science, sport management, etc.).</b></p> <p><b>Recognize excellent programs (in physical education, exercise science, sport management, etc.).</b></p>	<p>Need to be aware of legislation that affects HPERD</p> <p>Need to be aware of issues that affect the profession</p> <p>Need to keep up with changes in the profession</p>	<p>Board</p> <p>Professionals/ Manpower</p> <p>Web site ( will contain Model School application information)</p>	<p>Advocacy Committee (Action Network is part of Advocacy Committee)</p> <p>Board Executive Director</p> <p>Advocacy Chair did update the Advocacy Plan for 2007. It does need to be updated for 2008. She sent me some plans for</p>	

	<p><b>Establish a Speakers Network (to coincide with Strategic Plan Goal #1c).</b></p> <p><b>Utilize the LAHPERD web site as an advocacy tool.</b></p> <p><b>Continue to update and revise the LAHPERD Advocacy Plan and use the Southern District AAHPERD Advocacy Plan as a model.</b></p> <p><b>Evaluate the results of the Advocacy Plan and revise it annually to meet new needs and goals.</b></p> <p><b>Continue to partner with other agencies/organizations to promote LAHPERD.</b></p>	<p>Need to be the Information source</p>		<p>2008: She is working with Louisiana Obesity Council and several other groups to improve LFD (5-6-08) She plans to have a booth at LHSAA January 2008 and/or Louisiana Principals meeting in April 2008.</p> <p>We do have working relationships with other related groups (AHA, Governor's Council, LHSAA, Louisiana Obesity Council).</p>	
<p>5. Plan programs and allocate resources to</p>	<p><b>Develop a public relations plan targeting parents, school administrators, and</b></p>			<p>Convention 2007 had a session targeting professional</p>	

<p>sustain public affairs, marketing, and to fund development projects within LAHPERD</p>	<p><b>other professionals within our field.</b></p> <p><b>Provide leadership conferences sessions (to coincide with Strategic Plan Goal #3a).</b></p> <p><b>Increase connection with local media outlets.</b></p> <p><b>Develop a Marketing Plan.</b></p> <p><b>Increase the number of exhibitors at convention.</b></p> <p><b>Explore the possibility of creating a LAHPERD Foundation.</b></p> <p><b>Participate/volunteer in Community Service Project.</b></p> <p><b>Secure sponsors for the LAHPERD web site.</b></p>			<p>involvement. Lisa Johnson has a project with Louisiana PBS.</p> <p>Currently limited by space. Maxed out the exhibitors' area. If this is an area board wants to pursue, the Convention committee and Board will have to make some decisions concerning the convention site. We are currently in a three year contract with the Holiday Inn Select</p>	
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				Hotel in Baton Rouge.  Membership and Development committee established in 2007 to gain sponsors for various activities/projects.	
.6. To increase efficiency and effectiveness in using electronically based technology to enhance members' services.	<b>Extend web-based services and benefits for members (board minutes, announcements, convention registration and housing, convention program, email list-serve of members, online journal, link to lesson plan websites, chat room, etc.)</b>	Must have up to date web site  Must disseminate information to professionals in the state  Must maintain an up to date data base	Lap top computers  Professional Web Master  Action Network	Advocacy Committee (Action Network)  Board  Web Master Provide membership & convention registration on line: <ul style="list-style-type: none"> <li>✓ Established web site in September 2006: Web site information contains membership</li> </ul>	

				<p>application and convention registration capabilities with Pay-Pal.</p> <ul style="list-style-type: none"> <li>✓ Contains convention program information.</li> <li>✓ Contains mini grant application.</li> <li>✓ Contains resource links.</li> </ul> <p>Provides calendar of events and announcements</p>	
7. Increase diversified external funds and improve profitability of LAHPERD's	<p><b>Seek external funding</b></p> <p><b>Increase non-dues revenue (JRFH, HFH. Sponsors, etc.)</b></p>			<p>Auditing Committee,</p> <p>Membership &amp; Development Committee</p>	

<p>portfolio.</p>	<p><b>Continue with the annual audit.</b></p> <p><b>Implement and utilize contingency fund policy</b></p> <p><b>Increase number of exhibitors (to coincide with Strategic Plan Goal #5e)</b></p> <p><b>Implement and utilize agreement with program planners and others with a budgeted line item that the line items cannot be exceeded.</b></p> <p>✓ <b>If an excess occurs for a line item, the person responsible for that line item will reimburse LAHPERD</b></p>			<p>Morgan &amp; Stanley presents annual report at September Board meeting.</p> <p>Contingency fund and surplus budget funds policy developed and approved by Board June 2007. Convention Committee &amp; Board will have to determine new site for exhibitors if exhibitors are increased due to current space limitations in hotel area designated for exhibits. See previous explanation concerning convention site.</p> <p>Reimbursement submission policy</p>	
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				<p>approved June 2007. All reimbursement requests must be submitted within 30 days. Treasurer has made it clear that people will not be reimbursed for amounts exceeding allotted monies.</p>	
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