

MIDWEST DISTRICT
 American Alliance for Health, Physical Education, Recreation and Dance
Applied Strategic Plan Final Report for 2010-11
 February 28, 2011

Name: Cathy Huntsinger Position: A.S.P.Chair

Council/Committee Members: Darlene Koerber, Mike Roskamp, Judy Jagger-Mescher

Blue indicates this has not been attempted as of this date.

Activity	Officer/Council Committee Responsible	Action Plan with Timeline
Goal #1: Increase advocacy efforts.		
1.1 Advocacy Committee will blast emails from Midwest District to state officers and EDs when new or timely valuable advocacy resources are available (eg. New AAHPERD membership brochures, LMIS information) .	Advocacy Chairperson; Roger Jackson Advocacy Chairperson Committee members Jim Cook- ED.	Ongoing Progress: Blast e-mail messages have been sent by the committee to the general membership via the ED. LMIS information sent out February 2011
1.2 MWD leaders have written articles for Update.	July Becky Hull September Jenn Gorecki November John Roncone January Tammy Brant.	Midwest has faithfully provided an article when requested by AAHPERD for inclusion in Update.
1.3 Article was written for Illinois newsletter promoting DSPE Workshop in November 2010.	Becky Hull, President, Jim Cook MWD ED, Kim Wheeler, IL Past President.	August 2010.
1.4 Lobbied with AAHPERD for a District link on AAHPERD webpage.	Marilyn Buck, MWD Rep.	June 2010.
1.5 Educate members about programs, products and services offered by AAHPERD and MWD.	Roger Jackson, Advocacy Chair	Ideas in motion: Create a DVD/CD to put in membership bags at state conferences. Put a link on each state website to Midwest/AAHPERD.

		<p>Sponsor a student contest to create PSA's for advocacy.</p> <p>Be a resource for state education leaders seeking information about retaining programs.</p>
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Goal #2: Increase collaborations with allied organizations and state associations.

Activity	Officer/Council Committee Responsible	Action Plan with Timeline
<p>2.1 DSPE Workshop in Illinois 4 speakers (Joe Smith WV, Mike Rospkamp and Roger Jackson MI, Kim Ward) Brain based PE.</p>	Tammy Brant/ Dance Sport and PE Council	Completed in November 2010.
<p>2.2 Heath Workshop in Michigan 2 speakers (Beverly Schroeder MI Patricia Hogan MI) Technology and Models of School Health</p>	John Roncone/Health Council	Completed in November 2010.
<p>2.3 Recreation, Leisure Lifestyles and Fitness Council Workshop 1 speaker Sue Sumner, OH</p>	Bruce Groves/ RLLF Council AAPAR/ Mariah Burton Nelson.	Cancelled due to lack of registration September 2010.
<p>2.4 MWD Executive Committee members attended State Conferences brought greeting, presented awards.</p>	Illinois: Scott Frazier/.J.Cook Indiana: Becky Hull Michigan: Dave Anspaugh Ohio: Al Stephens/J. Cook West Virginia: Sue Long Wisconsin: Scott Frazier	Completed in October – December 2010.
<p>2.5 Circulated AAHPERD and Midwest District Displays Banners, information about programs, AAHPERD Convention dates and</p>	Jim Cook, MWD ED coordinated with a state rep to set up display and send to the next state convention. Two displays circulated as state conferences were on same date for IN/MI.	Completed in October – December 2010.

<p>membership registration sent to each state AHPERD convention.</p>		
<p>2.6 Confirmation of plans to hold joint Social at Boston AAHPERD for Centennial Celebration with Central District.</p>	<p>Jim Cook, MWD ED and Lois Boeyink, President of Central District. As well as Gale Wiedow, interim ED of CD</p>	<p>Talks began in 2009 with Central District. CD Board approval came in February of 2011.</p>
<p>2.7 Midwest has signed on as a co-sponsor for LMIS and the Health letter to Congress from NASPE.</p>	<p>Becky Hull, President Jim Cook MWD ED</p>	<p>November 2010 February 2011.</p>
<p>2.8 Continue to use survey monkey as a tool to gain information about desired programs from members.</p>	<p>Current VP's are asked to pass on the survey tool to their successors.</p>	<p>Ongoing.</p>
<p>2.9 Collaborate with councils to develop session tracks related to SJD issues for the 2012 Midwest Conference.</p>	<p>Jennifer Faison-Hodge, SLD Chair</p>	<p>October 2010-present. Possible session tracks:</p> <ul style="list-style-type: none"> • Aquatics focus on preschoolers, seniors, non-swimmers, individuals with disabilities • Focus on teaching students not just teaching content • Networking and mentoring of underrepresented students • Best practices when hiring high quality faculty of color • International/global focus

Goal #3: Increase external funding support and improve profitability of programs (non-dues revenue).

Activity	Officer/Council Committee Responsible	Action Plan with Timeline
3.1 DSPE Workshop	Tammy Brant/ Dance Sport and PE Council	Approximately \$5,000 was earned in November 2010.
3.2 Health Workshop	John Roncone/Health Council	Approximately \$1,000 earned in November 2010.
3.3 Executive Director will secure \$5,000.00 in sponsorships through external sources of revenue.	Jim Cook, MWD ED	<p>Sponsorship has been secured for MWD Social C-motion and Skatetime have made a donation of @\$5,000 in cash and/or product for the MW social in Indianapolis.</p> <p>Flaghouse Inc. provided free products as door prizes to students that were valued at \$1,000.</p> <p>Anonymous donors sponsored Past President's dinner at Pokagon valued at \$200.</p>
3.4 Executive Director promotes and encourages donations to MWD Foundation.	Jim Cook, MWD ED	Ongoing.



Goal #4: Seek new and retain current members.

Activity	Officer/Council Committee Responsible	Action Plan with Timeline
<p>4.1 Conduct annual Pokagon Leadership Conference. A. 48 undergraduate students are invited to attend a student leadership conference (8 per state). Many become members. B. Each Council and committee has a representative from each state. VP's and Chairs along with state Presidents fill vacancies.</p>	<p>Jim Cook, MWD ED Jenn Gorecki, CFP Advisor Becky Hull, President</p>	<p>Annual event in October. Committee terms are 3 years; Council terms are 2 years.</p>
<p>4.2 Membership and Marketing Committee has determined steps to survey member interests and has conducted one survey.</p>	<p>Judy Jagger-Mescher, Chair Celia Reimbal, Ryan Hedstrom.</p>	<p>October 2010 Hedstrom does research about obtaining valid, reliable needs assessment instruments AND strategies for membership retention. Design & pilot a membership needs assessment at the Ohio AHPERD using Survey Monkey. Conduct survey at Dec. OAHPERD Conference.</p>
<p>4.6 Brainstormed many possible fund raising events.</p>	<p>Board of Directors</p>	<p>Ideas being considered: Sponsoring MWD webinars on selected topics, golf tournament, ski weekend, bike tour, collaborate with MWD institutions to sponsor in depth workshops, international travel opportunities.</p>

Goal #5: Increase diversity in Midwest membership and leadership.

Activity	Officer/Council Committee Responsible	Action Plan with Timeline
<p>5.1 Nominating and Executive Committees seeks candidates for leadership that represent diversity in states, ages, interest groups and under represented populations.</p>	<p>Keith Bakken, Nominating Chair MWD President and State Presidents collaborate.</p>	<p>Nominating Committee secures candidates by October annually. Executive Committee (especially the President) secures replacements for Councils and Committees by March annually.</p>
<p>5.2 Each state Social Justice/Diversity member working with the MWD ED will identify at least 5 individuals from an underrepresented racial/ethnic group from their state and send contact information for these individuals to the SJD chair.</p>	<p>Jennifer Faison-Hodge, SLD Chair.</p>	<p>By March 2011 and ongoing.</p>
<p>5.3 Encourage state association to explore the creation of a social justice and diversity committee or diversity representative.</p>	<p>Becky Hull, President</p>	<p>March 2011. Repeated request annually by President until each state has a SJD Representative.</p>

Goal #6: Improve the quality of programs, products and services.

Activity	Officer/Council Committee Responsible	Action Plan with Timeline
<p>6.1 Centennial Committee is in preliminary planning stages of 2012 MWD Convention</p>	<p>Jim Cook, ED Past Presidents Historical Planning: M. McHugh, E. Bedford, L.Adams Program planning Committee: Beth Mahar Chair. Members: IL Erin Washkun, IN: LeAnn Haggard, MI: Roger Jackson, OH: Jennifer Faison-Hodge,</p>	<p>October 2008 – present Past Presidents planning historical celebration October 2009 program idea sharing and brainstorming Jan-June 2010 ED contacts AAHPERD for site selection help June 2010 Site was determined; July- Oct 2010 convention</p>

	WV: Bruce Wilmoth, WI: undetermined.	planning structure revised; October 2010 Beth Mahar becomes program chair; Dec-Feb State liaisons for program planning established; Jan 2010 Mahar sends survey to MWD Board and EC for ideas; Feb 2010 budget being discussed; Feb program planning continues.
<p>6.2 Pokagon Leadership Conference</p> <p>The 2010 program centered on leadership development with speakers Dr. Wendell Seabourne, AU; Dr. Brad Strand, AAHPERD President-Elect; Paul Roetert, AAHPERD CEO, and a host of MWD Professionals.</p>	<p>Jim Cook, MWD ED</p> <p>Becky Hull, President Executive Committee</p>	<p>Annual event in October 2010.</p>
<p>6.3 Midwest Happenings continues to provide updated information about Midwest programs, products and services to members.</p> <p>One edition is electronic and one edition is paper. Published semi annually.</p>	<p>Jim Cook, MWD ED.</p>	<p>Published in Fall and Spring.</p>
<p>6.4 All 3 Councils (DSPE, HC, RLLF) have surveyed state AAHPERD members for areas of program interest for upcoming rotation of workshops.</p>	<p>Tammy Brant, DSPE John Roncone, HC Bruce Groves, RLLF.</p>	<p>Completed at state conferences October to December 2010.</p>

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Goal #7 Create a more efficient/responsive organizational structure and governance system.		
Activity	Officer/Council Committee Responsible	Action Plan with Timeline
7.1 Revised the ED contract Aligned contract year with AAHPERD fiscal year.	Dave Anspaugh, Past President	June 2010.
7.2 Revised ASP Goals We created 7 total ASP goals. Goals 1-3 remained the same. We changed Goal #4 which formerly read: To increase membership, programs, products and services. Added new Goal #4 To seek new and retain current members. New Goal #5: To increase diversity in Midwest membership and leadership. New Goal #6: To improve the quality of programs, products and services. Goal #7 is the former Goal #5 without the word "diversity."	Becky Hull, President Board of Directors	June 2010.
7.3 Recognitions and Awards Committee aligned with the AAHPERD timeline for TOY Award selection.	Katie Goetz, R/A Chair	June 2010
7.4 Operating Codes for Treasurer and Finance Committee were revised.	Scott Frazier, Chair	June 2010

<p>7.5 Spent considerable time determining efficiencies in MWD financial stewardship.</p>	<p>Becky Hull, President</p>	<p>June 2010.</p>
<p>A. ED phone package changed. B. EC travel to state conferences cut; travel in own state only C. New venue for summer meeting was less costly. D. Pokagon Leadership expenses cut by 20%. E. Increased attention to success of collaborative workshops with states.</p>	<p>MWD Board of Directors.</p>	<p>June 2010</p>
<p>7.6 President established more direct Executive Committee oversight for MWD Councils and Committees.</p>	<p>Becky Hull, President Executive Committee</p>	<p>October 2010.</p>
<p>Each EC member was given 2-3 committees or councils to monitor between business meetings. Encouragement was given to make regular contacts and insure follow up on duties.</p>		
<p>7.7 Membership/Marketing Committee moved from an Ad Hoc Committee to a Standing Committee.</p>	<p>Judy Jagger-Mescher, MM Chair.</p>	<p>June 2010.</p>
<p>7.8 Changed due dates for final reports to aid District Rep reporting to AAHPERD.</p>	<p>Marilyn Buck, MWD District Rep.</p>	<p>October 2010.</p>

7.9 The reports completed at Pokagon were submitted via electronic media at the PLC rather than in hard copy.	Cathy Hunstinger, Secretary	October 2010.
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