



State of

SHAPE America



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Presented by
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CEO, SHAPE America

The following remarks were delivered at the SHAPE America All-Member Meeting during the 2019 SHAPE America National Convention & Expo in Tampa.

We share them with the SHAPE America community so that those who were unable to attend may read them.

Welcome all members and thank you for attending this meeting! It has been a terrific first full year as SHAPE America CEO.

During this time, particular highlights include my visits to schools, meeting with teachers from around the country, connecting with professors and visiting college classes – and most especially attending state conferences! I was especially pleased to attend in the states of Montana, Wisconsin, Arizona, Texas, New Jersey and Missouri, where I understand I was the first CEO ever to attend those state conferences.

While those experiences had a profound impact on me, it is also fair to say that the absolute biggest highlight for me, and for us as a team at SHAPE America, has been the development and launching of new programs. Led by Vice President for Business Development, Strategic Partnerships & Philanthropy, Beth Bennett, and those on her team including Senior Manager, Community Initiatives & Social Impact, Yasmeen Taji-Farouki and Senior Manager, Programs, Michelle Carter, SHAPE America launched several important and exciting new efforts.

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First, the **Big Feats Virtual Race** was launched last fall and raised money for 10 Title I schools across the country. We received more than 1,000 applications for these new Impact School Grants, with 34 state affiliates signing on to support the program, and were proud that the effort raised more than \$20,000. This was a truly inclusive program, which was reflected in the many social media posts that showed individual members completing their “Big Feat” as their way to “compete” in the virtual race. SHAPE America will host this initiative again next year, but we learned many lessons along the way and will draw from them to improve the program.



health.



moves.



minds.

Second, we are **launching health. moves. minds.™!** We are now piloting this new service-learning program in 20 schools across 13 states in a variety of schools including Title I and more affluent ones. The program takes the Whole Child Approach, emphasizing health and physical literacy skills and teaching children that, by taking care of their mind and body, they can live their best and healthiest life.

As part of this pilot, we developed a “Power Packet” of teacher resources and materials that includes a timeline, communication templates, engagement ideas for schools and community events, school-wide ideas for sharing information about health and physical literacy (to achieve our goals related to 50 Million Strong!), student and school-wide incentive ideas, ideas for celebratory and culminating events, and FAQs for parents, teachers and donors. **We have also developed educational materials (lesson plans) for health. moves. minds.** that are grounded in equity, diversity and inclusion. The lesson plans are divided up into three different grade bands (K-2, 3-5, and 6-8) and include topics such as kindness, mindfulness and empowerment.

The fundraising model for health.moves.minds. is one that was developed with careful consideration for the participating school. **In fact, 50% of the gross proceeds raised will go to the school in the form of a Gopher Sport gift certificate.** We are also testing a “pay it forward” option whereby participating schools may select a local charity to receive a portion of the funds – and many of our

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pilot schools have chosen this option. For schools that choose to keep their full allocation of funds raised, Gopher Sport will contribute an additional 10% to the gift card for the school. The gift card from Gopher may be applied to any and all resources and products from Gopher, including for Gopher Sport equipment, Play with a Purpose, Moving Minds, Gopher Performance and Spark. **Additionally, up to 15% of the gross proceeds raised within a state may be received by the state affiliate** if they choose to partner with SHAPE America, 10% of the gross proceeds will go to support advocacy and programmatic efforts at SHAPE America, and 25% of the gross proceeds will go to cover program expenses.

SHAPE America just kicked off recruitment for the program's national rollout, and will continue to recruit teachers and schools to participate through this summer. The program will officially launch in August 2019. It has been a pleasure to share with you more about this new program and I am excited for the model and the content we have developed, but I will also share this with you: One of our teachers who is helping us pilot health.moves.minds. recently shared that her school had an active shooter lockdown drill in Connecticut.

She had been through these before and knew what to do. She herded her students in the gym to the stage area and closed the curtains and instructed the kids to sit tight and remain quiet.

Eventually, the student resource officer came in to review whether she'd taken the proper steps. Unfortunately, he informed her rather loudly and in front of the children that he was unhappy with the measures she'd taken and he described in detail what he expected would happen should an active shooter enter the gym. It was incredibly stressful for her – and for her young students – as you can imagine. But in the middle of this anxiety-inducing moment, one of her co-teachers snapped a picture. It was of a little boy – sitting cross legged, with his hands on his knees, palms up. His eyes were closed. **He was practicing a deep breathing exercise he'd been taught the day before in his PE class, called "Mindful Minute."** He was using a skill taught to him by his PE teacher to maintain his calm, and to keep himself steady and together.

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With skills like that, he is going to not only master his ability to stay calm in situations that adults find unnerving, but he is also going to go forward in his life and know how to react and navigate adversity – a critical skill for any successful adult. In other words, this program is already having a very REAL, tangible impact on the lives of our students. I could not be prouder.

On the partnership front at SHAPE America, we are very excited to announce several new developments. This team is led by Vice President for Business Development, Strategic Partnerships & Philanthropy, Beth Bennett. **We formed a new partnership this year with GENYOUth to develop a high school flag football curriculum** and to update the elementary and middle school versions.

Additionally, **Gopher Sport has been an incredible partner to SHAPE America.** They have long been a partner as a member of Partners for Active and Healthy Children, but they also signed on as national partners for our Big Feats Virtual Race and for the health. moves. minds. program. They are providing significant financial support to help us keep program expenses low and ensure a truly successful launch of both programs. They are also providing in-kind support for design, photography and videography work, and marketing support for the program via their catalogue and sales representatives.

There are so many great new things happening with SHAPE America's Programs and Professional Development Team, led by Vice President for Programs and Professional Development, Chris Hersl. In particular, **we are excited for a successful national convention in Tampa and looking forward to hosting it next year in Salt Lake City, UT.** There is also the "Exploring the Mind-Body Connection; Social Emotional Learning in HPE," July 31-August 1, in Sioux Falls, SD, co-hosted by SHAPE America's Central and Western Districts.

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PETE & HETE
Conference 2018

In October at the PETE/HETE Conference (in Salt Lake City), we were pleased to have workshops on the revisions of the PETE and HETE Standards. **The HETE Standards book was published in October, and the PETE Standards book just came out here in Tampa.** In July, a task force completed the revised National Standards for Sport Coaches. This document may be used by coaches at all levels from youth league to collegiate levels. **The recent release of the Essential Components of Health Education guidance document** has capped off a successful year of resource development.

This team was also proud to work with the SHAPE America Councils and members to host new Physical Education Twitter Chats which will complement the Health Education Twitter Chats.

There is amazing work being done by the Marketing, Membership & Publications Team led by Vice President for Marketing, Membership and Publications, Diana Snyder. At present we have approximately 10,000 paying members, but that number fluctuates significantly this time of year. We are also extremely excited about the more than 200,000 individual members of our community that engage with us on a regular basis, and **we plan to embed membership opportunities in our new health. moves. minds. program.** Other ways in which we look forward to engaging our members include via our districts (especially as they conduct outreach to higher ed communities, conduct advocacy efforts, launch community service opportunities and more); via our PETE/HETE community as we seek to engage and convene them on a yearly basis, as opposed to every three years; and via our student and emerging professionals community as we build a new group called the Emerging Leaders Innovation Team (ELIT).

Finally, we had our first ever membership day in January! The SHAPE America Board of Directors and staff reached out to thank dozens and dozens of members. Throughout this effort, we also upgraded many members to new levels of membership, renewed many members at no charge, sent lots of fun SHAPE America swag, and gave social media “shout outs.” The day was a huge success and also a great deal of fun.

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On the publishing front, we are proud to announce **our new book publishing partner, Jones & Bartlett Learning**. Through this new partner, our members will have access to an expanded health education catalogue. JBL will also help us foster a stronger international presence and marketing operation. Finally, and perhaps most importantly, SHAPE America will have more opportunities to recruit authors, shape content, and identify important topics for our community through this partnership, while providing a 30% discount on all publications for SHAPE members.

On the advocacy front (led by Director of Public Policy and Advocacy Carly Wright), we continue to see much progress. Last year, you'll remember we announced that Title IV, Part A of ESSA – where there is significant opportunity for funding for health and PE programs – received a \$700 million increase in funding. **We are so excited this year to announce that next school year schools will have access to even more Title IV funds, to the tune of \$1.17 billion total.** We were also able to protect Title II funding which supports professional development for teachers and ensures level funding for next year at \$2.1 billion. Our sincerest "thank you" to those who reached out to their members of Congress, who were active on social media, and who attended SPEAK Out! Day.



Speaking of SPEAK Out! Day...we just wrapped up our 12th annual event in March with representation from 39 states and meetings with over 200 members of Congress. We'll do it again, stay tuned!

Carly also leads SHAPE America's efforts to advance equity, diversity and inclusion as an organization and within our community. As we have noted, this is an area where it's all too easy to "check the box." We can't afford to do that in this effort. Advancing EDI needs to be an intentional, thoughtful, ongoing focus for SHAPE America as an organization and as a community. We've made progress on a few fronts.

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Additionally, we will soon undertake an effort to review policies and procedures for SHAPE America with an EDI framework and to ensure updates are made to reflect today's practices.

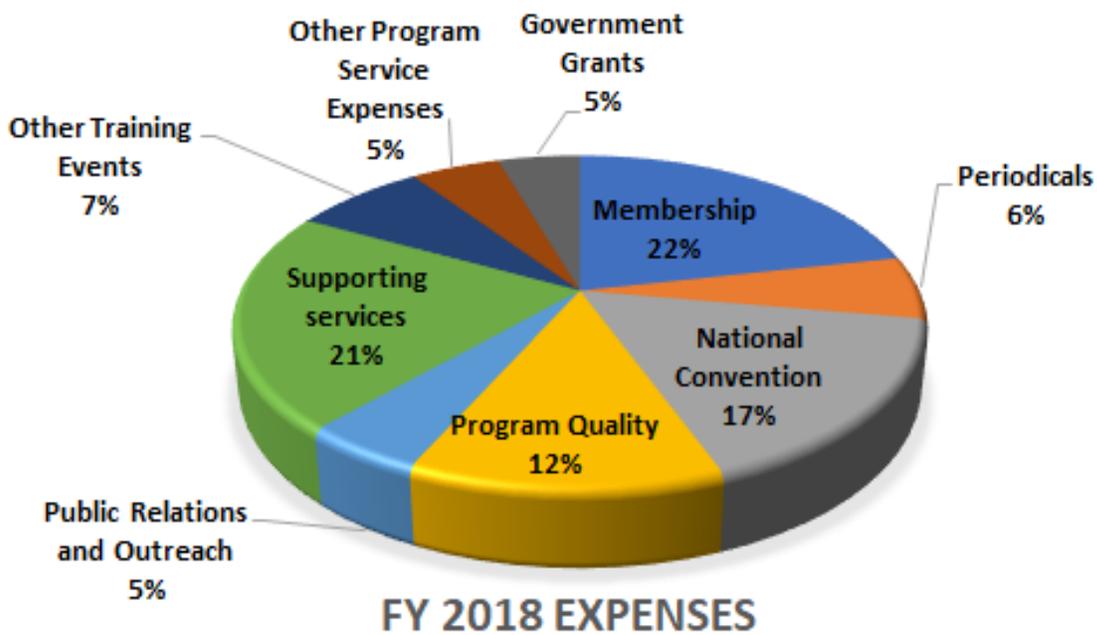
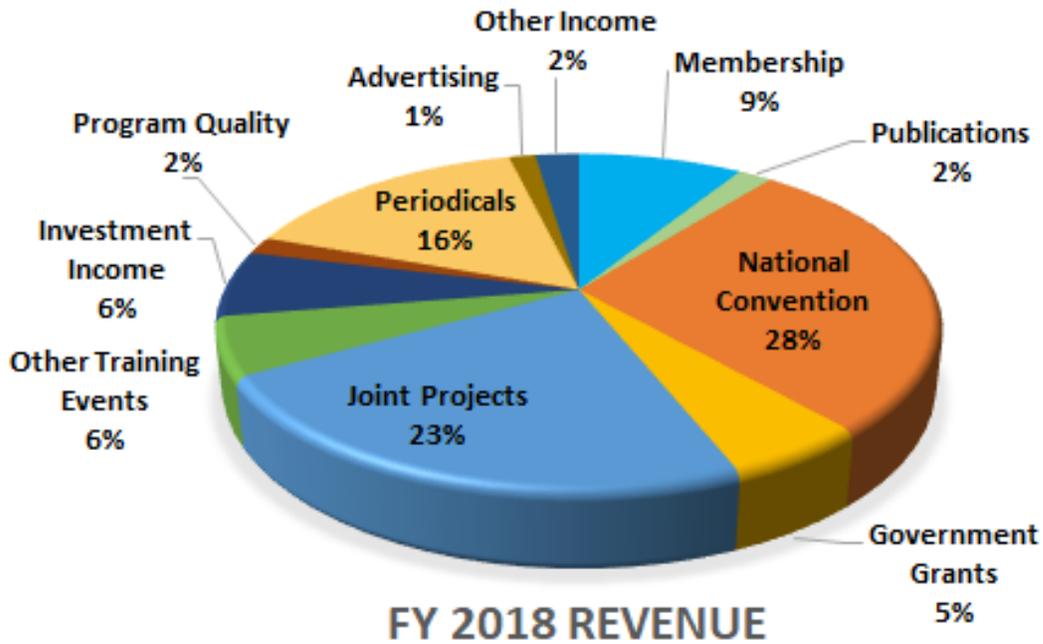
The SHAPE America Board of Directors just voted to convene an EDI Task Force. Additionally, we will soon undertake an effort to review policies and procedures for SHAPE America with an EDI framework and to ensure updates are made to reflect today's practices. This will include: reviewing the nomination and requirement process to consider whether there are barriers and how we might eliminate them; whether we can be more intentional with district leadership recruitment; and consider how we might work with other partners and organizations to offer real training on equity, diversity and inclusion for leaders in our community (including for myself as the CEO).

We will also review the Teacher of the Year program with state affiliate leadership to consider whether it advances important principles related to equity and inclusion, and we will continue to develop our new national programs, such as the Big Feats Virtual Race and health. moves. minds. with equity, diversity and inclusion in mind. We will also be more intentional with our selection of keynote speakers for our conferences.

It is fair to say much more needs to happen on this front, but we want our community to know we're taking it seriously. We'll continue talking about all of this, and we will certainly continue listening.

In terms of financial and operations updates, we have plenty to share. This team is led by Senior Vice President for Business and Finance, Nori Jones. The following charts provide an overview of SHAPE America's financial makeup in fiscal year 2018.

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***Please note that the numbers presented in this document vary slightly from the numbers presented in Tampa at the time these remarks were delivered, because those numbers presented were from the internal financial statements and excluded non-operating activities (investments). These numbers are directly from the audited financial statements and include investment revenue.*



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While these figures certainly represent an evolution and transition for us as an organization, it is important to note that we are excited for future revenue streams from new programs, publishing and professional development opportunities.

Finally, I know many of you may be wondering about the sale of SHAPE America's headquarters building, so I am happy to provide an update. **The sale of the building is still pending due to delays associated with county historic district and zoning reviews.** The purchaser remains committed and is working closely with the county to address all ongoing reviews. Our staff is optimistic that the final sale will take place by the end of 2020 or the first quarter of 2021.

With that, my deepest thanks to each of you for attending today's All-Member Meeting! Thank you for being here. Thank you for your time and support. And thank you for your membership. We are so excited for the future at SHAPE America!