

# **SOUTH CAROLINA ALLIANCE FOR HEALTH, PHYSICAL EDUCATION, RECREATION AND DANCE**

## **STRATEGIC PLAN 2012-2015**

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### **ADVOCACY**

#### **GOAL 1: Establish and implement an effective advocacy plan of action representative of all associations**

Objective 1.1: By May 2012 the Political Action Committee will develop and update a strategic advocacy plan that engages all members and partners.

Outcome: Advocacy plan developed and presented to membership

Outcome measure: Advocacy plan is developed /data: copy of advocacy plan

#### Performance Indicators:

1. By March, 2012 initial draft developed
2. By April, 2012 initial or subsequent drafts reviewed and edited as needed
3. By May, 2012 final draft presented to BOD for review and comments/suggestions
4. By August, 2012 completed advocacy plan disseminated to SCAHPERD membership

Objective 1.2: By November 2012 the advocacy committee will develop an annual Report Card to be disseminated to policy makers, parents, district and school administrators, and the public that indicates the success of SC public schools in meeting state and federal mandates and guidelines for Health Education, Physical Education, and Dance Education. (Target groups: PTA/principals/superintendents/legislators.

Outcome measure: Report is disseminated /data: Report exist; dissemination lists exist

Outcome: Report Card developed and ready for dissemination

Performance Indicators:

1. By October 2012 data collected for each criteria on Report Card
2. By September 2012 supporting data collected for narrative section of Report Card
3. November 2012 target audience selected and Report Card disseminated

Objective 1.3: By June 2012 the advocacy committee will develop and maintain strategic partnerships with agencies and organizations that have similar interests/aims to help foster SCAHPERD's mission & vision.

Outcome measure: Partnerships exist/data: Partnership list

Outcome: Partnerships developed and continuation plan developed

Performance Indicators:

1. By March 15, 2012 Criteria developed to determine appropriate agencies/organizations to target for partnership
2. By April 1, 2012 List developed of potential agencies/organizations to target for partnership
3. By April 15, 2012 Letter of invitation developed and sent to potential partners
4. By June 15, 2012 Annual continuation plan developed (i.e. letter outlining partnership accomplishments, ongoing endeavors, and future opportunities).
5. Annually contact agencies/organizations to cease, renew, or establish partnerships
6. By June 1, 2012 Initiate partnership endeavors as appropriate

**MEMBERSHIP:**

**GOAL 2: Increase and maintain membership**

Objective 2.1: By the June 1 2012 the membership committee will survey both current and former members to determine needs and perceived benefits of SCAHPERD membership.

Outcome measure: Survey conducted/ data: survey data report

Outcome: Survey developed to determine member needs and perceived benefits of SCAHPERD membership

Performance Indicators:

1. By March 30, 2012 Develop draft survey
2. By April 15, 2012 Distribute draft survey to SCAHPERD BOD and associations' officers for review, comments and suggestions
3. By May 1, 2012 Finalize survey format and questions
4. By May 15, 2012 Disseminate survey to current and former SCHAPERD members
5. By June 1, 2012 Survey completion deadline

Objective 2.2: By May 2012 the membership committee and SCAHPERD staff will use results of the member survey to develop and implement marketing, recruitment, and retention strategies.

Outcome measure: Strategies developed and implementation begun/ data: written plan and implementation tracking database.

Outcome: Survey results analyzed and strategies developed

Performance Indicators:

1. By June 15, 2012 Survey results tabulated, analyzed and key data extrapolated
2. By July 15, 2012 Marketing Plan developed
3. By July 15, 2012 Recruitment and retention strategies developed
4. By August 30, 2012 tracking options developed and implemented
5. By September 2012 BOD meeting, Strategies presented to BOD

Objective 2.3: By May 2011 the membership committee and Executive Director will review and improve procedures for initiating and renewing SCAHPERD membership.

Outcome measure: New procedures for membership process exist and implemented/ data: written procedures exist

Outcome: Procedures for initiating and renewing SCAHPERD membership implemented

Performance Indicators:

1. By May, 2012 Develop improved options for membership initiation and renewal
2. By May, 2012 Options presented to BOD
3. By June 30, 2012 Options implemented

## **PROFESSIONAL DEVELOPMENT**

### **GOAL 3: Establish and maintain professional development opportunities**

Objective 3.1: By January 2012, the Ad Hoc Professional Development Committee, in partnership with the SCAHPERD Conference Planning Committee, will develop a plan for providing professional development to members and non- members.

Outcome: Professional Development plan developed and implemented

Performance Indicators:

1. By March 13, 2012 President and Board establish an ad hoc professional development committee
2. By May, 2012 Committee uses member survey results and other data sources to determine potential professional development offerings
3. By April 30, 2012 Develop an annual plan and calendar for offering professional development opportunities
4. At September 2014 BOD meeting Board determines whether or not to establish a standing committee for professional development

Objective 3.2: By December 2012 Provide professional development based on the member survey of needs and the School Health Profile data.

Outcome measure: PD provided according to plan/ data: PD agendas, participant list, & evaluations entered into PD database.

Outcome: Three professional development opportunities, excluding the annual conference, will be offered in 2012

Performance Indicators:

1. By May 30, 2012 Offer at least one professional development opportunity
2. Ongoing: Evaluate each PD event and the overall PD plan implementation
3. At each BOD meeting Report Professional Development offerings and number of participants to the Board. and membership
4. By June, 2012 Offer at least two online professional development opportunities
5. Between June 15 and August 8, 2012 Provide at least one joint workshop for HPED educators

Objective 3.3: By May 2012 BOD meeting the professional development committee, in partnership with the public relations committee, will review SCAHPERD's current technology and make a recommendation to the SCAHPERD Board for suggested updates or new technologies to be utilized for professional development and/or communications.

Outcome measure: recommendation documented and provided to the board/ data: recommendation document exist

## **COMMUNICATION**

### **GOAL 4: Provide effective communications to members and the public**

Objective 4.1: By March 2012 BOD meeting the Public Relations Committee will develop a SCAHPERD communication and marketing plan.

Outcome measure: Communication and Marketing Plan developed/ data: copy of the C&M plan.

Outcome: Communication and marketing plan developed

#### Performance Indicators:

1. By April, 2012 Develop plan for communication to and among SCAHPERD members and stakeholders.
2. By April, 2012 Develop initial plan for marketing SCHAPERD's mission, services, and benefits
3. By May, 2012 Draft communication and marketing plans disseminated to Membership Committee for review and comments/suggestions
4. At May 2012 BOD meeting Communication and marketing plans submitted to BOD for approval

Objective 4.2: By March 2012 BOD meeting the public relations committee, in partnership with the professional development committee, will review and make a recommendation to the SCAHPERD Board any updates or new technology to be utilized for communication or professional development for members or the public.

Outcome measure: Technology Update and Use Recommendations document is developed/ data: copy of the document

Objective 4.3: By April 2012 the public relations committee will implement the communication and marketing plan.

Outcome measure: C & M plan implemented/ data: email log, dissemination log for special communications, website hits., etc.

Outcome: Communication and marketing plans implemented

#### Performance Indicators:

1. By April 15, 2012 According to each plan, implement strategies as/when indicated
2. By April 30, 2012 Develop a log for recording impact of each strategy
3. Between April 15 and October 15 2012 Update logs monthly to determine how, where, to whom and how many individuals communicated with SCAHPERD and/or its members or received marketing information
4. At November 2012 BOD meeting report results of implementation of communication and marketing strategies