

South Carolina Association for Health, Physical Education, Recreation and Dance - Strategic Plan 2002

Leadership and Professional Development

Strategies

1. The Alliance will strengthen the member associations.
2. The Alliance will expand partnerships with other non-profit and professional organizations to strengthen its ability to advocate and influence decisions that are related to its mission.
3. The Alliance and associations will mentor students and professionals to become leaders in the associations. Student sections will be integrated into each association, and not be a separate student association.

Objectives	Specific Tasks	Assignment	Update
<ol style="list-style-type: none"> 1. To encourage associations to provide opportunities to engage their members in leadership positions. 2. To build leadership skills in members. 3. To provide benefits or incentives for leaders, within the available funding. 4. To provide leadership opportunities for students and young professionals. 5. To promote increased sharing of ideas, employment and training opportunities among members. 6. To increase outreach for membership, visibility, and communication. 	1. The Alliance and associations will offer additional professional development opportunities for recreation, sport, and athletics disciplines, including athletic trainers and coaches, during the convention and outside of the convention. The Alliance and associations will sponsor and promote additional annual workshops, seminars, and special events for members.		
	2. The Alliance and associations will provide opportunities for interaction and involvement at the state level and to recognize members for their contributions.		
	3. The Alliance and associations will offer regional and local training in addition to the activities at the state level.		
	4. The Alliance will collaborate with the Southern District officers to offer joint sponsored programs.		
	5. The Alliance and associations will sponsor and financially support a speaker's bureau and a workshop/seminar coordinator.		
	6. The Alliance and associations will provide incentives such as travel money to promote greater involvement.		
	7. The Alliance and associations will continue to provide in-services and workshops, such as SCPEAP.		
	8. Meetings will be conducted in an efficient manner. Committees will be streamlined to reduce the number of meetings and amount of travel required. Productivity will be improved by distributing materials in advance of the board meetings and by using technology, including teleconference and internet capabilities, to reduce travel to meetings.		
	9. Each association will have specific roles and responsibilities.		

	10. The Alliance and associations will use the Leadership Development meeting held each January as an opportunity for leaders to learn more about each Association.		
	11. The Alliance will consider appointing an ad hoc committee to recommend outside organizations with common interests that might join the Alliance.		
	12. The associations will provide articles describing their goals, objectives and practices for the Alliance's publications and website.		

Membership Strategies

1. The Alliance will emphasize attracting more professional fields such as athletic training, coaching and other related professions.
2. The Alliance and associations will coordinate recruitment and retention efforts.
3. The Alliance and associations will tailor publications, website, programs and advocacy events to attract and retain members.

Objectives	Specific Tasks	Assignment	Update
1. To coordinate membership functions to improve recruitment and retention of members.	1. The Alliance and associations will develop and maintain a quality website.		
2. To advocate for the opportunity to purchase legal protection, training, and liability safeguards for members.	2. The associations will increase personal contact to keep people involved.		
3. To increase the involvement of students and young professionals in each association.	3. The associations will become more attuned to technologies such as teleconferencing and the internet, to better meet the changing needs of members.		
4. To increase the diversity of the Alliance's membership base.	4. The Alliance will raise membership fees to provide money to improve member benefits and services.		
	5. The money allocated for student scholarships in HPERD will be systematically increased.		
	6. Each association will devise a plan to recruit members and provide incentives for joining.		
	7. The Alliance and associations will create and maintain a directory of member contact information, including email addresses and websites.		
	8. The Alliance Executive Director will make campus visits to college programs to promote recruitment and SCAHPERD programs.		

Staffing and Funding Strategies 1. The Alliance Board of Directors will review its current financial strategies to ensure they are complete and up to date. 2. The Board will update its funding strategy.			
Objectives 1. To ensure that a viable financial plan is in place, with a process for on-going review.	Specific Tasks 1. The Alliance will establish a permanent office for SCAHPERD. The Alliance will explore options for office space and secretarial support. It will consider the possibilities for co-location with another organization.	Assignment	Update
	2. The Board will review current assets to determine the Alliance's ability to fund a full-time Executive Director.		
	3. The Board will explore options for hiring a grants writer to assist the Alliance and its associations to develop competitive proposals for funding from various sources.		
Communication Strategies 1. The Alliance and associations will improve the quality and quantity of internal and external communications. 2. The Alliance and associations will develop a regional approach to communication and marketing. 3. The Alliance and associations will explore marketing tools and approaches to improve external communications and public awareness.			
Objectives 1. To improve internal and external communications.	Specific Tasks 1. The Alliance and associations will provide more information on the website, including member contact information and webpage links to related organizations.	Assignment	Update
	2. The Board will consider holding a leadership conference or retreat on improving communications.		
	3. Communications within each association need to be enhanced through mailings and electronic methods.		
	4. The Alliance and associations will identify specific marketing methods for increasing public awareness.		

Advocacy Strategies 1. The Alliance’s Political Action Committee will be charged with organizing and mobilizing advocacy efforts. 2. The Alliance and associations will offer skills building in advocacy for members. 3. The Alliance and associations will develop advocacy efforts at the regional and local level.			
Objectives 1. Maintain and update the listing developed by SCPEAP that identifies members and their local representation as part of the SCAHPERD website and listserv. 2. Develop collaborative relationships and partnerships with at least one organization or association per year for enhancing advocacy efforts.	Specific Tasks 1. Each association will identify, train and support advocates throughout the state.	Assignment	Update
	2. The Alliance and associations will develop and offer positions on bills or initiatives to communicate to legislators and local officials.		
Convention, Products, Services Strategies 1. The Alliance and associations will provide products and services for the benefit of the members.			
Objectives 1. To prioritize products and services based on input of members 2. To develop a marketing plan to better advertise services and products 3. To ensure that services and products are promoted on the Alliance and associations’ websites.	Specific Tasks 1. The Alliance will consider scheduling the convention so that the dates are convenient for more members.	Assignment	Update
	2. The associations will provide more programs at the convention that involve student participation, young professionals, and offer sessions to attract other disciplines and professionals in related fields such as coaching, athletic training or exercise science.		
	3. The associations will collaborate to offer joint educational sessions and workshops at the convention.		
	4. The associations will assure that there are appropriate facilities at or near the convention site for dance performances.		
	5. The Board will consider supporting certification workshops for first aid, CPR, Fitness Trainer, Aerobic Dance Instructor, Coaching, and other topics.		

