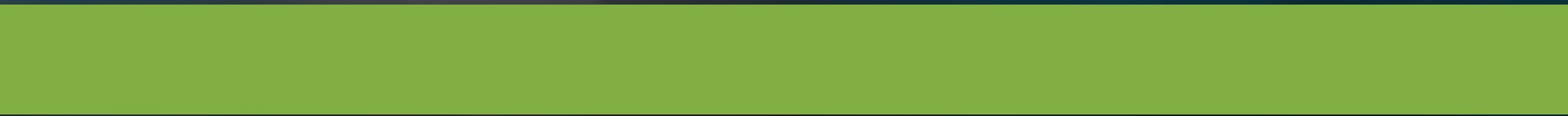


# IPA USA Board Meeting





# Agenda

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Introductions

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Member Update

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Treasurer Update

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Publications Update

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TASP March Board Meeting discussion topic - Conference Canceled

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US PLAY Coalition/ Draft Program - NOW ONLINE Does anyone else want to present?

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2020 Goals and Timetable

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Conference 2021?

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State Play Advocates

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Pod Casts Ideas for Members

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IPA World - USA highlighted

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Documentary Update

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Website Rework

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IPA WORLD LIAISON

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Screen Free Week endorsement for Recess Bill in Illinois-- The bill number is [SB3717](#). (We also introduced language in the IL House, but this is our preferred language and we'll be moving the bill in the Senate first.) I'm attaching an updated fact sheet (that includes the bill number.) We would love to have the endorsement of IPA USA. Let me know if you need any additional information!

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What else?

Welcome  
Introductions  
March 15 4-5 pm EST



## IPA/USA Membership Report – March 2020

### Member Numbers (as of 2/20/2020):

#### Member Breakdown by State

- Recruitment email sent to those attending the Reclaiming the Value of Play session at the NAEYC Conference in Nashville.
- Renewal reminders sent to the lapsed members.
- Requested and will receive permission from IPA World to have limited access to the database for better communication with our m

Kathy Fleming

Membership Co-Chair

916-803-5739

	Feb 2020	Nov 2019	Aug 2019	May 2019	Mar2019	11/18
<b>Active Members</b>	90	92	83	71	61	44
<b>Lapsed</b>	19	14	14	63	38	30

State	Members	State	Members	State	Members	State	Members
AZ	4	ID	1	MN	1	PA	4
CA	14	IN	1	MO	1	PR	1
CO	2	LA	3	NC	2	RI	1
CT	1	MA	3	NY	9	SC	1
FL	5	MD	3	OH	7	TX	9
GA	4	MI	1	OK	5	VA	3
IA	1					WA	3

IPA/USA Treasury Report 03.05.19

February, 2020

Reece Wilson, Treasurer

				02.21.20	11.02.19
Savings		bank balance savings		4511.27	4510.32
Checking		bank balance checking		5057.62	5314.6
		Total		10068.89	9824.92
		proof		9568.7	
		Total without money from mini grant: 1,100			8468.89
<b>Debits</b>					
Date	#	For:	To:	Amount	
11.27.19	CK	food for NAEYC reception	Deb Lawrence	425.16	
01.02.20	CK	card printing	Rusty	175.16	
1.29.20	CC	room rental fee for Clemson	US Play Coalition	500	
08.10.19	BT	Web Site Work	Jullian Kline	300	
		300 Not Showing in Account, RW, 01.15.20	Total Expenses	1400.32	
<b>Deposits</b>					
Date	#	For:	From	Amount	
11.30.19, 12.30.19, 1.20		Interest, savings		0.57	
12.16.19		IPA/TASP Coference		1143.34	
12.31.19		Interest, savings		0.19	
			Total Deposits	1144.1	
			Total Deposits		



# Publications Update

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FYI-the 2019/2020 IPA/USA eJournal is almost ready to send to the webmaster.

I am going to devote an entire page to Joe Frost.

LaDonna contacted me about setting up a scholarship fund in his name, so I called Mary Ruth for approval. She assured me that the family would be supportive of that plan, so it will be included in the information about him in the eJournal.

# TASP March Agenda Item

Smita, thank you for this email. I hope your year has started off on a positive note.

I did not include the dual membership

proposal, but I would also like a discussion about this idea if you think it is feasible.

The IPA USA proposal provides the two organizations to work in a more formal and collaborative way.

IPA USA would like to propose the following.

IPA USA would like to create a more formal collaboration with TASP. Here are a couple of requests.

In order to share the burden of conference planning, IPA USA would take the lead in the conference planning every other year.

Still having a joint conference, but with each organization taking the lead every other year.

For each conference, IPA USA and TASP would have joint decision making on conference expenditures.

IPA USA and TASP could either hold equal amounts of the work in planning, staffing, and organizing the conference or

the lead organization would take the lead and the burden of the work, checking in with the other organization for key decisions and expenses.

With this format, each organization would share equally the profits from the conferences.

This is the IPA USA proposal, any suggestions are welcome.



# U. S. Play Coalition Conference Planning

- Shifted to online format.
- Looking for folks willing to record a session
- IPA Track is still in place



BOARD GOALS - 2020	
<p><b>U.S. Play Coalition Proposal</b> – Have an IPA track. A room all day for \$500, including technology March 29-April 1, 2020. Vivien, Olga submitted sessions. Sales/Pre-sales of book (Make sure to consult Lisa for order form formatting – she knows things) Rusty can present. Whitney can present. IPA listed as a co-sponsor. Possibility for revenue sharing? With the caveat of non-member pricing, Lisa made a motion, Rusty seconded. Passed unanimously.</p> <p><b>DONE      MARKETING MATERIALS</b></p>	<p>CONFERENCE 2021- Conference 2021 - Atlanta? Melbourne? San Antonio? Dallas? San Diego? February 2021/2022? Investigation committee formed: Rusty, LaDonna, Lisa, Vivien.</p>
<p>IPA attend/present at human rights conference - IPA work on UN charter project (with new human rights group partners) 2019 goal - connect to human rights groups to align our missions (ACLU, etc)</p>	
<p>Increase membership by 20%</p>	
<p>Maintain bank balance with minimum of 10,000</p>	
<p>Reactivate and re-energize the state advocates for play and provide support to strengthen their efforts on issues in their states- the Saturday of Week of Child - Global PlayDay? Feb 5 2020 GlobalSchoolPlayday.com    Playday 2<sup>nd</sup> week of August    Fall in love with play    October play – start promoting in July</p>	
<p>Continue to work on expanding collaboration with other like minded organizations</p>	
<p>Diversify the Revenue Stream for the org, DEY, TIDE, Unilever soap company,</p>	
<p><b>Policy Briefs by August 1, 2020</b> Policy briefs – Rusty (risky play), Marcy (exec. Functioning), Olga (elementary schools), Brad (Play &amp; children with disabilities), Olga (Equity) Cynthia/Rusty (Playful city), Ji (Outdoor play/nature), Vivien (infant/toddler play) All due end of summer 2020.</p>	
<p><b>2021 IPA World Conference</b></p>	
<p>Facebook group to disintegrate and become a page. Whitney will create. Create IG page.</p>	

# Social Media, Outreach, and Advocacy

**2019**

- **Increase our Social Media Presence to gain new members and advocates for play**  
**Create a list (using Google docs) with organizations which could be utilized/partnered with IPA/USA (i.e. PTA, pediatrician groups, CDAs, etc) with a point person and completion date next to each organization.**  
**Order more brochures to send out to conferences to increase exposure**  
**Strategize Facebook/Twitter updates to provide consistency and add an Instagram feed**  
**Outreach to other play advocacy groups to strengthen the Play Message and assess collaboration opportunities for a 2021/2022 Conference for IPA USA**

**2020**

- **250+ members**  
**Ensure member benefits are listed clearly on homepage for ease in marketing perks of membership**  
**\*\* - Also, we briefly touched on the aesthetics of our website – are there any plans to make the website a little clearer? It’s currently a little tricky to navigate.**  
**Increase the amount of IPA-generated content generated on social media – consistently adding original content, while sharing links across**  
**Later Goals:**  
**Have video clips for members-only – “5 minutes with a play expert”**

# CONFERENCE 2021

## Committee Meeting Summary

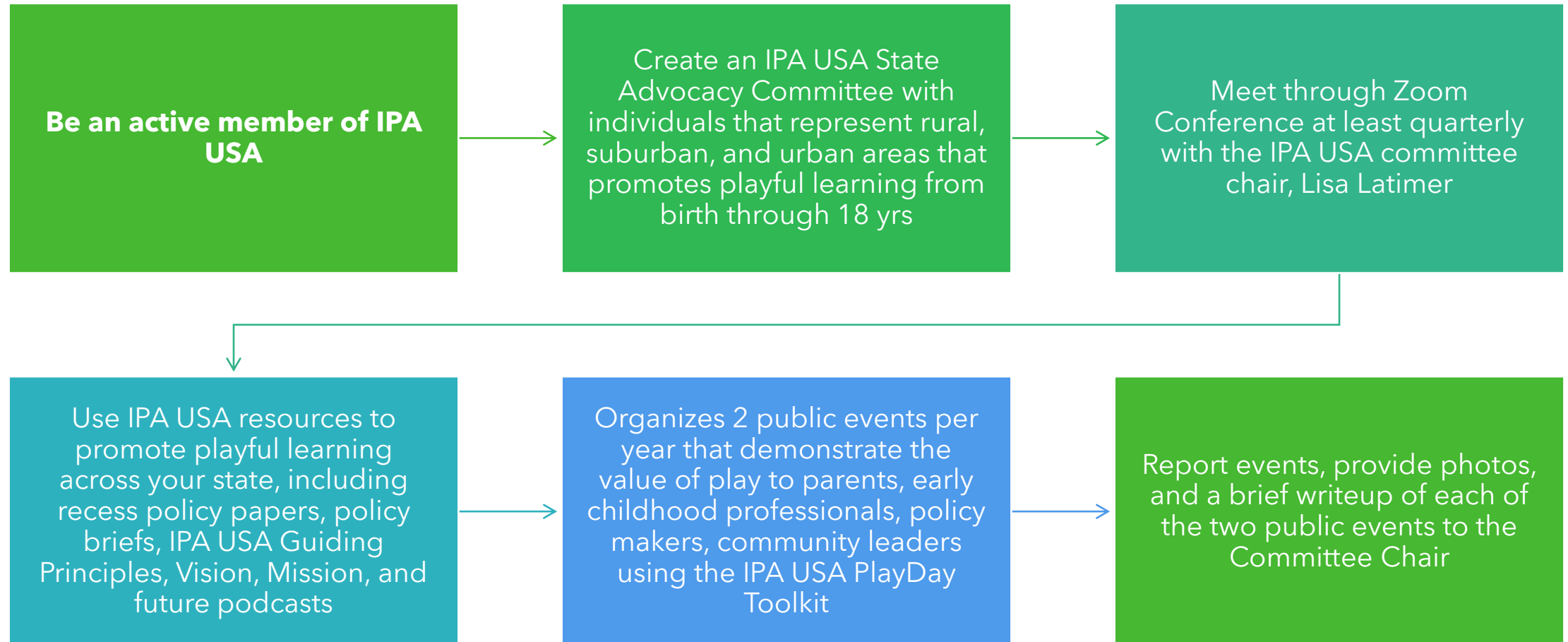
- Conference Goals
- Provided professional development on Play
- Collaborate with a play partner
- Increase Awareness of IPA
- Contribute to budget ( goals is at least \$2000)
- One of the main issues we talked about is we need a play partner who can bring in 75-100 people through their advertising. This helps us with conference attendance.
- A play partner may also provide space “in kind”. The potential date depends on the location due to seasonal weather.
- Rusty identified some play partners he has been working with. He also mentioned the need to have a place where people want to attend.
- Locations:
- **San Antonio, Texas ( Zoo partner, Celebration of Joe Frost)**
- **San Diego, CA**
- LaDonna suggested looking into Atlanta, GA. We have several board members there.
- **Atlanta, GA.**
- Lisa suggested she has partners in Rochester, NY. Strong Museum
- **Rochester, NY**
- Next Step:
- **Each one of us will seek out potential play partners, their commitments and possible attendees. We will report back to the board to make a decision and a committee to be established.**



# State Play Advocate Update and Play Days

- Currently compiling emails to reach out to possible state liaisons to serve on the PlayDay committee
- Committed PlayDay representatives for Week of the Young Child April 11-17
- 6 Southern California
- 1 Maryland
- 1 Hawaii (Kauai)
- 1 Ohio
- 1 Oklahoma
- 1 Texas
- February 21st Radio Interview on Importance of Play
- Met with California State Senator Wilk regarding Play and Article 31

# State Play Advocate Job Description





# Pod Cast Ideas

Using Audacity, a free service, individuals record a podcast using their computer on any topic.

Save it to the audacity program

- <https://www.audacityteam.org/>



IPA USA DOCUMENTARY UPDATE –  
IPA WORLD ON BOARD  
TIME LINE OF ECE HISTORY SENT  
PLAY QUOTES SENT  
HISTORY OF PLAY IN PROCESS USING DOROTHY'S TEXTBOOK  
PHONE CALL WITH DAVID IN 2 WEEKS FOR NEXT STEPS

# IPA USA International Liaison

- IPA USA International Liaison - If the IPA/USA President cannot fulfill his/her role as IPA/USA National Representative, the IPA/USA President shall appoint a replacement.
- IPA USA Website Rework
- Illinois Recess Support Letter from IPA USA
- Meeting Adjourned