

**EASTERN DISTRICT ASSOCIATION of the American Alliance for Health,
Physical Education, Recreation and Dance**

APPLIED STRATEGIC PLAN – (Approved - May 5, 2007)

AAHPERD MISSION: AAHPERD’s mission is to promote and support leadership, research, Education, and best practices in the professions that support creative and healthy, active lifestyles. *(Approved by the Alliance Assembly, March 2007).*

AAHPERD VISION: AAHPERD envisions a society in which all individuals enjoy an optimal quality of life through appreciation of and participation in an active and creative, health-promoting lifestyle. Members of AAHPERD and its national, district and state associations are recognized as dynamic role models in the realization of this desired future. Members and staff are fully committed to accepting responsibility for continued determination of this future.

EDA MISSION: The mission of the Eastern District Association of the American Alliance for Health, Physical Education, Recreation and Dance is to enhance the professional growth and development of its members; promote program standards; and serve as a liaison between the Alliance and its members through leadership development and the dissemination of information and educational services.

As one of six districts in the AAHPERD, the Eastern District Association has worked hard to revise its Applied Strategic Plan through input from the Board, membership and the Applied Strategic Planning Committee. The following document has been redesigned to follow the current model adopted by AAHPERD but includes specific assessment criteria to determine whether or not the goals were met or adequately addressed. It is a dynamic document designed to facilitate change by being used in conjunction with a yearly Work Plan. Five Strategic Goals have been identified and within each goal are critical indicators for success. Each indicator includes assessment criteria and a list of those responsible for addressing those indicators. The document reflects the relationship to AAHPERD and EDA missions and the AAHPERD vision, and the effect on member services. This most recent revision of the EDA Applied Strategic Plan is intended to provide the framework with which our association will continue to thrive.

Applied Strategic Planning Committee (2006-2007)	Applied Strategic Planning Committee (2007-2008)
Lynn V. Johnson, VT/NH, Chair Deb Ballinger, EDA President-Elect Irene Cucina, NH Deb Franzoni, NH Connie Kapral, CT Mike Mason, MD Chris Baccarella, NJ	Lynn V. Johnson, NH, Chair Gene White, EDA President-Elect Linda Kephart, MD Christine Baccarella, NJ John Romano, NJ Lee Gilman Scott, ME Ray Rothbardt, PA Angela Shorter, DE Irene Cucina, NH - BOG Rep [Presidential addition for 08]

Eastern District Applied Strategic Plan

Eastern District Applied Strategic Plan			
STRATEGIC GOAL: #1	To enhance, diversify, and increase membership, leadership, and services.		
Relationship to mission and vision	<ul style="list-style-type: none"> ▪ Provide a forum for professional development to increase knowledge, improve skills, and encourage sound professional Practices ▪ Provide opportunities for increasing numbers of dynamic role models ▪ To honor outstanding individuals for their leadership/service to the profession ▪ Ensure that member services coincide with the core fundamental goals of the Alliance 		
Effect on member services	<ul style="list-style-type: none"> ▪ Provide for diversity of needs and interests in member services ▪ Provide opportunities to learn from experienced professionals and network with a diverse membership ▪ Provide opportunities for continual learning and professional growth 		
Critical Indicators of Success	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
1. EDA will be dedicated to expand representation by encouraging those individuals making nominations and appointments for leadership positions and committee membership to involve new EDA members and increase minority and PreK-12 representation.	President		
	Past President		
	President Elect		
	Nominating Committee Chair		
Assessment Criteria: <ol style="list-style-type: none"> 1. There will be evidence of a process that illustrates the steps taken to increase the numbers of under-represented groups for all committee and leadership appointments. 2. There will be evidence of a process that illustrates the steps taken to increase the numbers of under-represented groups for nominees for elected positions. 			

Critical Indicators of Success Strategic Goal #1 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
2. EDA will continue to honor outstanding individuals for their leadership and service to the profession through the Outstanding Professional and Honor Awards.	Nominating Committee Chair		
	Past-President		
	President-Elect		
	Awards Chair		
	Council for Services State Representatives		
Assessment Criteria: <ol style="list-style-type: none"> 1. There will be evidence of a process that illustrates the steps taken to ensure quality nominees for all award categories. 2. The Outstanding Professional and Honor Award recipients will be formally recognized at the EDA annual convention 			
3. EDA will continue to provide programming, services and support for students in order to encourage their present and future involvement in EDA.	Executive Director		
	Past President		
	President		
	President-Elect		
	Student Advisor		
	Student Representative		
	Vice President for Health		
Vice President for Physical Education			
Vice President for Recreation			
Vice President for Dance			
Vice President-Elect for Health			
Vice President-Elect for Physical Education			
Vice President-Elect for Recreation			
Vice President-Elect for Dance			
Council for Conventions State			
Council for Services State Representatives			
Local Planning Committee Chair			
Scholarship Chair			

Assessment Criteria:

1. **The Council for Conventions, Student Representatives and the local planning committee will involve students from the District in responsibilities related to the annual convention (e.g. registration, presiders, management)**
2. **The Past President and Student Advisor will schedule a meeting at the EDA Convention, hosted by the President, to have the EDA leadership meet with students attending the convention (including, but not limited to: student award recipients).**
3. **The Student Representatives will contact College/University representatives to inform future professionals of all scheduled student meetings.**
4. **The Student Representative will assist in the selection of convention programming by and for future professionals.**
5. **EDA will attempt to maintain a reduced convention registration fee for student members.**



Critical Indicators of Success Strategic Goal #1 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
4. EDA will encourage State Leaders to attend the Leadership Conference and will provide programming at the Leadership Conference that will assist states in meeting the needs of their members and identify the support services that EDA can provide for the states.	President		
	President-Elect		
	Executive Director		
	Council for Services Representatives		
	Applied Strategic Planning Committee Chair		

Assessment Criteria:

1. **EDA will partially fund State Leaders who are invited to the Leadership Conference by the President-Elect.**
2. **Sessions will provide programming designed to assist states in meeting the needs of their members.**
3. **Sessions will be provided that identify and explain the support services that EDA can provide for the states.**
4. **The Chair of the Applied Strategic Planning Committee will facilitate a meeting for state leaders at the Leadership Conference**



Critical Indicators of Success Strategic Goal #1 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
5. EDA will encourage and provide incentives for attendance at EDA Conventions and convention programming	Past President		
	President		
	President Elect		
	Executive		
	Council for Services State Representatives		
Assessment Criteria: <ol style="list-style-type: none"> 1. EDA will send communications to appropriate workplace administrators to advocate for attendance at the EDA Conventions. 2. EDA will offer verification of attendance for convention programs. 3. EDA will continue offering funding for first time attendees 			
Critical Indicators of Success Strategic Goal #1 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
6. EDA will establish an Ad Hoc committee to study the current status and future possibilities of the EDA Convention. Study focus should include, but not be limited to: length of convention; days; format; alignment with State Conventions, etc. Information from Council for Conventions and EDA Survey will be used in the process.	President		
	Ad Hoc Committee		
Assessment Criteria: <ol style="list-style-type: none"> 1. President will establish an Ad Hoc committee to study this issue. 2. Committee will submit report at the August 2007 Executive Board Meeting. 			

STRATEGIC GOAL: #2	To identify, advocate for and promote quality programs and provide quality convention programs in health, physical education, recreation, dance and sport.		
Relationship to mission and vision	Advocacy efforts formalize the process for achieving visibility for EDA, its membership, and the mission of EDA/AAHPERD. By identifying and advocating for quality programs, EDA is promoting and supporting healthy lifestyles. Quality convention programs provide professional development opportunities and enhance professional practices.		
Effect on member services	<ul style="list-style-type: none"> • Provide for a process and procedure for members and collaborating partners to conduct advocacy initiatives • Educate key policy makers on the importance of the contributions of our professions to society • Provide quality professional development opportunities for members that will facilitate the enhancement of programs and increase the visibility of quality programs 		
Critical Indicators of Success	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
1. EDA will continue to support and recognize quality programs in health, physical education, recreation, dance and sport by providing appropriate sessions at each annual convention	Past President		
	Vice President for Health		
	Vice President for Physical Education		
	Vice President for Recreation		
	Vice President for Dance		
	Council for Conventions State Representatives		
Assessment Criteria:			
<ol style="list-style-type: none"> 1. The Vice President for each discipline will identify current “hot topics” as they relate to a specific discipline and provide convention sessions addressing those topics. 2. The Vice President for each discipline will identify, advocate for and promote quality programs by providing appropriate sessions at each annual convention. 3. The Council for Convention members will solicit quality programming/speakers from their state and provide a list to the Past-President. 4. EDA will solicit and create a list of programs that address the needs of sport (e.g., sport management, sport administration, sport services) 5. The Vice President for each discipline will evaluate each session presented at the annual convention and provide a list of “outstanding, good, poor” presentations/presenters to the next VP. 6. The Vice President for each discipline will contact each state VP in the same discipline for a list of quality presenters from that state. 7. EDA will develop a “Speaker Bureau” of sessions/speakers for each discipline. 			

Critical Indicators of Success Strategic Goal #2 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
2. EDA will advocate for and support convention programming that addresses the needs of the aging population.	Past President		
	CAAD Committee		
	Council for Conventions		
Assessment Criteria: <ol style="list-style-type: none"> 1. EDA will solicit and create a list of convention sessions/speakers that address the needs of the aging population. 2. EDA will provide and identify in the convention program booklet sessions that address the needs of the aging population 			
Critical Indicators of Success Strategic Goal #2 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
3. EDA will advocate for and support convention programming that support the needs of allied professionals working with individuals with disabilities	Past President		
	Chair, Committee on Adapted Physical Education		
	Committee on Adapted Physical Education		
<ol style="list-style-type: none"> 1. EDA will solicit and create a list of convention sessions/speakers that address the needs of professionals working with individuals with disabilities. 2. EDA will offer a minimum of 5 sessions at the annual convention that address working with individuals with disabilities. Those sessions will be identified in the program booklet. 			

Critical Indicators of Success Strategic Goal #2 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
4. EDA will continue to expand convention programming and exhibits that focuses on the use of technology in the allied fields.	Executive Director		
	Past President		
	President		
	President-Elect		
	Vice President for Health		
	Vice President for Physical Education		
	Vice President for Recreation		
	Vice President for Dance		
	Vice President-Elect for Health		
	Vice President-Elect for Physical Education		
	Vice President-Elect for Recreation		
	Vice President-Elect for Dance		
	Student Advisor		
	Student Representative		
	Assessment Criteria: <ol style="list-style-type: none"> 1. EDA will include a technology exhibit/demonstration center at the annual convention. 2. EDA will provide a minimum of 5 technology sessions at the annual convention. 3. EDA will provide at least one “hands-on” technology session at the annual convention. 4. The Executive Board will consider the feasibility of establishing a Technology Committee as part of the Council for Conventions. 	Council for Conventions State Representatives	
Council for Services State Representatives			
Board of Governor Representative			

Critical Indicators of Success Strategic Goal #2 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
5. EDA will advocate for all allied disciplines and disseminate pertinent information to all members	Executive Director		
	President		
	Past-President		
	President-Elect		
	Web Manager		
Assessment Criteria:			
<ol style="list-style-type: none"> EDA will utilize Email blasts to disseminate important or time sensitive information to its members. EDA will utilize Email blasts, the Easterner Express and the EDA Web Page to disseminate advocacy information to state leaders. EDA will include links to AAHPERD, EDA and State Position Papers on the EDA Web Page 			

STRATEGIC GOAL: #3	To identify and pursue external funding, sponsorships or partnerships.		
Relationship to mission and vision	Increased available revenues enhance all aspects of EDA's ability to fulfill both the vision and mission (e.g. funding for new programs, supporting current initiatives, keeping registration fees to a minimum).		
Effect on member services	Quality and quantity of overall services and EDA visibility will increase and member costs will decrease.		
Critical Indicators of Success Strategic Goal #3	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
1. EDA will identify and secure sponsors for events at the annual Convention and Leadership Conference	Past President		
	President-Elect		
	Vice President for Health		
	Executive Director		
	Vice President for Physical Education		
	Vice President for Recreation		
	Vice President for Dance		
	Council for Conventions State Representatives		

	Council for Services State Representatives		
	Ad Hoc Committee		
Assessment Criteria:			
<ol style="list-style-type: none"> 1. EDA will continue to use the Sponsorship Menu Template that was developed and approved in 2006 which indicates sponsorship levels, events, and rewards for the EDA annual convention and Leadership Conference. 2. EDA will actively pursue sponsorship for the EDA Annual Convention, and a status report containing the following information will be submitted at the conclusion of the Convention: who was contacted (name/organization/contact information); amount/level of sponsorship; and evaluation of sponsor 3. EDA will actively pursue sponsorship for the EDA Leadership Conference (including means of funding to support attendance), and a status report containing the following information will be submitted at the conclusion of the Convention: who was contacted (name/organization/contact information); amount/level of sponsorship; and evaluation of sponsor 			
Critical Indicators of Success Strategic Goal #3 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
2. EDA will develop a process and guidelines for pursuing and establishing partnerships for events at the annual Convention and/or the Leadership Conference	President		
	Executive Director		
	Ad Hoc Committee		
Assessment Criteria:			
<ol style="list-style-type: none"> 1. EDA will establish an Ad Hoc President Committee which will: <ol style="list-style-type: none"> a. Develop guidelines for the establishment of a financial partnership with EDA. b. Develop a process for the identification of potential financial partners. This process should include, but is not limited to a listing of who is responsible, record keeping and reporting out guidelines. 			

STRATEGIC GOAL: #4	To increase and enhance communication between, to and for members.		
Relationship to mission and vision	<ul style="list-style-type: none"> • Increase access to information regarding professional development activities • Increase knowledge, improve skills and encourage sound professional practices • Increase promotion of the benefits of healthy lifestyles 		
Effect on member services	<ul style="list-style-type: none"> • Efficient access to information, products, and conventions • Timely responses to membership inquiries • Rapid dissemination of information • Verification of contributions to EDA 		
Critical Indicators of Success Strategic Goal #4	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
1. EDA will utilize electronically based technology to enhance communication between, to and for members	Past President		
	President		
	President-Elect		
	Executive Director		
	Vice President for Health		
	Vice President for Physical Education		
	Vice President for Recreation		
	Vice President for Dance		
	Student Advisor		
	Student Representative		
	Council for Conventions State Representatives		
	Council for Services State Representatives		
	Web Manager		
	Easterner Express Editor		
Board of Governors Representative			

Assessment Criteria:

1. The Easterner Express will be provided to all members in an online format.
2. Email blasts will be utilized to communicate with EDA members.
3. EDA will maintain a list serve for its members.
4. EDA will maintain and use the list serve (communication list) developed to communicate with EDA student members.
5. EDA will post announcements and other important information on its Web Page.



Critical Indicators of Success Strategic Goal #4 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
2. EDA will send letters to supervisors of individuals who serve on EDA committees, hold EDA leadership positions, or receive awards from EDA	President		
	Executive Director		
	Awards Committee Chair		

Assessment Criteria:

1. The president will send letters annually to supervisors of those individuals who serve on EDA Committees.
2. The Executive Director will send letters annually to supervisors of those individuals who hold leadership positions.
3. The Awards Committee Chair will send letters annually to supervisors of those individuals who receive EDA awards.



Critical Indicators of Success Strategic Goal #4 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
3. Council for Services and Council for Conventions State Representatives will share information with their State Association	Council for Conventions State Representatives		
	Council for Services State Representatives		

Assessment Criteria			
<ol style="list-style-type: none"> Council for Convention State Representatives attend State Association meetings and /or provide a written report outlining the council’s accomplishments and progress as it relates to the upcoming convention. Council for Service State Representatives attend State Association meetings and /or provide a written report outlining the council’s accomplishments and progress as it relates to the upcoming convention, awards, etc. Council for Services State Representatives bring copies of their state convention programs, newsletters, and/or journals to display at the Leadership Conference. 			
Critical Indicators of Success Strategic Goal #4 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
4. EDA will provide space at the annual convention and the Leadership Conference for states to disseminate information	President-Elect		
	Council for Services State Representatives		
	Exhibits Manager		
	Local Planning Committee		
Assessment Criteria:			
<ol style="list-style-type: none"> A table to disseminate information, to be shared by all EDA State Associations, will be provided at the annual convention. This table preferably will be located in the exhibit area. EDA will provide free exhibit booth space for the host state at the annual convention, to be used at the host state’s discretion. Tables will be provided at the Leadership Conference to states to disseminate information. 			
Critical Indicators of Success Strategic Goal #4 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
5. The District Representative will	Board of Governors Representative		

maintain consistent communication between the AAHPERD Board of Governors and District and State Leaders	
Assessment Criteria:	
<ol style="list-style-type: none"> 1. The District Representative will provide reports to the EDA Executive Board at each Executive Board meeting 2. The District Representative will provide a written report at the annual convention and Leadership Conference. 3. The District Representative will communicate to state leaders when appropriate through email or on the Web Page. 4. The District Representative will facilitate the District Caucus at the AAHPERD Convention with the EDA President. 	

STRATEGIC GOAL: #5	To ensure the compliance and update of the Eastern District Applied Strategic Plan		
Relationship to mission and vision	In keeping with the purposes and objectives of EDA as stated in the Articles of Corporation and Bylaws, the Executive Board is directly charged with establishing policy for the Association. A key function of the Executive Board is to oversee accountability throughout the organization		
Effect on member services	<ul style="list-style-type: none"> • More responsive to member needs • Enhance ability of the Association to act efficiently and appropriately in a business environment 		
Critical Indicators of Success Strategic Goal # 5	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #)	Assessment Criteria Met
1. Executive Board Members, Committee Chairs, State Representatives to the Council for Conventions and Council For Services, and Student Representatives will provide evidence of compliance with the ASP	Executive Director	Initial W/Date	Initial W/Date
	Past President		
	President		
	President-Elect		
	Vice President for Health		
	Vice President for Physical Education		
	Vice President for Recreation		
	Vice President for Dance		
	Vice President-Elect for Health		
	Vice President-Elect for Physical Education		
	Vice President-Elect for Recreation		
	Vice President-Elect for Dance		
	Board of Governor Representative		

	Student Advisor		
	Student Representative to the Board		
	Chair, Applied Strategic Planning Committee		
	Bylaws and Operating Codes Committee Chair		
	Council on Aging and Adult Development (CAAD) Chair		
	Credentials and Elections Committee Chair		
	Finance Committee Chair		
	Honor Award Committee Chair		
	Student Leadership Committee Chair		
	Easterner Express Editor		
	Web Manager		
	Awards Chair		
	Nominating Committee Chair		
	Research Chair		
	Scholarship Chair		
	Council for Conventions State Representatives		
	Council for Services State Representatives		
Assessment Criteria:			
<ol style="list-style-type: none"> 1. All reports submitted must indicate ASP tasks addressed. 2. A yearly work plan will be developed indicating the ASP Goals/Indicators of Success/Assessment Criteria that are the focus of that year. 3. A status report will be provided to the ASP Committee Chair on a yearly basis. 			
Critical Indicators of Success Strategic Goal # 5 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessment Criteria Met <u>Initial</u> <u>W/Date</u>
2. The ASP Committee will meet a minimum of two times a year (EDA Convention and at either the May meeting or at the Leadership Conference)	Past President		
	President		
	President-Elect		
	Council for Conventions State Representatives		
	Council for Service State Representatives		

	Applied Strategic Planning Committee Chair		
	Applied Strategic Planning Committee		
Assessment Criteria:			
<ol style="list-style-type: none"> The ASP Committee holds a meeting at the annual convention to review the ASP and begin the revision process. The ASP Committee holds a meeting at the May meeting or Leadership Conference to review status reports and prepare a report to the Executive Board. 			
Critical Indicators of Success Strategic Goal # 5 (continued)	Person/Group Responsible and, if possible, the Timeline	Assessment Criteria Addressed (Identify #) <u>Initial</u> <u>W/Date</u>	Assessmen t Criteria Met <u>Initial</u> <u>W/Date</u>
2. An ASP revision process will be developed that clearly outlines the timeline and procedures for that process.	Applied Strategic Planning Committee Chair		
	Applied Strategic Planning Committee		
Assessment Criteria:			
<ol style="list-style-type: none"> ASP Committee provides the Executive Board a recommendation for the revision process at the May 2007 meeting or at the 2007 Leadership Conference. 			