



## TAHPERD Strategic Plan - 2004

### **Mission:**

The Texas Association for Health, Physical Education, Recreation and Dance is committed to the development of knowledge and programs that promote active, healthy lifestyles and enhance skilled, aesthetic motor performance.

### **Vision:**

1. *Raise awareness*  
Rally HPERD professionals, parents, legislators, as well as related associations and organizations around TAHPERD's mission
2. *Change perceptions*  
Influence audiences that quality HPERD programs are effective, attainable, and desirable
3. *Create understanding*  
Educate professionals, parents, legislators, media, as well as related associations and organizations about the importance of daily physical activity, health knowledge, artistic expression and recreational activities to help develop the mind, body, and spirit

### **Outcomes:**

- Increased membership by promoting and retaining members
- Advocacy by parents and community for school based HPERD programs
- Collaboration with related associations and organizations
- Support for HPERD programs through legislative action and initiatives with key state agencies

## **PRIMARY GOAL I: PROVIDE INSTRUCTIONAL SUPPORT FOR QUALITY PROGRAMMING**

**Rationale:** Instructional support is a priority request by members. This support will sustain and expand membership, provide access to best practices in instruction and program planning, address TEKS alignment and TAKS objectives, create networking opportunities, and increase TAHPERD visibility and viability.

**Objective A:** Provide content specific presentations at Annual Convention, Summer Conference, and TAHPERD Presents Workshops.

**Strategies:**

1. Utilize TAHPERD members from HPERD disciplines to identify and develop topics for presentations.
2. Collaborate with the Texas Education Agency and Educational Service Centers to develop presentations affiliated with the Center for Educator Development.
3. Support at least two workshops in geographic areas of the state most removed from the Summer Conference and Annual Convention.
4. Focus on quality of instruction and a coordinated approach to program development.

**Evidence:**

1. Design conventions, conferences and workshops that offer an interdisciplinary and coordinated approach to quality programming.
2. Increase number of members who attend TAHPERD professional events.
3. Increase new membership and retain members who cannot attend Summer Conference and Annual Convention through TAHPERD Presents Workshops.

**Objective B:** Increase collaboration between TAHPERD and teacher preparation programs

**Strategies:**

1. Identify critical components of the university teacher preparation process that lead to successful public school experiences for HPERD graduates.
2. Advocate for a strong pedagogical emphasis in all programs that prepare teachers in HPERD.
3. Encourage mentor relationships between university students and K-12 TAHPERD professionals.
4. Increase TAHPERD visibility on university and college campuses.

**Evidence:**

1. Provide presentations addressing the university HPERD teacher preparation process.
2. Increase student membership and involvement in TAHPERD.
3. Retain student members as professional members.

**Objective C:** Create an "Exemplary Programs" process where individual schools and districts would be recognized and showcased

**Strategies:**

1. Establish criteria to reflect a coordinated approach that recognizes the diversity and value of each discipline of the Association. Minimum criteria should include a School Health Advisory Council (SHAC), a coordinated health program and mandated elementary physical education minutes.
2. Establish nomination and selection processes for individual schools and districts.

3. Market "Exemplary Programs."

**Evidence:**

1. Publish criteria for excellence in programming.
2. Recognize "Exemplary Programs."

**Objective D:** Focus publications on program quality, instructional issues and research.

**Strategies:**

1. Provide members with cutting edge teaching strategies and curricula.
2. Provide a venue for publication and dissemination of research.

**Evidence:**

1. Publish a minimum of six instruction related activities in the Journal annually.
2. Publish a minimum of two peer-reviewed articles per Journal.

**PRIMARY GOAL II:  
BECOME AN EFFECTIVE ADVOCATE FOR THE  
PROFESSIONS OF HPERD AND THE ASSOCIATION**

**Rationale:** TAHPERD must maintain a commitment to promote HPERD programs and enhance the public's awareness of the importance of active healthy lifestyles. To do this, efforts in marketing and advocacy for the HPERD professions and the association must be developed, implemented, and sustained.

**Objective A:** Design and implement a comprehensive internal and external public relations, advocacy, and marketing campaign.

**Strategies:**

1. Identify and maintain a systematic, long-range approach utilizing multiple media venues that will keep TAHPERD's message visible to targeted internal and external markets.
2. Promote healthy lifestyles through publications, website content, conference programming and other TAHPERD products, services and functions.

**Evidence:**

1. View efforts via the website, publications, workshops, and convention.
2. Examine support from the public and educational community.

**Objective B:** Develop effective partnerships with associations and organizations with similar interests.

**Strategies:**

1. Maintain systematic contact and communication with organizations that can aid the association's cause such as the Texas Medical Association, Texas PTA, American Heart Association, Texas high school girls and boys coaches associations, elementary principals and supervisors associations, arts education associations, and etc.
2. Partner with experts to develop advocacy and public relations strategies.
3. Partner with the Texas Education Agency's Centers for Educator Development and related organizations to support efforts to improve instructional programs across the state.

**Evidence:**

1. Assess partnerships and collaborations with related associations, agencies, and organizations.
2. Increase visibility of the Association within the educational, business, medical, and political arenas.
3. Pursue and maintain reciprocal agreements for attendance at other conferences and conventions.
4. Maintain coalitions that can change public policy for the benefit of TAHPERD and the HPERD professions.

Approved by Board of Directors    December 2001  
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