

Tennessee Association for Health, Physical Education, Recreation and Dance
Applied Strategic Plan - Master Template 2011

Strategic Goal #1: To increase advocacy efforts

Critical Indicators of Success	Person/Group Responsible	Timeline
a) Become active participants in the Tennessee legislative process	Advocacy Chairperson (in consultation with Division Vice Presidents)	Ongoing
b) Educate members regarding advocacy, Tennessee legislative process	Advocacy Chairperson	Ongoing
c) Increase involvement with key coalitions and advocacy partners	Advocacy Chairperson	Ongoing
d) Utilize district and national HPERD in advocacy efforts	Advocacy Chairperson	Ongoing
e) Initiate key state legislation affecting the HPERD professions	Advocacy Chairperson	Ongoing
f) Initiate a public relations campaign	Advocacy Chairperson	Ongoing

Strategic Goal #2 To increase and diversify membership

Critical Indicators of Success	Person/Group Responsible	Timeline
a) Increase membership among public, private & parochial schools—health and physical education professionals	Membership Chairperson	Annual
b) Increase membership among higher education professionals	Membership Chairperson	Annual
c) Increase membership among minorities	Membership Chairperson	Annual
d) Increase membership among future professionals/student majors	Membership Chairperson	Annual
e) Increase membership among future public health professionals/student majors	Membership Chairperson	Annual
f) Increase membership among future sports management professionals/student majors	Membership Chairperson	Annual
g) Increase membership among future coaching professionals/student majors	Membership Chairperson	Annual
h) Establishment of a communications network via e-mail to promote membership	Membership Chairperson	Fall, 2006

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Strategic Goal #3 To increase and diversify programs, products, and services.

Critical Indicators of Success	Person/Group Responsible	Timeline
a) Determine members' interests and needs—present and future	President, Applied Strategic Planning Committee Chairperson	Every 3 years, beginning Fall 2006
b) Plan and provide a convention that meets the needs of its constituency	Vice Presidents of Divisions	Annual
c) Provide TAHPERD workshops relating to stated focus area within division	Vice Presidents of Divisions	Annual
d) Provide workshops, symposium and conferences in collaboration with organizations that share the mission of healthy, active lifestyles for all Tennesseans.	Executive Committee	Annual

Strategic Goal #4 To create a more efficient/responsive organizational structure and governance system

Critical Indicators of Success	Person/Group Responsible	Timeline
a) Review organizational structure for positive and negative approaches to serving membership and promoting mission of TAHPERD	Applied Strategic Planning Committee Chairperson	2004
b) Design organizational structure and governance that meets current needs	Applied Strategic Planning Committee Chairperson	2005-2006
c) Develop qualities of leadership needed to further TAHPERD mission	Executive Committee	Annual
d) Mentor young professionals for leadership in TAHPERD	Executive Committee, Board	Annual