

2021-2022 Strategic Plan for the Eastern Seaboard Region

Focus Area	Tier 1 Goal	Tier 2 Goal	Cabinet/Council/Committee Responsible for Implementation	Timeline for Completion	Financial Support
Advocacy	Provide workshop(s) for Eastern Seaboard Professionals in preparation for local, state, or regional “Advocacy Day “and/or national “Day on the Hill”.		Advocacy Committee	On-going	No
	Provide workshop(s) for Eastern Seaboard Future Professional Fellows and Outstanding Future Professionals in preparation for local, state, or regional Advocacy Day/Week/Month and/or national Day on the Hill.		Advocacy Committee	Fall 2021 Spring 2022 and then on-going	No
	Bring new Fellowship cohort members to Eastern Seaboard Advocacy Day/Week/Month.		Advocacy Committee in collaboration with Future Professional & New Professional committees	June 2022 or April 7 th (World Health Day)	Yes Minimal (Gas)



	Advocate for the Academy – Develop an Academy 101: Q & A - How do we differ from other organizations? What are the member benefits? How can NAHPL help members grow professionally? And more		NAHPL CEO/Eastern Seaboard ED - Overview Advocacy Committee	ASAP	No
	Promote NAHPL within all allied professional state conferences to recruit new members and introduce the academy.		Leadership Cabinet, Regional Councils and/or state representatives	On going	Yes (booth, program advertisement, giveaways and/or printed materials)
	Adopt and identify various organizations that help promote SEL throughout the lifespan.		Advocacy Committee	ASAP - identify 1 group and then on-going for future sponsorship	No
	Solicit news from state organizations to share on social media.		Advocacy Committee Social Media Coordinator	Monthly	No
	Identify organizations that service PreK through the Older Adult (outside of HPE) from all allied fields (dance, physical activity, sport, health promotion, fitness, etc.) to increase the		Advocacy Committee	On-going	No



	Diversity, Equity & Inclusion of our membership.				
	Provide a “How to Advocate” PD for members: To be presented at the 2023 National Summit and all Eastern Seaboard Regional Summits.		Outside speaker secured by Advocacy Committee Advocacy Committee member or outside speaker	National - Spring 2023 Regional - On-going	Yes – 2023 No – if member Yes – if outside speaker
	Create list of “Advocacy Tips and Tactics” to educate membership and share out with via “Synergies” newsletter and Eastern Seaboard social media platforms.		Eastern Seaboard Representative to the NAHPL Board – for submitting to Synergies Social Media Coordinator – for posting to platforms	Monthly starting Jan 1 2022	No
	Host a Special Advocacy Event		Advocacy Committee with the assistance of the Leadership cabinet and/or Regional Councils	TBD	Possibly



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Awards	The Eastern Seaboard will establish a series of awards (titles, descriptions, criteria, and rubrics) to offer opportunities for members to be recognized for various accomplishments and success.		Leadership Cabinet – to establish titles Awards Committee – to write descriptions, and criteria, and rubrics	To be completed by spring 2022	No
	The Eastern Seaboard will select award recipients and host an awards ceremony session at the annual Eastern Seaboard Summit to present awards.		Awards Selection Committee Awards Program Committee	Beginning spring 2023 and then on-going	Yes - Awards
	Communicate with state Executive Directors all Eastern Seaboard or NAHPL level updates to awards criteria and processes.		Executive Director and/or awards chair	Beginning spring 2023 and then on-going	No



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Community Impact	Reach out to professional organizations, PK-12 schools, and colleges/universities in Puerto Rico and the Virgin Islands from within the allied fields to provide information on membership and involvement in the Academy and the Eastern Seaboard Region.		Executive Director and/or Representative to the NAHPL Board	ASAP and throughout the Fiscal Year – 2021-2022	No
	Provide professional development for PR/VI – host a state conference or multiple one-day workshops around the islands.		Executive Director and/or Representative to the NAHPL Board	Spring/Fall of 2022	Yes - Travel
	Connect with Puerto Rico and Virgin Island universities to engage future professionals in the Eastern Seaboard Fellowship Program, the Outstanding Future Professionals Program,		Executive Director and/or Representative to the NAHPL Board	ASAP	No



	and all other future professional activities and/or events offered within the region.				
	Connect with Camp Abilities to help with programming, equipment, or other needs.		Executive Committee	ASAP and then on-going	No
		Expand connection once Camp Abilities is up and running – State Special Olympics Programs	Executive Committee	Late Spring 2022.	No
	Collaborate with Eastern Seaboard states to solicit donations of equipment and/or resources for Camp Abilities.		Leadership Cabinet and Regional Councils	On-going	No
	Collaborate with a university and/or other state organization on a community-based project within the region.		Leadership Cabinet and Regional Councils	Fiscal year 2021-2022	No
	Seek out Professional Athletes and/or organizations willing to support and/or		Leadership cabinet	On-going	No



	<p>donate funding or equipment for health and physical literacy programs serving disadvantaged populations within the Eastern Seaboard Region.</p>				
	<p>Provide representation at each state conference to bring greetings, share Eastern Seaboard updates, and/or offer a session(s).</p>		<p>Leadership Cabinet and/or Regional Council Members</p>	<p>On-going</p>	<p>Yes - potentially</p>
	<p>Collaborate with Eastern Seaboard colleges/universities and state organizations to identify future professionals for the Eastern Seaboard Fellowship Program, future professional recognitions, and/or leadership roles.</p>		<p>Executive Director, President, and/or Future and New Professional Advisor</p>	<p>On-going</p>	<p>No</p>



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Diversity, Equity, and Inclusion	Identify how to build the core values of diversity, equity, and inclusion into all our operations, as well as model these values as we advance our mission.		All	ASAP and then on-going	No
	Develop and implement an EDI Action Plan that articulates the core values, how they will guide us and how we will apply them in the work of the Eastern Seaboard Region.			ASAP	
	Develop and provide workshops, trainings, and resources to assist professionals and leaders that prepare them to support and lead strategic inclusion and diversity efforts in a variety of organizational settings.		Leadership Cabinet Regional Councils Expert Guest Speakers	ASAP and then on-going	Yes - Speakers



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Future & New Professionals	Create a Future Professionals Group (i.e., club)	Establish future professionals' leadership group (President, Vice President, Secretary) for group	Future Professionals Council	Plan Fall 2021 Implement Spring 2022	No
	Develop an Eastern Seaboard Region Fellowship Program <ul style="list-style-type: none"> ➤ 2–4-year program ➤ Must be enrolled in the fellowship for minimum of 2 years. ➤ Open to all students' undergraduates and graduates (post-baccalaureate) ➤ Students get a certificate of completion, a Fellowship pin and conference badge ribbon. ➤ ESR Membership, 		Eastern Seaboard Region President and President-elect	Year 3 Cohort Fall 2021-2023 Summit Graduation – Spring 2023	No – Obtain Sponsorship for ESR Membership, Summit Registration and Fellowship pins.



	<ul style="list-style-type: none"> ➤ Summit Registration ➤ Fellowship graduation will be held at the national/regional level summit during the Member Forum session 				
	Offer New Professional Membership Discount (1-2 years of teaching) (mirror future professionals discount)		New Professionals Council	ASAP – Fall 2021	No
	Establish a New Professionals Forum	On social media – twitter, chat via technology	New Professionals’ Council	Spring 2022	No
		Virtual Meetings	New Professionals’ Council	Spring 2022	No
		Podcasts	New Professionals’ Council	Spring 2022	No
		Establish partnership between retired and future/new professionals – connect seasoned teachers and/or retiree with a future or new professional,	Future Professionals’ Council, New Professionals’ Council, Retirees Regional Council	Fall 2022 Connect in Fall, meet in person in Spring (1-year, and then ongoing on their own)	Yes - “Meet Your Mentor” Breakfast at National Summit 2023
	Create Share/open zoom sessions – Future Professionals theme		Future Professionals’ Council	As open zoom sessions occur	No
Create Share/open zoom sessions – New Professionals theme		New Professionals’ council	As open zoom sessions occur		



	Engage in social media – work closely with social media group	Social media for New Professionals	New Professionals’ Council and Social Media Manager	Fall 2021	No
		Social media for Future Professionals	Future Professionals’ Council and Social Media Manager	Fall 2021	No
	Host a Future and First-Year Professionals Virtual PD, FP Fee - \$5.00, plus \$15 FP membership with discount. NP Fee - \$5.00, plus NP membership (Topic areas: “how to run events in PD”; “how to engage with families and communities”)		Future Professionals’ Council New Professionals’ Councils	Fall 2021	No
	Participate in Advocacy Day		Future Professionals’ Councils New Professionals’ Councils	Spring 2022	No
		Host an Eastern Seaboard Leadership Summit for Future and new Professionals – potential strand at state and/or regional level conference.	Future Professionals’ Councils New Professionals’ Councils	Spring 2022	No
	Organize a Future Professionals Fellowship Program		Executive Director President President-elect and	Fall 2021 start and then on-going	No



Mentoring & Developing Leaders	(identifying 1-2 students at each Eastern Seaboard college/university from within various programs in the allied fields. (Fellowship Program requires a 2-year commitment. Recommendations can come from the college/university programs Department Chair or Professors or from state organizations executive directors.		Speaker's pool – NAHPL Board of Directors, Leadership Cabinet, Regional Council Members, state leaders, & other invited guests		
		Encourage larger states to invite and/or collaborate to re-engage some of our smaller states to get more involved (i.e., attend large state conferences, create a tristate conference/workshop Examples - Maryland, Delaware, and D.C. or Connecticut, MASS, and RI).			
	Develop an Aspiring Leadership Development Program		Executive Director Leadership Cabinet Invited guest		



	designed to serve as a foundational program for members who aspire to lead within the profession. The program will provide participants with knowledge, skills, and tools, to support professional development in leadership.				
	Create a Leadership Network Program that enables state and regional leaders an opportunity to connect, share information, collaborate, and solve problems for the mutual benefit of the members they serve.		Leadership Cabinet Members Regional Council Chairs State leaders		
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Professional Development	Create and provide training/workshop for future professionals on how to run fundraising events that includes a framework for how to organize, promote, kick-off, and close the event, etc. (Pilot at 2-4 colleges/universities across the region).		Leadership Cabinet and/or Regional Council Members	Academic School Year 2021-2022	No
	Develop pre-recorded PD sessions that promote health and physical literacy within all content areas and throughout the lifespan		Leadership Cabinet Members Regional Councils Ginger – Editing and Posting	Recording 1 – October 15, 2021 1st and 15th of the month	No
	Create Website Forums (Special Interest Groups – SIGs) to crowd source knowledge/ Resources		Ginger – Webpage Set up (?) Leadership Cabinet and Regional Councils – Initially Members – once established	Carol with Presidents	Possibly
		Create Twitter Chat Groups for resource sharing	Social Media Coordinator and Committee	Following SIGs Forum	No
	Create topic specific Town halls for sharing ideas/resources (\$5.00 open zoom)		Leadership Cabinet Regional Councils	Quarterly and then monthly if possible	No
		Record Town Hall sessions and post to	Executive Director/President Ginger – Website posting	Quarterly and then monthly if possible	No



		Eastern Seaboard Website			
	Develop PD workshops and resources for teachers and other health professionals for promoting Skills-Based Health (Overview, Tips and Strategies for Implementation, and infusing Equity & Justice, etc.)		VP and VP Elects for Health Education Council Health Promotion Council	ASAP and on-going	No
	Assist with Program Development for 2023 National Summit and and/or Develop Programming for Regional Workshops, Trainings, and/or Summit for 2021-2022		Leadership Cabinet Regional Councils	Fall 2021 through Spring 2023	No
	Collaborate/co-host a summit, workshop, or training with states to include a Future Professionals and New Professionals Track.		Leadership Cabinet Regional Councils RIAPERD – Pilot State Organization	Spring 2022	Possibly
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Public Relations	Create a Task Force to establish PR goals and objectives and develop a PR Strategy to help us think about the “who, what, where why and how.” of the region to broaden our network of members, volunteers, and ambassadors.		Sub-group of Leadership Cabinet Members	Fall 2021	No
	Obtain media coverage within states across the Eastern Seaboard Region to help build our brand and tell our story.		State Sub-groups of Leadership Cabinet and Regional Council Members	ASAP and then on-going	No
	Develop and implement a plan for building and strengthening relationships with health and physical literacy organizations across the region within the allied fields. (Dance, Exercise Science, Athletic Training, Recreation, etc.)		Executive Committee with assistance from Leadership Cabinet	ASAP and then on-going	No
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Social Media	Set up Social Media Platforms (Facebook, Twitter, Instagram, and Tik Tok)				
	Introduce and Promote the Academy and the eastern Seaboard Region on all social media platforms.		Social Media Coordinator and Committee Leadership Cabinet Regional Councils and eventually Members	ASAP and then on-going	No
	Promote the Eastern Seaboard Advocacy Day/Week/Month and/or NAHPL Day on the Hill on all social media platforms and with all Eastern Seaboard states to increase representation across the region.		Leadership Cabinet and Regional Council Members Social Media Coordinator and Committee	ASAP and then on-going until they occur	No
	Tag people when posting – ensure consistency with different people within our network		Social Media Coordinator and Committee		
	Utilize #'s on a regular and/or frequent basis		Social Media Coordinator and Committee Leadership Cabinet Regional Councils		



	Increase all social media activity within the region by regularly posting health and physical literacy related events happening across the Eastern Seaboard.		Social Media Coordinator and Committee Provided by: Leadership Cabinet Regional Councils	On-going	No
		Introduce and promote 2023 Eastern Seaboard Region Awards Promote call for award nominations	Social Media Coordinator	Late Spring	No
	Encourage states to “Re-Tweet and/or re-post” Eastern Seaboard Region information.				
	Read Zagging Book for help with how to use social media to promote the Eastern Seaboard Region.		Leadership Cabinet Regional Councils Social Media Coordinator	ASAP	Yes – Coast of books

