

**MISSOURI ASSOCIATION FOR HEALTH, PHYSICAL EDUCATION,
RECREATION, AND DANCE**

15.0

STRATEGIC PLAN

Mission Statement

The mission of MOAHPERD is to support, encourage and provide assistance to promote programs in health, leisure, and movement related activities for the enrichment of human life.

15.0 Vision

MOAHPERD envisions a society in which all individuals enjoy an optimal quality of life through appreciation and participation in an active healthy lifestyle.

15.1 ASSOCIATION ACTION PRIORITIES

15.1.1 Assess the current structure and function of the Association.

15.1.1.1 Continuously review the structure of the Association

Implementation: The Executive Committee and the Executive Director are sensitive to the need for growth and change, will make recommendations to the Representative Assembly for action items.

Time: Annually

Resources: The Executive Committee, Executive Director, the Representative Assembly and the MOAHPERD Record..

Evaluation: Executive committee to review the Strategic Plan bi-annually.

15.1.1.2 Keep constitution, by-laws, and operating codes and other documents of the Association updated on a regular basis and put these documents on the website.

Implementation: Emphasize the importance of continuity of the Association operations and meet the requirements for a 501 © 3 non-profit organization.

Time: Continuously

Resources: The Executive Committee, Executive Director, the Representative Assembly, and the Operating Codes legal counsel, and CPA.

Evaluation: Bi-annual report by the Executive Director to the February Representative Assembly.

15.2.1 Assess the services of the Association

15.2.1.1 Facilitate communication among the individual members and the Association (Website, Journal, Record, mailings).

Implementation: Continue existing format, use on-line publications and leadership.

Time: Continuously

Resources: Use membership expertise, Central District, the Alliance, and other resources (Journal, Record, and Website).

Evaluation: Membership based as well as described in the by-laws of the Association. Executive Director report annually to the February Representative Assembly.

15.2.1.2 Conduct workshops to promote and improve professional and organizational activities of the Association.

Implementation: Promote district and other specialized professional workshops.

Time: Continuously

Resources: State convention, district representatives, membership expertise, and affiliated organizations (Department of Elementary and Secondary Education, Department of Health and Senior Services, Regional Professional Development Centers, Quality Health and Physical Education Project).

Evaluation: Written reports to the Representative Assembly by the coordinators of the workshops, facilitator reports, Quality Health and Physical Education committee report.

15.2.1.3 Sponsor an annual convention.

Implementation: Early November.

Time: Annually

Resources: Specific to location and needs. Record, Website. See convention operating code.

Evaluation: Annually.

15.2.1.4 Promote and disseminate information.

Implementation: The Association will use all available resources to provide relevant information to the membership.

Time: Continuously

Resources: All available publications, including research, JRFH and Hoops for Heart (Joint Projects) information and promotional materials, and Department of Elementary and Secondary Education publications. AAHPERD and Central District.

Evaluation: Annual reports to the fall Representative Assembly, publications (Record and Journal), mailings.

15.2.1.5 Provide opportunities for professional growth and development, including recognition for service to the Association.

Implementation: Provide professional development opportunities leading to enhanced knowledge, skills and professional practice, as well as opportunities for recognition of achievements.

Time: Continuously

Resources: Cooperation among members using the resources of the Association, Award Programs, Fall Convention, Representative Assembly meetings, Regional Professional Development Centers, Department of Elementary and Secondary Education, Alliance, Central District Leadership Summit, and Alliance Leadership Development Conference.

Evaluation: Appropriate report to the Representative Assembly and Award functions at annual convention.

15.2.1.5 Provide opportunities for professional growth and development of future and young professionals.

Implementation: Coordinate efforts with faculty student advisors at colleges/universities, provide financial support for future

professionals and young professionals, and involve both in Association governance and programming.

Time: Continuously.

Resources: College/University faculty student advisors, Department of Elementary and Secondary Education, Website, Future Professional Division of Association, Alliance National Student Leadership . Conference.

Evaluation: Membership reports, Future Professional division reports.

15.3.1 Promote and/or market programs, and resources.

15.3.1.1 Establish membership recruitment strategies.

Implementation: Actively retain current members and recruit new members into the Association, including retirees. Emphasis should be given to recruiting student members and retaining them as professional members.

Time: Continuously

Resources: The Membership Committee, District Representatives, current members, faculty advisors in colleges and universities, Department of Elementary and Secondary Education, Central District Membership Committee, and the Alliance.

Evaluation: Membership reports.

15.3.1.2 Maintain awareness of policies affecting HPERD.

Implementation: The Association will be alert to opportunities for suggested changes in HPERD programs.

Time: Continuously

Resources: The Alliance, Central District, the Association, Department of Elementary and Secondary Education, State Consultant for Health and Physical Education, Department of Health and Senior Services, Missouri Coordinated School Health Coalition, Missouri Advisory Council for Certification of Educators, and the State Board of Education.. Publications (Record and Journal()), and mailings.

Evaluation: Reports of the Executive Director, Executive Committee, and the State Consultant for Health and Physical Education to the Representative Assembly and the membership.

- 15.3.1.3 Establish and maintain public relations with externally related organizations and groups.

Implementation: Seek opportunities to initiate and focus awareness of the Association with these groups.

Time: Continuously

Resources: Membership expertise, Department of Health and Senior Services, Department of Elementary and Secondary Education, State Board of Education, Missouri Coordinated School Health Coalition, Missouri Parks and Recreation Association.

Evaluation: Executive Director Report to the fall and February Representative Assembly.

15.4.1 Evaluate resource development and allocations.

- 15.4.1.1 Monitor budget and financial processes.

Implementation: Budget and financial planning.

Time: Continuously

Resources: Executive Director, Executive Committee, Budget/Finance Committee.

Evaluation: Annual financial reports to the membership and to the Representative Assembly. Internal and external audits.

- 15.4.1.2 Analyze and evaluate American Heart Association fund-raising Programs.

Implementation: Continuous communication with AHA Affiliate Special Events Coordinator and Youth Marketing Manager

Time: Annually

Resources: State American Heart Association Youth Market Senior Manager, Executive Committee, JRFH and Hoops for Heart state coordinators, Executive Director, American Heart Association Affiliate, Alliance Joint Projects Program Administrator.

Evaluation: Year to year comparison Jump Rope for Heart and Hoops for Heart (Joint Projects) annual report to the Alliance Joint Projects Office, annual Income Analysis Forms.

15.4.1.3 Identify other resources to expand financial base and increase revenue.

Implementation: Research opportunities for grants, gifts, trusts, endowments, advertisers, and foundations.

Time: Continuously

Resources: Membership expertise, Budget/Finance Committee, consultants

Evaluation: Executive Director, Executive Committee, Representative Assembly.

15.4.1.4 Explore investment policies to take the best advantage of current resources.

Implementation: Through Budget/Finance Committee and Executive Director

Time: Annually

Resources: Committee's expertise, and professional advice

Evaluation: Review of financial status as shown by financial reports and audits.

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