

**National Consortium for Physical Education for Individuals with Disabilities  
Strategic Plan 2018-2020  
Comprehensive Document**

**Strategic Priority 1: Improve Organizational Performance**

<i>Strategic Goals</i>	<i>Strategies</i>	<i>Performance Indicators</i>	<i>BOD member(s) Responsible</i>	<i>Baseline July 2018</i>	<i>Expected Outcomes by July 2019</i>	<i>Expected Outcomes by July 2020</i>
Goal 1: Revise NCPEID bylaws including, but not limited to, NCPEID vision and mission.	<ul style="list-style-type: none"> <li>a. Issue an invitation for active members to propose and submit changes to by-laws</li> <li>b. After 2/3rds have submitted proposed changes, share proposed changes with EC, BOD, and membership for 30-day review with opportunity for comments and suggested edits</li> <li>c. Discuss and consider all comments and edits</li> <li>d. Vote on amended, repealed, or altered by-laws after 30 days</li> <li>e. Notify membership of vote results</li> </ul>	<ul style="list-style-type: none"> <li>a. Invitation issued</li> <li>b. Proposed changes shared for 30 days, with developed mechanism made available for collecting comments and suggested edits</li> <li>c. Comments and suggested edits evaluated</li> <li>d. Vote taken to amend, repeal, or alter by-laws</li> <li>e. Membership notified of vote results</li> </ul>	<ul style="list-style-type: none"> <li>a. Pres</li> <li>b. Pres</li> <li>c. EC; BOD</li> <li>d. EC; BOD</li> <li>e. Pres</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Amended by-laws enacted</li> </ul>	N/A
Goal 2: Develop operating codes for EC and BOD positions	<ul style="list-style-type: none"> <li>a. Identify needed operating codes</li> <li>b. Develop operating codes for Executive Committee and/or Board of Directors positions where needed</li> </ul>	<ul style="list-style-type: none"> <li>a. Identified needed operating codes</li> <li>b. Operating codes developed</li> </ul>	<ul style="list-style-type: none"> <li>a. EC</li> <li>b. EC; BOD TBD</li> </ul>	<ul style="list-style-type: none"> <li>• VP, Historian</li> </ul>	<ul style="list-style-type: none"> <li>• APENS Op. Code developed</li> <li>• Research chair Op. Code</li> </ul>	Updated, if needed
Goal 3: Strengthen a system for strategic planning, evaluation, and communication	<ul style="list-style-type: none"> <li>a. Review, revise and vote to adopt strategic plan 2018-2020</li> <li>b. Conduct ongoing reviews of, and updates to, strategic plan 2018-2020 across the two-year term</li> <li>c. Report summary of year end strategic plan 2018-2020 progress to NCPEID members during conference business meeting</li> </ul>	<ul style="list-style-type: none"> <li>a. Strategic plan 2018-2020 adopted</li> <li>b. Strategic plan 2018-2020 updated</li> <li>c. Progress summary reported</li> <li>d. Final report provided</li> </ul>	<ul style="list-style-type: none"> <li>a. BOD</li> <li>b. Pres</li> <li>c. Pres; Sec</li> <li>d. Pres; Sec</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Strategic plan 2018-2020 adopted</li> <li>• Strategic plan 2018-2020 updated</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic plan 2018-2020 updated</li> <li>• Progress summary reported</li> <li>• Final report provided</li> </ul>

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	d. Provide final report of accomplishments, challenges, opportunities, recommendations and/or suggestions to the 2020-2022 incoming Executive Committee				<ul style="list-style-type: none"> <li>Progress summary reported</li> </ul>	
Goal 4: Improve various organizational policies and processes	a. Evaluate and refine and/or reduce number of documents recording financial transactions b. Evaluate, identify, develop and implement policies regarding NCPEID social media use c. Develop and implement new leadership orientation processes d. Develop monthly Executive Committee and Board of Directors meeting schedule	a. Reduced number of documents recording financial transactions b. Social media use policies established c. New leadership orientation processes Developed d. Monthly meeting schedule established	a. BOD; Trsr b. BOD; MAL TBD c. BOD TBD d. Pres	<ul style="list-style-type: none"> <li>3 or 4 different documents recording income/expenses</li> <li>No social media policies</li> <li>Informal leadership orientation</li> <li>10-12 monthly meetings</li> </ul>	<ul style="list-style-type: none"> <li>New financial process for recording determined</li> <li>Social media policies established</li> <li>Leadership transition processes developed &amp; implemented for members rotating 'off' of board</li> <li>10 monthly meeting</li> </ul>	<ul style="list-style-type: none"> <li>New financial process for recording in use</li> <li>Social media policies maintained</li> <li>Leadership transition processes developed &amp; implemented for members rotating 'off' of board</li> <li>10 monthly meetings</li> </ul>
Goal 5: Continue to improve NCPEID members' satisfaction of the organization	a. Develop membership annual survey of effectiveness b. Administer annual survey of effectiveness c. Utilize data resulting from survey to identify reasonable areas of needed improvement d. Develop and include strategies to address areas of needed improvement within updated strategic plan	a. Survey of effectiveness developed b. Survey of effectiveness administered c. Areas of needed improvement identified d. Strategies to address areas of needed improvement developed	a. MAL b. Sec c. EC d. BOD	N/A	<ul style="list-style-type: none"> <li>1<sup>st</sup> survey administered</li> <li>Results used to inform strategic plan update</li> </ul>	<ul style="list-style-type: none"> <li>2<sup>nd</sup> annual survey administered</li> </ul>

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**Strategic Priority 2: Establish User-friendly Mechanisms for Information Accessibility**

<i>Strategic Goals</i>	<i>Strategies</i>	<i>Performance Indicators</i>	<i>BOD member(s) Responsible</i>	<i>Baseline July 2018</i>	<i>Expected Outcomes by July 2019</i>	<i>Expected Outcomes by July 2020</i>
Goal 1: Provide a more user-friendly website experience	<ul style="list-style-type: none"> <li>a. Identify new website management software provider and/or platform</li> <li>b. Purchase new website management software and/or services</li> <li>c. Identify essential members for new website management training</li> <li>d. Complete essential members training</li> <li>e. Complete transition &amp; launch new webpage</li> <li>f. Launch new webpage</li> <li>g. Communicate new website to membership</li> </ul>	<ul style="list-style-type: none"> <li>a. Evaluate at least 3 website management software providers and/or platform</li> <li>b. New website management software and/or services purchased</li> <li>c. At least 3 essential EC members selected for new website management training</li> <li>d. Essential EC members trained</li> <li>e. Webpage transition completed &amp; launched</li> <li>f. New website communicated to membership</li> </ul>	<ul style="list-style-type: none"> <li>a. BOD</li> <li>b. Trsr</li> <li>c. Pres</li> <li>d. Pres</li> <li>e. EC</li> <li>f. Pres</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• New website management software and/or services selected and purchased</li> </ul>	<ul style="list-style-type: none"> <li>• New user-friendly website launched</li> </ul>
Goal 2: Evaluate existing NCPEID website & determine new website content structure	<ul style="list-style-type: none"> <li>a. Determine website homepage features</li> <li>b. Determine subtopic menu pages (e.g., advocacy, professional resources, events, about us, etc.)</li> <li>c. Determine subtopic categories per subtopic page (e.g., advocacy-federal policy agenda, NCPEID legislative priorities, etc.)</li> <li>d. Assign BOD member(s) as content editor for category</li> </ul>	<ul style="list-style-type: none"> <li>a. Website homepage features determined</li> <li>b. Subtopic menu pages determine</li> <li>c. Subtopic categories per subtopic page determine</li> <li>d. BOD member(s) assigned as content editor for category</li> </ul>	<ul style="list-style-type: none"> <li>a. BOD</li> <li>b. BOD</li> <li>c. BOD</li> <li>d. Pres</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• New website content structure determined</li> </ul>	<ul style="list-style-type: none"> <li>• New website content structure established</li> </ul>
Goal 3: Develop two cyclical publication formats	<ul style="list-style-type: none"> <li>a. Determine <i>NCPEID Advocate</i> digital newsletter format (e.g., president’s message, practitioner’s</li> </ul>	<ul style="list-style-type: none"> <li>a. <i>NCPEID Advocate</i> digital newsletter format determined</li> </ul>	<ul style="list-style-type: none"> <li>a. BOD</li> <li>b. Pres</li> <li>c. Legis</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Newsletter formatted</li> </ul>	<ul style="list-style-type: none"> <li>• Format revised, if needed</li> </ul>

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	<p>perspective, student engagement, early career &amp; emerging scholar feature, higher education/research, advocacy)</p> <p>b. Assign newsletter editor and section editors</p> <p>c. Develop NCPEID <i>Legislative Update</i> format to be published in Palaestra journal</p>	<p>b. Newsletter and section editors assigned</p> <p>c. Develop NCPEID <i>Legislative Update</i> format to be published in Palaestra journal</p>			<ul style="list-style-type: none"> <li>• Palaestra publish agreement</li> </ul>	<ul style="list-style-type: none"> <li>• Palaestra NCPEID legislative section maintained</li> </ul>
<p>Goal 4: Identify and determine NCPEID social media engagement strategy</p>	<p>a. Identify the ‘Why’ for NCPEID social media use</p> <p>b. Determine the ‘How’ in alignment with purposes identified in the ‘Why’</p> <p>c. Determine and assign NCPEID social media manager</p>	<p>a. The purposes for NCPEID social media use is identified</p> <p>b. The appropriate social media platforms in alignment with purposes is determined</p> <p>c. NCPEID social media manager determined and assigned</p>	<p>a. BOD</p> <p>b. BOD</p> <p>c. Pres; MAL</p>	<p>NCPEID Facebook; APENS Facebook; NCPEID Twitter; APENS Twitter; Instagram</p>	<ul style="list-style-type: none"> <li>• Specific social media platforms identified</li> <li>• Social media manager assigned</li> </ul>	<ul style="list-style-type: none"> <li>• Reevaluate and revise purpose and use, if needed</li> <li>• Reevaluate social media manager position</li> </ul>

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**Strategic Priority 3: Provide Meaningful Information and Resources to Key Stakeholders that Support the Advancement of  
Adapted Physical Education and Adapted Physical Activity**

<i>Strategic Goals</i>	<i>Strategies</i>	<i>Performance Indicators</i>	<i>EC and/or BOD Responsible</i>	<i>Baseline July 2018</i>	<i>Expected Outcomes by July 2019</i>	<i>Expected Outcomes by July 2020</i>
Goal 1: Develop higher education professional resources	<ul style="list-style-type: none"> <li>a. Establish task force to identify, develop, and organize resources in the areas of research, higher ed. programs, U.S. DOE/OSERS, etc.</li> <li>b. Develop and provide at least three new resources</li> </ul>	<ul style="list-style-type: none"> <li>a. Task force established</li> <li>b. Resources developed</li> </ul>	<ul style="list-style-type: none"> <li>a. EC; MAL-Hed</li> <li>b. MAL-HED</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• 1 new resource</li> </ul>	<ul style="list-style-type: none"> <li>• 3 new resources in total</li> </ul>
Goal 2: Develop practitioner-based professional resources	<ul style="list-style-type: none"> <li>a. Establish task force to identify, develop, and organize resources in the areas of research-to-practice translation, best practices based from model practitioners and programs, professional development, APENS, etc.</li> <li>b. Develop and provide at least three new resources</li> </ul>	<ul style="list-style-type: none"> <li>a. Task force established</li> <li>b. Resources developed</li> </ul>	<ul style="list-style-type: none"> <li>a. EC; MAL-P</li> <li>b. MAL-P</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• 1 new resource</li> </ul>	<ul style="list-style-type: none"> <li>• 3 new resources in total</li> </ul>
Goal 3: Develop emerging scholars and early career professional resources	<ul style="list-style-type: none"> <li>a. Establish task force to identify, develop, and organize resources</li> <li>b. Develop and provide at least three new resources in the areas of leadership and professional development programming, grant-research-NCPEID presentation mechanism, higher education job postings, mentorship program, etc.</li> </ul>	<ul style="list-style-type: none"> <li>a. Task force established</li> <li>b. Resources developed</li> </ul>	<ul style="list-style-type: none"> <li>a. EC; MAL; Stdnt</li> <li>b. MAL; Stdnt Rep</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• 1 new resource</li> </ul>	<ul style="list-style-type: none"> <li>• 3 new resources in total</li> </ul>
Goal 4: Develop and deliver successful annual conference	<ul style="list-style-type: none"> <li>a. Identify, develop, and deliver conference at an alternate location</li> <li>b. Develop and implement conference theme</li> <li>c. Disseminate critical information by identifying and organizing conference strands</li> </ul>	<ul style="list-style-type: none"> <li>a. Conference held at an alternate location</li> <li>b. Theme developed and implemented</li> <li>c. Strands developed and implemented</li> <li>d. Conference attendance</li> </ul>	<ul style="list-style-type: none"> <li>a. BOD; VP</li> <li>b. VP</li> <li>c. VP</li> <li>d. VP</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Alt. location</li> <li>• New conference theme</li> <li>• Pilot conference strands</li> <li>• Increased participation</li> </ul>	<ul style="list-style-type: none"> <li>• Traditional location</li> <li>• New conference theme</li> <li>• TBD</li> <li>• Increased participation in annual</li> </ul>

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	d. Increase attendance in annual conference (website registration, tiered registration process)				in annual conference over 2018	conference over 2019
Goal 5: Develop strong advocacy activity for APE/A	<ul style="list-style-type: none"> <li>a. Appoint a NCPEID legislative chair</li> <li>b. Develop NCPEID federal policy agenda and legislative priorities for the 116<sup>th</sup> Congress including, but not limited to, the reauthorization of the Individuals with Disabilities Education Act (IDEA)</li> <li>c. Proactively explore, develop, and increase NCPEID lobbying strategies to federal and state officials (e.g., VOTERVOICE campaigns, visits to the hill, collaborative activity with other professional organization, etc.</li> <li>d. Develop state profiles illustrated through a dashboard on NCPEID website reflecting state engagement in APE/A (e.g., Interactive map of State-specific APE/A-related factsheets, links to key contacts, state facts related to APE/A, CAPEs registry, etc.</li> <li>e. Develop advocacy materials to educate members and key decision makers (e.g., talking points, position statements, etc.)</li> <li>f. In conjunction with research chair, develop research areas/questions needed to be addressed to strengthen NCPEIDs ability to inform policy makers</li> </ul>	<ul style="list-style-type: none"> <li>a. Legislative chair appointed</li> <li>b. Federal policy agenda and legislative priorities for the 116<sup>th</sup> Congress developed</li> <li>c. Lobbying strategies developed and implemented</li> <li>d. State profiles developed</li> <li>e. Advocacy materials developed and disseminated</li> <li>f. Research areas/questions developed</li> </ul>	<ul style="list-style-type: none"> <li>a. Pres</li> <li>b. Legis</li> <li>c. Legis; Pres</li> <li>d. MAL; Stdnt Rep; APN; Legis</li> <li>e. Legis</li> <li>f. Legis; Rsrch Chr</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Legislative chair appointed</li> <li>• Legislative priorities disseminated</li> <li>• Advocacy materials</li> <li>• Research ques. discussed</li> </ul>	<ul style="list-style-type: none"> <li>• Advocacy materials</li> <li>• Advocacy materials-cont'd development</li> <li>• Research questions reflected within 2019 conf.</li> </ul>

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**Strategic Priority 4: Diversify, Grow and Retain Membership**

<i>Strategic Goals</i>	<i>Strategies</i>	<i>Performance Indicators</i>	<i>EC and/or BOD Responsible</i>	<i>Baseline July 2018</i>	<i>Expected Outcomes by July 2019</i>	<i>Expected Outcomes by July 2020</i>
Goal 1: Strengthen member retention through increased NCPEID communication	<ul style="list-style-type: none"> <li>a. Develop and implement new member on-boarding processes</li> <li>b. Determine frequency and ensure membership receives digital newsletters</li> <li>c. Develop efficient membership expiration date reminders and renewal processes</li> <li>d. Develop targeted strategies for student-to-professional membership transitions</li> <li>e. Develop targeted strategies for professional-to-lifetime membership transitions</li> </ul>	<ul style="list-style-type: none"> <li>a. New member on-boarding processes develop and implemented</li> <li>b. Frequency determined</li> <li>c. Renewal processes developed</li> <li>d. Targeted strategies for student-to-professional membership transitions developed</li> <li>e. Targeted strategies for professional-to-lifetime membership transitions developed</li> </ul>	<ul style="list-style-type: none"> <li>a. BOD</li> <li>b. Pres</li> <li>c. Sec</li> <li>d. MAL; Stdnt Rep</li> <li>e. MAL</li> </ul>	TBD	<ul style="list-style-type: none"> <li>• A minimum of 3 newsletters published</li> <li>• All members notified of membership expiration</li> <li>• 5 student conversions to professional members</li> <li>• 1 professional to lifetime member</li> </ul>	<ul style="list-style-type: none"> <li>• A minimum of 4 newsletters published</li> <li>• All members notified of membership expiration</li> <li>• 5 student conversions to professional members</li> <li>• 1 professional to lifetime member</li> </ul>
Goal 2: Increase NCPEID membership	<ul style="list-style-type: none"> <li>a. Develop and implement a minimum of three targeted strategies for new CAPE memberships</li> <li>b. Develop and implement a minimum of three targeted strategies for new professional memberships</li> <li>c. Develop and implement a minimum of three targeted strategies for new student memberships</li> </ul>	<ul style="list-style-type: none"> <li>a. Targeted strategies for new CAPE memberships implemented</li> <li>b. Targeted strategies for new professional memberships implemented</li> <li>c. Targeted strategies for new student memberships implemented</li> </ul>	<ul style="list-style-type: none"> <li>a. APN Chr</li> <li>b. MAL</li> <li>c. MAL; Stdnt Rep</li> </ul>	TBD	<ul style="list-style-type: none"> <li>• 1 strategy implemented for new CAPEs</li> <li>• 1 strategy implemented for new professionals</li> <li>• 1 strategy implemented for new students</li> </ul>	<ul style="list-style-type: none"> <li>• 2 strategies implemented for new CAPEs</li> <li>• 2 strategies implemented for new professionals</li> <li>• 2 strategies implemented for new students</li> </ul>
Goal 3: Diversify NCPEID membership	<ul style="list-style-type: none"> <li>a. Foster organizational diversity by increasing opportunities for active engagement of practitioners in,</li> </ul>	<ul style="list-style-type: none"> <li>a. Opportunities for active engagement of practitioners provided</li> </ul>	<ul style="list-style-type: none"> <li>a. MAL-P</li> <li>b. MAL; Stdnt Rep</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• 1 new active engagement opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• 2 new active engagement opportunities</li> </ul>

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	but not limited to, annual conference b. Foster organizational diversity by increasing opportunities for active engagement of students in, but not limited to, annual conference	b. Opportunities for active engagement of students provided			for practitioners • 1 new active engagement opportunities for students	for practitioners • 2 new active engagement opportunities for students
Goal 4: Raise NCPEIDs national profile	a. Identify and pursue at least three potential collaborations with other major national organizations (e.g., SHAPE, AAHG) b. Explore increasing organizational members c. Develop and Implement the ‘What’ of social media engagement with at least five social media campaigns in alignment with the ‘How’ and ‘Why’ d. Enhance awareness of NCPEID with state-level adapted physical education organizations	a. Collaborations with other major national b. Organizational memberships c. Social media campaigns implemented d. State-level adapted physical education organizations contacted	a. EC b. EC c. MAL; Stdnt Rep; APN d. BOD	N/A	• 1 collaboration • 1 new organizational member • 2 social media campaigns • 5 state APE organizations made aware and provided with NCPEID materials	• 2 collaborations • 1 new organizational member • 3 social media campaigns • 5 state APE organizations made aware and provided with NCPEID materials

EC – Executive Committee  
BOD – Board of Directors  
Pres – President  
Pres-E – President-Elect  
Pres P – Past President  
VP – Vice President  
VP P – Past Vice President  
Trsr – Treasurer  
Sec – Secretary

MAL – Member-at-Large (HEd-Higher Ed; P-Practitioner)  
Stdnt Rep – Student Representative  
Hist – Historian  
APN Chr – APENS Chair  
Award Chr – Awards Chair  
Rsrch Chr – Research Consortium Chair  
Legis – Legislative Chair  
TBD – To Be Determined