



2023-2024 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	Bring new Fellowship cohort members to Eastern Seaboard Advocacy Day/Week/Month		Advocacy Committee in collaboration with FP & NP committees	June 2024	Yes Minimal (Gas)
	Advocate for the Academy – Develop an Academy 101: Overview with 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 PR and Social media Committee: Podcast	ASAP	No
	Promote NAHPL within all allied professional state, regional, and national conferences to recruit new members and		Leadership Cabinet, Regional Councils and/or state representatives	On going	Yes (Exhibitor booth, program advertisement, giveaways and/or printed materials)

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	introduce the academy.				
	Adopt and identify various organizations that help promote SEL throughout the lifespan.		Advocacy Committee	Identify 1 group ASAP and then on-going - for future sponsorship	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 Diversity, Equity & Inclusion of our membership.		Advocacy Committee	On-going	No
	Provide a “How to Advocate” PD for members: To be presented at the 2024 National Summit and all Eastern Seaboard Regional Summits.		Regional Summit: Outside speaker secured by Advocacy Committee National Summit: Advocacy Committee member	Regional – ASAP and then On-going National - Spring 2024	No – if member Yes – if outside speaker

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	Offer Advocacy PD to members: Virtual PD (s) at the regional level and at least one in-person session during the National Summit: How to advocate? What Steps to take.		Outside speakers secured by advocacy committee	ASAP – Regional level and then on-going National - spring of 2024	Yes (speaker)
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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, criteria, and rubrics	To be completed by Fall 2023	No
	The Eastern Seaboard will select and honor award recipients at an Eastern Seaboard or NAPHL Summit. (Awards may not necessarily be awarded every year)		Awards Selection Committee Awards Program Committee	Beginning spring 2025 and then on-going	Yes – Awards, programs, flowers
	Communicate with ESR members, leaders, and partner organizations all		Executive Director and/or awards chair	Fall 2023 and then on-going	No



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	Eastern Seaboard and NAHPL level updates to awards criteria and processes.				

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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(s) to the NAHPL Board	ASAP and throughout the Fiscal Year 2023-2024	No
	Provide professional development for PR/VI – host a state conference or multiple one-day workshops around the islands.		Executive Director and/or Representative(s) to the NAHPL Board	Fall 2023 and/or Spring 2024	Yes – Potentially for Travel
	Connect with relevant organizations located in Puerto Rico and the Virgin		Executive Director and/or Representative(s) to the NAHPL Board	ASAP	No

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	Islands to identify and engage future and new professionals in the Eastern Seaboard Fellowship Program, the Outstanding Future Professionals Program, and all other future and new professional activities and/or events offered within the region.				
	Connect and Collaborate with Camp Abilities to help with programming, equipment, or other needs.		ESR Adapted PA Council-Lead Executive Committee	ASAP and then on-going	No
		Expand connection once Camp Abilities is up and running – (i.e., State Special Olympics Programs, etc.)	ESR Adapted PA Council-Lead ESR Executive Committee	Late Spring 2024	No
	Collaborate with Eastern Seaboard		ESR Adapted PA Council-Lead ESR Leadership Cabinet	On-going	No

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	state/regional organizations to solicit donations of equipment and/or resources for Camp Abilities.				
	Collaborate with a college/university and/or other state organization on a community-based project within the region.		ESR Leadership Cabinet and Higher Ed and/or Research Councils	Fiscal year 2023-2024	No
	Seek out Professional Athletes and/or organizations willing to support and/or donate funding or equipment for health and physical literacy programs serving disadvantaged populations within the Eastern Seaboard Region.		ESR Leadership Cabinet	On-going	No
	Provide representation at state, regional, or national conferences to bring greetings, share Eastern		ESR Leadership Cabinet and/or Regional Council Members	On-going	Yes – potentially for exhibitor costs

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	Seaboard updates, and/or offer a session(s).				
	Assist with identifying future and new professionals for the Eastern Seaboard Fellowship Program, future, and new professional recognitions, and/or leadership roles.		Executive Director, President, and/or Future and New Professional Advisor	On-going	No

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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.		DEI Committee with assistance of ESR Leadership Cabinet	ASAP and then on-going	No
		Establish norms regarding behaviors – practice listening with whole body, heart, and minds	Establishing norms – ESR Leadership Cabinet and Councils Practicing norms – All	ASAP and then on-going	No
		Recognize issues and how we can take action to address them.	All	ASAP and then on-going for updates/relevancy	No
		Develop language to be more reflective and culturally responsive to assist with building core values	DEI Committee ESR Leadership Cabinet	ASAP and then on-going for updates/relevancy	No

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	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.		DEI Committee with assistance of the Leadership Cabinet	ASAP and then on-going	No
		Identify similarities and embrace differences to assist in moving forward.	All	ASAP and then on-going with updates/relevancy	No
		Develop and practice: awareness, instructional strategies, and cultural pedagogy	DEI Committee Leadership Cabinet	ASAP and then on-going with updates/relevancy	No
	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		ESR Leadership Cabinet Regional Councils Expert Guest Speakers	ASAP and then on-going	Yes, potentially for Speakers

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	variety of organizational settings.				
		Provide training/workshops for ESR leaders that allow for discussion within own/similar cultures	DEI Committee Leadership Cabinet Regional Councils Expert Guest Speakers	Fall 2023	Yes, potentially for Speakers
		Provide platform for Cross cultural and culturally responsive discussions to lead to more in-depth discussion; including but not limited to virtual zoom meetings, twitter chats, podcast, etc.	DEI Committee PR and Social media Committee	Fall 2023 and then on-going	No

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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 2023 Implement Spring 2024	No
	Offer New Professional Membership Discount (1-2 years of teaching) (Mirror future professionals discount)		New Professionals Council	Continue through – Fall 2023	No
	Establish a New Professionals Forum	On social media – twitter, Instagram chat via technology	New Professionals' Council	Fall 2023	No
		Virtual Meetings	New Professionals' Council	Fall 2023	No
		Podcasts	New Professionals' Council	Fall 2023	No
	Establish partnership between retired and future/new professionals – connect seasoned	Future Professionals' Council, New Professionals' Council, Retirees Regional Council	Fall 2023 Connect in Fall, meet in person in Spring (1-	Yes - "Meet Your Mentor" Breakfast at National Summit 2024	

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		teachers and/or retiree with a future or new professional.		year, and then ongoing on their own)	
	Create/Share open zoom sessions – Future Professionals theme	Connect with larger, regional group for more whole discussions among multiple generations	Future Professionals’ Council	As open zoom sessions occur	No
	Create/Share open zoom sessions – New Professionals theme	Connect with larger, regional group for more whole discussions among multiple generations	New Professionals’ council	As open zoom sessions occur	No
	Engage in social media – work closely with social media group	Social media for New Professionals	New Professionals’ Council and Social Media Manager	Fall 2023	No
	Have more of a social media presence	Social media for Future Professionals	Future Professionals’ Council and Social Media Manager	Fall 2023	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		Future Professionals’ Council New Professionals’ Councils	Fall 2023	No

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	areas: “how to run events in PD”; “how to engage with families and communities”)				
	Participate in Advocacy Day		Future Professionals’ Councils New Professionals’ Councils	Reserve idea for future – within next 3 years	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 2024	No

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Mentoring and Developing Leaders	Develop an Eastern Seaboard Region Fellowship Program <ul style="list-style-type: none"> ➤ 2-4-year Program ➤ Fellows must be enrolled in the fellowship for a minimum of 2 years. ➤ Open to all students' undergraduates and graduates (post-baccalaureate) Open to all future and new professionals via an application/selection process. ➤ Create application & selection criteria. ➤ Open application process/solicit and 		Eastern Seaboard Region President and President-elect	Year 3 Cohort Fall 2023- Spring 2025 (Graduation) September 2023 Summer 2023 Application Due Date – October 1, 2023	No – Obtain Sponsorship for ESR Membership, Summit Registration and Fellowship pins.

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	<p>select members.</p> <p>➤ Students get a certificate of completion, Fellowship pin or ribbon, and a 1-year ESR Membership.</p> <p>Fellowship graduation will be held at the national/regional level summit during the Eastern Seaboard Member Forum session.</p>			<p>Selection Due Date – November 1, 2023</p> <p>Graduation in Newport 2025 Summer 2023</p>	
		<p>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,</p>	<p>Executive Director Presidents</p>		



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		and D.C. or Connecticut, MASS, and RI).			
	Develop an Aspiring Leadership Development Program 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.		Executive Director Leadership Cabinet Invited guest		
	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	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	Fall 2023 and then Quarterly	No
	Create Website Forums (Special Interest Groups – SIGs) to crowd source knowledge/ Resources		Executive Director, Presidents, Social media Coordinator – with assistance from Ginger (NAHPL) for Webpage Set up Leadership Cabinet and Regional Councils – Initially Members – once established	Late Fall 2023	Possibly
		Create Twitter Chat Groups for resource sharing	Social Media Coordinator and Committee	Following SIG Forum	No
	Create topic specific Town Halls for sharing ideas/resources (\$5.00 open zoom)		Executive Committee	Quarterly and then monthly if possible	No

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		Record Town Hall sessions and post to the Eastern Seaboard Website	Executive Committee ESR Website posting	Quarterly	No
	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 Health Education Council Health Promotion Council	ASAP and on-going	No
	Review Program Proposals for 2024 National Summit in Baton Rouge		Leadership Cabinet Regional Councils	When provided by NAHPL Professional Development Co-Chairs	No
	Develop Monthly Programming for Regional Workshops		Leadership Cabinet VPs and VP-Elects Regional Councils	September, October, December/2023 January, February, March, May, and June/2024	No

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Public Relations and Social Media	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 2023	No
	Promote the Academy and the Eastern Seaboard Region on all social media platforms.		PR/Social Media Coordinators and Committee Leadership Cabinet Regional Councils and eventually Members	On-going	No
	Promote the Eastern Seaboard Leadership Cabinet Members on all		PR/Social Media Coordinators and Committee	August and September	No

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	social media platforms.				
	Promote sharing, tagging, and re-posting.		Leadership Cabinet Regional Councils and Committees	On-going	No
	Increase all social media activity within the region by regularly posting health and physical literacy related events happening across the Eastern Seaboard.		PR/Social Media Coordinators and Committees Provided by: Leadership Cabinet Regional Councils	On-going	No
	Promote and highlight the various divisions, committees, and councils each month.		PR/Social Media Coordinators Regional Councils, and Committees	Assign one each month. On-going	
		Introduce and promote 2024 Eastern Seaboard Region Awards Promote call for award nominations	PR/Social Media Coordinators	Fall 2023 On-going	No
	Read Zagging Book for help with how to use social media to promote the		Leadership Cabinet Regional Councils Social Media Coordinator	Summer 2023	No



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Retired Professionals Council	Membership: Incentive - 15 months for 12 months		Retired Professionals Council in conjunction with National Committee	6/30-9/30/2023 & then On-going	No
	Professional Development: Recruiting sessions for Summits, ESR Sessions for members.		Retired Professionals Council	On-going	No

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	<p>Volunteer: Recruiting volunteers for summits, recruiting volunteers for councils, committees, etc.</p>		Retired Professionals Council	On-going	NO
	<p>Awards: Council on hold for this task until decisions are made about awards at national and regional levels.</p>		Retired Professionals Council	On-going	No