

**NATIONAL ASSOCIATION FOR KINESIOLOGY AND PHYSICAL  
EDUCATION IN HIGHER EDUCATION  
FUTURE DIRECTIONS COMMITTEE MEETING  
ORLANDO, FL  
MAY 9-11, 2009**

**Agenda & Minutes**

- I. Timing of Annual NAKPEHE Conference**
- II. Report on Contract with Human Kinetics Publishers Regarding Quest and the Chronicle of Kinesiology & Physical Education in Higher Education**
- III. 2011 NAKPEHE Conference Theme and Format**
- IV. Task Force Report on Future Marketing Efforts**
- V. Operating Code for Future Directions Committee**
- VI. Monographs/Position Papers**

**I. Timing of Annual NAKPEHE Conference:**

The FDC discussed as per Mike Metzler's recommendation, the timing of the annual NAKPEHE Conference. The following points were discussed:

\* Time and expense has been an issue with January conference time (start of new academic semester, missing classes, people still on holiday break, and expenses following holidays; cost for doctoral students also an issue as well as members still involved with family activities for holiday break.)

\* FDC examined a calendar of conferences in which it is believed NAKPEHE members could be involved to see if any other months might be available for the conference. (See calendar below). There may be other conferences which have been overlooked - not sure of Biomechanics Conferences):

January ~

February ~ Regional AHPERD Meetings

March ~ AAHPERD (April?)

April ~ AERA

May ~ ACSM; NASSM (May/June?); NASSH (May/June?)

June ~ NASPSA

July ~

August ~ beginning of semester for some; APA

September ~

October ~ AASP; State AHPERD Meetings

November ~ NASSS

December ~

\* Explored months of June/July ~ issues involved family vacations, summer conferences/workshops and end of fiscal year

\* Consider what it is that draws members to attend NAKPEHE Conference

\* Consider setting program in concert with other organizations, e.g., AIESEP, AKA, NASSS, NASSM, etc. NAKPEHE could rotate organizations with which to meet every so many years. We need to consider the number of individuals who would be interested in attending both NAKPEHE and other organizations' meetings if held in conjunction.

This type of format could serve to build bridges with other organizations and possibly recruit new members for NAKPEHE.

**\*RECOMMENDATIONS TO THE BOARD:** a) explore calendar and consider feasibility of another month to hold annual conference; b) consider offering a Town Hall Meeting at conference to discuss issue; c) be aware of needed advanced planning in sight selection if a change in timing of conference is accepted (approval by Board and Membership?)

## **II. Report on Contract with Human Kinetics Publishers Regarding Quest and the Chronicle of Kinesiology & Physical Education in Higher Education:**

Leah Fiorentino reported her conversation as well as that of Publications Chair, Susan Hall with HK personnel regarding the contract between HKP and NAKPEHE for the noted publications. It was reported to both individuals that HK personnel could not discuss financial arrangements regarding the contract. The primary issue is regarding the difference in cost for the *Chronicle* since it is now online as opposed to being printed and mailed by HKP.

Also discussed was the liberty Human Kinetics Publishers takes in inserting advertisements in *Quest* without seeking the permission of NAKPEHE. It is possible that the contract with HKP which allows this to happen.

**\*RECOMMENDATION TO THE BOARD:** a) Have President Leah Fiorentino and Publications Chair Susan Hall obtain the current contract with HKP which was signed by Bill Forbes for 2008-2011; b) engage HKP in a conversation regarding the substantive differences in the current and past contracts; c) note differences in costs of online version of the *Chronicle* versus the printed/mailed copies; d) clarify any other specifics regarding the contract; e) engage the assistance of John Massengale who has negotiated the contract with HKP in the past for directions in these conversations; and f) check the current contract with HKP regarding the insertion of advertisements in issues of *Quest*.

## **III. 2011 NAKPEHE Conference Theme and Potential Format:**

A number of ideas were generated for the theme for the 2011 NAKPEHE Conference. Potential themes were discussed including, a) an outgrowth of the 2010 conference theme A Good to Great; b) a re-examination of preparing future scholar/leaders for the profession; c) impact of the world wide economy and the resulting turmoil/conflict created within higher education; d) calling on "Wise Voices" (Tippit from NPR) - leaders as presenters on re-examining the future of the Kinesiology in higher education; e) achieving excellence; f) Gardner's Five Minds for the future or The Good Work Project; g) building and sustaining significance; h) mentoring for leadership for the future; i) values and ethics in the profession/sub-disciplines; and j) Parker Palmer's work on the *Courage to Teach*.

The theme that was chosen for the 2011 NAKPEHE Conference is "**Quest for Significance: A Dialogue on Professional Impact**". Submissions of Abstracts for the

conference will require an impact statement, which will appear in the program/proceedings. This statement is to tie the presentation to the various areas within Kinesiology and Physical Education that NAKPEHE represents.

The potential format of sessions for 2011 Conference was explored and the following offered as suggestions:

- a) In regard to the Administrators Leadership Pre-Conference Workshop, the suggestion was made to have honest and open discussion of issues with appropriate facilitator (e.g. John Dunn, Bob Rider, Dean, UTK; Gary Krakenbuhl, Cheryl Norton, others). This is not to address what is happening at each of our universities per se, but overall pertinent issues ~ to be handled in a confidential/non-threatening setting.
- b) Since the conferences seem to have papers which are related to the theme and those which are not, there is a great need to have some tie-back to the interdisciplinary nature of NAKPEHE and *Quest*. Each session could have a “wrap-up” person who, in addition to each presenter, would engage in discussing the impact and connections of the presentations. If this approach was adopted, perhaps the conversation at the end of the session could be about where we go from here with the topic - i.e. follow-up; if such discussions were to become a central component of our conference, it would elevate the role of the session facilitator beyond simply providing. These individuals could be past Lecturers, Young Scholars, Distinguished Scholar Recipients, other leaders.
- c) For the Young Scholar paper, invite a past Young Scholar to respond to the presentation instead of one of the Lecturers. This way, the past Young Scholar returns to the conference with an important responsibility and contribution.
- d) Having the conference abstracts follow the same format as *Quest* so that the presentation could more readily be converted to a potential submission for this journal.

In order to secure prominent keynote speakers for NAKPEHE the possibility of securing a grant(s) from “educationally oriented” funding agencies for Keynote Speakers for NAKPEHE was discussed. Organizations such as (HELP ME OUT HERE GROUP!!!) could be explored.

**\*RECOMMENDATIONS TO THE BOARD:** a) the Chair of Foundations or Executive Secretary/Treasurer assume the responsibility of exploring possible funding agencies; b) the annual conference papers include impact/significance statements of the work presented regarding the inter-relatedness of our sub-disciplines in NAKPEHE; and c) that data regarding the sub-disciplines of the NAKPEHE membership be developed and reported at the Board Meetings.

#### **IV. Task Force Report for Future Marketing Efforts:**

The Task Force Report for Future Marketing Efforts was made available to the Board of Directors and presented at the March, 2009 Teleconference Meeting at which time the President requested that the FDC discuss the report at their meeting in May in Orlando. Responses from the FDC to each section of the report follow:

- a) Defining the NAKPEHE brand:

In particular, the question as to whether the association can live up to the established brand (i.e. can we provide a venue and forum for the multitude of disciplines NAKPEHE states it encompasses?). The FDC posed the question of what we can do to better expand our inclusive invitation and make it relevant to all sub-disciplines? The idea of incorporating a tag line with our title of NAKPEHE to better define the vision/mission as well as specifically forcing the impact of presentations to tie the sub-disciplines together was made.

b) Our NAKPEHE inheritance:

Questions which arise in this area include: Why are we losing members? Are we not satisfying all disciplines with the association? Does the conference reach everyone? Discussion included the concerns of the emphasis on the disciplinary conferences and publications for retention, tenure, and promotion, lack of funding to attend meetings for full time faculty and doctoral students, having a true conference committee to follow through on conference theme and presentations. In addition, it was recommended that if there were issues not resolved with past conferences or board meetings, that these need attention and should be resolved.

c) NAKPEHE competitive advantage:

NAKPEHE has attempted to, but not reached new or developing disciplines. Are we recognized for a focus on providing professional development for current/future higher education administrators in kinesiology and physical education? FDC recommends changing the title of the Administrative Workshop to Leadership Roundtable in order to return to this emphasis, but in a way that new members do not feel that this is an organization only for administrators.

d) Educating through effective communication:

*Quest* readership well established and aligned with NAKPEHE mission. Does it actually reach all disciplines? FDC agrees with the report that a review of the current and past issues is necessary to determine how effective *Quest* is at achieving the aims and whether all disciplines are addressed. A review of the past issues of *Quest* needs to be undertaken. An effort may need to be made by the Editor, Associate Editor, and Review Board to more broadly solicit manuscripts.

The *Chronicle* can be used as a means of advertising NAKPEHE to non-members and doctoral students. A notice to the department heads of doctoral granting institutions in kinesiology and physical education can be initiated to forward faculty and doctoral students an electronic version of the *Chronicle*. Doctoral students should also be encouraged to publish in this forum. Each member could also forward the *Chronicle* via email to faculty colleagues and deans in kinesiology and or education who are non-members. An ongoing effort on the part of the Editor and Section Editors of the *Chronicle* can be made to invite those in the exercise physiology/biomechanics areas to write an article for this publication.

*OPERA* is a valued service to the organization. AKA also places job positions in their online communication, even though they indicated at the onset of this new organization that they would not publish job notifications.

Further discussion involved the concept of developing *think-tanks* or consortia within each discipline among the conference attendees who could represent each discipline and serve as a contact to potential members at the sub-disciplinary conferences in order to recruit new members.

**\*RECOMMENDATIONS TO THE BOARD:** It is recommended that NAKPEHE (Membership Committee and/or Publications Committee) explore the amount AKA charges for posting position announcements and how HKP might be able to handle a unification of information provided, rather than both publishing the same information.

e) Enhancing the marketing experience for conference attendees:

The FDC thought the suggestions by the Task Force in this area were good ones. Developing continuity within and after the annual conference was an important point which was expressed. The idea of a wrap-up session at the end of the conference by someone who can review the program and offer insights for future discussion of the issues, which would incorporate the Task Force suggestion of continuing discussion in an online format or article for the *Chronicle*.

**\*RECOMMENDATIONS TO THE BOARD:** The Vice-President and Program Committee could explore the possibility of adding a follow-up format to the conference.

f) Defining marketing to our affiliates:

While there are no longer formal affiliate members as in the past, discussion in this area included obtaining information as to the sub-disciplinary break down of our membership so that representation to the sub-disciplinary organizations of which members belong could more easily be accessed and receive information. Outreach then, would be a responsibility of the individual members of NAKPEHE.

g) Building our marketing capacity:

Evaluation of efforts in this area is a good suggestion by the Task Force. We do not have a current formal way of undertaking this process and find the Task Force suggestions helpful. As the group, further explores these issues, it was suggested that individuals with a history of membership in NAKPEHE be included on the Task Force.

**\*RECOMMENDATION TO THE BOARD:** The FDC encourages the Board to establish an ongoing evaluation system within the organization to monitor the conference and efforts of the various committees which handle membership, marketing, publications and other groups as needed.

h) Improving our position in membership:

Issues of the quality of NAKPEHE's plan to recruit membership and the weakness of the actual follow through on the plan were discussed. In addition, it was noted that NAKPEHE needs to aggressively explore the target market for membership. The recommendation was made that instead of spending the money (\$1,500-2,000) for a booth at AAHPERD, that this money be utilized as a conference scholarship for

travel/registration for doctoral students and/or new faculty to attend the conference. The focus of the conference needs to draw more on issues relevant to this population.

**\*RECOMMENDATION TO THE BOARD:** The FDC strongly recommends that the idea of scholarships for doctoral and new members be considered if a paper for presentation is accepted.

**CONCLUSION TO TASK FORCE REPORT:** The FDC found the Task Force for Future Marketing Efforts for NAKPEHE most helpful and suggests that the Task Force explore the *Good to Great Diagnostic Tool* offered (2006) (<http://www.jimcollins.com/pdf/Diagnostic%20Tool.pdf>) as another model by which to explore NAKPEHE's efforts.

It is the hope of the FDC that the recommendations offered above will be helpful in the formulation of the response from NAKPEHE requested by the Task Force in the Introduction to their report. The FDC members look forward to follow-up reports from the Task Force.

#### **V. Monographs/Position Papers:**

One of the purposes of the FDC, based on the Operating Code is "To recommend projects, monographs, position papers...." The FDC questioned whether such monograph/position papers are to be representative of thoughts of the individual(s) who writes them or of NAKPEHE as a whole? No recommendation for a monograph/position paper was made at this time and until the previous question is answered.

In addition, Section IV-F of the FDC Operating Code states that "...The committee specified who on the FDC will coordinate with the Public Affairs Committee to get the monograph or paper completed as the Public Affairs Committee's purpose is to move monographs and position papers forward to their completion." We believe that the intent here was to state the Publications Committee, not the Public Affairs Committee.

**\*RECOMMENDATION OF THE BOARD:** If The NAKPEHE Board Members could locate the missing Minutes and Board Reports from 2006-2008 post or make them available, the intended purpose of the monograph/position papers could be determined.

The meeting was adjourned on Sunday, May 10, 2009

Respectfully Submitted: Joy T. DeSensi, Chair – Future Directions Committee  
Shane Frehlich  
Mike Metzler (unable to attend)  
Beverly Mitchell  
Richard Oates  
Leah Fiorentino (ex-officio)