



IPA/USA BOARD  
MEETING AGENDA  
SEPT

September 15, 2019



## AGENDA

### OLD BUSINESS

UPDATES FROM JUNE MEETING- PROGRESS ON ITEMS

COMMITTEE CHAIR REPORTS—

PUBLICATIONS— PATTY

MARKETING, SOCIAL MEDIA, AND OUTREACH- LISA AND WHITNEY

RECESS - SUMMER

MEMBERSHIP- KATHY

TREASURER REPORT -REECE

RECESS WHITE PAPER ON IPA USA WEBSITE AND NOW GOING TO DEY—OLGA

TASP NEW JERSEY CONFERENCE PAYMENT TO IPA/USA— DOROTHY

BOARD GOALS- DEB

VISION STATEMENT REVIEW- MARCY AND DOROTHY

<b>Follow-up Action Items from June 2019 Board Meeting</b>	<b>Person Responsible</b>	<b>Date of Completion</b>	<b>Progress</b>
<b>Deb spoke with the Genius of Play and no logos are present on the Quiz since it was too busy to have both. Get the Quiz on our website.</b>	Deb	End of June	Quiz and explanation are on IPA Facebook page. Have sent to Jullian to put on IPA.org website. 6/13
<b>T-Shirt Marketing</b>	LaDonna & Whitney	End of June	
<b>Meeting Space for San Antonio</b>	Vivien	Next Board Meeting	
<b>Settle unpaid account with TASP</b>	Deb, Dorothy, Marcy, & LaDonna	Next Board Meeting	
<b>Deb contact Walter and Smita to explore more formal collaboration</b>	Deb	June 15	Sent to Walter and Smita the request with ideas for further collaboration and strengthening the partnership. Will send the email chain out by June 30 Completed; Resent an email to Smita in August 2019, Smita said she would bring this up at March 2020 board meeting, but felt that the board was happy with the current partnership
<b>Vision Workgroup will provide 2 vision statements for comment</b>	Marcy, LaDonna, Rusty	August 31	Had a zoom meeting. Lot's of great ideas. Marcy is providing the final drafts
<b>Marketing, social media and outreach Plan</b>	Whitney leads, Lisa – plan by end of August	August 31	Plan is in the agenda
<b>Executive Committee, 1 board goal by Dec 31 and two board goals for 2020</b>	Executive committee	August 31	Deb has asked Executive Committee to identify one goal for 2019 and two goals for 2020 by June 15 <sup>th</sup> – In the agenda
<b>Board Manual with conference planning section</b>	Marcy leads, Deb, Olga, Dorothy	August 31	Zoom call scheduled for June 12 to identify gaps and assign jobs - Hopefully will be completed by end of the year
<b>Recess White Paper</b>	Olga	Update by August 31	On IPA USA website July 2019

Book Update- and Ejournal-Vivien will keep Deb updated on progress	Vivien	Sent to Publisher by June 30	In progress, next Target Date is
Exploration of ejournal for practitioners that focuses on play	Patty	Update by August 31	Followed up with Patty on 6/12 – Patty is investigating
Genius for Play Expert Advice articles	Deb	Deb will send an invite to board members about interest and topic. Deb will send to Genius of Play and then ask Patty to take over.	See OCT board meeting for ideas
Play Deficit Quiz	Deb	Posted on home page by June 30 with blurb to explain.	Sent to Jullian to post on website with a description and explanation on June 7
PLAY T-shirt	Whitney and LaDonna	Update by August 31	Whitney and LaDonna have a plan
CDC on Recess	Olga	Update by August 31	
PlayBlast	All board members	Send to Olga things for upcoming playblast by June 15, Sept 15, Dec 15, March 15	Deb sent June 8 – What preparations are needed for the Oct PlayBlast?
Membership Benefits- Recruitment letter, membership card, and list of member benefits	Kathy and Cynthia	Update by August 31	Sent email to Kathy and Cynthia to followup on June 12 Deb provided feedback August 13 – Kathy has sent an invite.
PlayDay Toolkit will reach out to Pat Rumbaugh and John LaRue to edit the Play Toolkit	Deb	Will send to Pat and John By June 30	Sent to Pat August 5
Follow up from March Meetings			
Deb will explore setting up an IPA USA Zoom account	Deb	In process, Deb has gotten a not for profit rate, just exploring how to set up the acct with Zoom	Done June 11. Go to Zoom.com Sign in <a href="mailto:IPAUSA2019user@gmail.com">IPAUSA2019user@gmail.com</a> Password is IPAUSA2019 At the top of the page click schedule meeting and then put in your information.
Transfer of signature cards to new treasurer and president	Deb	In process, Deb has information needed to add to bank acct. She needs to wait until Reece is back in country	Hopefully this will be done by August 31 Completed July 26
Goals, Social Media, Outreach, and Advocacy and Vision Brainstorm Committees formed	Deb		Completed
IPA USA Endorsed the Screen Free Week and Play All May, put in PlayBlast and on website	Deb and Olga	May 1	Completed
Update Unicef Children in Crisis Document – add pictures, more info on IPA, edit some text, check all links to ensure they are still active	Olga, Rhonda, and Deb	August 15	Completed August 8 and loaded to IPA USA Website

# Publications Update: Patty

- IPA USA Publications Committee Report
- Work in the Pipeline
- Vivien Geneser is leading the book publication on play researchers. All articles have been submitted and edited. She has also secured the accompanying artwork for the book as well. It is slated to go to publication before year end. It will be ready for sale and distribution prior to the US Play Coalition conference in the Spring. The great news is that all of the proceeds of the sale of this book are being generously donated to IPA USA! Think of all your network who might want to purchase a copy! It is going to be fantastic!
- The journal dates for submissions and publication have been discussed to be set for October and March. Journal Publication dates Jan and June
- Redo the call for papers Journal submission deadline dates and themes for the next two years – Oct 1st or March 1<sup>st</sup> – 2020 - Though we have a theme focus, emerging research articles are also welcome on any topic. Provide needed information for article setup, contact info, and bio APA format, Word Count, Affiliation, Research Interests, and Email 40 word bio
- Journal Upcoming Theme: March 2020: Tinkering; October 2020 Risky Play; March 2021 Positive Play with Technology; October 2021 Adaptive Play; March 2022: STEAM; More at Board Meeting
- Patty gets Admin on Facebook
- Getting a link on the IPAUSA.org website – Google Doc account; get email from each author
- Genius of Play expert article contributors. Are you interested in writing an article for a series of IPA USA articles. Discuss series theme at board meeting
- IPA USA website, getting a portal for folks to submit an article to be considered for publication.
- Getting us listed in Cabell's will have to happen after we have some logistics tightened up with accepting, acknowledging and publishing submissions in our journal.

# 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”



# T-SHIRT IDEAS -WHITNEY AND LADONNA



# RECESS UPDATE

Summer



### August 2019

#### Member Numbers:

The newest membership list is attached. World has done another huge clean-up of the list which is good. Unfortunately, in doing so our member numbers have decreased. They told me that there is typically a big drop-off in membership after the Triennial conference.

	August 2019	May 2019	March 2019	Nov 2018
Active Members	83	71	61	44
Recently Lapsed Members	14	63	38	30
Active Members if they don't renew	69			

While we will see a spike in membership before the conference, we'd like to build membership sooner. If you need materials to recruit members through your various channels, let me know.

#### **Recent Activities:**

Correspondence to members from this desk is listed below:

Still working on developing member cards.

Will send renewal reminders to lapsed members from 2018 by our next meeting.

Playfully ~

Kathy Fleming, Membership Chair

[kafleming@fairytaletown.org](mailto:kafleming@fairytaletown.org)

916-808-7060 work

916-803-5739 mobile

Ongoing	Correspondence with World membership chair
August 2019	Invitation email to TASP conference attendees who are not members (09)
August 2019	Invitation email to IPA Conference attendees who are not members (28)
August 2019	Reminders to lapsed members (14)

# Treasurers Report Sept 2019

IPA/USA Treasury Report 03.05.19		September 2, 2019		Reece Wilson, Treasurer	
				09.02.19	03.05.19
Savings			bank balance savings	4510.32	4509.19
Checking			bank balance checking	3080.17	3584.48
			Total	7590.49	8093.67
			proof	7290.49	
			Total without money from mini grant: 1,400		5890.49
<b>Debits</b>					
Date	#	For:	To:	Amount	
	cc	Jullian Kline	Annual Fee for webmaster	500	
07.17.19	DC	Postage to send documents to Reece	US Postal Service	4.31	
08.10.19	BT	Web Site Work	Jullian Kline	300	
		300 Not Showing in Account, RW, 9.2.19	Total Expenses	804.31	
<b>Deposits</b>					
Date	#	For:	From	Amount	
Interest				1.13	
			Total Deposits	1.13	

Dorothy update on NJ TASP Conference payment and IPA membership fees to IPA USA

# Executive Committee

- Long and Short Term Goals 2019
- Long and Short Term Goals 2020
- These are in addition to the other committee report goals and updates.

Short Term -2019,	Long Term- 2020
2019 – Develop 2 Policy Briefs on key areas for members to use to advocate for play in their states	2020 Develop 4 more Policy Briefs for members to use to advocate for play in their states – adaptive play, risky play, inclusive play, symbolic play and brain development
2019 goal - connect to human rights groups to align our missions (ACLU, etc)	IPA attend/present at human rights conference - IPA work on UN charter project (with new human rights group partners)
2019 – Create a Vision for IPA USA that aligns with our Mission, Values, and Core Beliefs	Increase membership by 20%
Design and produce PLAY t shirts to promote IPA USA	Maintain bank balance with minimum of 10,000
	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
	Continue to work on expanding collaboration with other like minded organizations
	Diversify the Revenue Stream for the org, DEY, TIDE, Unilever soap company,

# Proposed Vision, Mission, and Guiding Principles

## Proposed Vision Statement:

- A world where all children can play

## Purpose/Mission Statement (from Bylaws):

- The purpose of IPA/USA is to protect, preserve, and promote the child's right to play.

## What is Play?

- Pure play, or true play, is spontaneous, freely chosen, intrinsically motivated, pleasurable, purposeless, free from conflicts, and contains elements of pretend. (Piaget)

## Guiding Principles

- Play, along with the basic needs of nutrition, health, shelter, and education, is vital for the development of the potential for all children.
- Play is integral and necessary for social, emotional, cognitive, language, and physical development.
- Play, specifically, facilitates the building of neuron synapses as part of brain growth.
- Some knowledge can *only* be learned through play.
- Play opportunities are needed both indoors and outdoors.
- Schools, both preK and elementary, need help understanding that young children learn best through play and need help and support on how to provide meaningful and appropriate play opportunities.
- Families need help recognizing that play is learning.
- All types of play are important (e.g., physical play, such as, running, climbing, swinging, etc.; block and construction play; play within art and music; games with rules; rough and tumble; risky; nature; role-playing; etc.), but pure play is the ultimate goal for child development during the early years of birth through age eight.
- Children have the right to play as guaranteed by the 1989 United Nations Convention on the Rights of the Child.

Committee Members: Marcy Guddemi, chair, Deb Lawrence, Rusty Keeler, LaDonna Atkins

**NEW BUSINESS**

OCTOBER PLAYBLAST  
NAEYC SESSION PROPOSAL  
GENIUS FOR PLAY EXPERT ADVICE SERIES OF ARTICLES – DEB AND PATTY  
POLICY BRIEF DEVELOPMENT DISCUSSION  
USING THE REVISED CHILDREN IN CRISIS DOCUMENT  
PROMOTING THE RECESS WHITE PAPER  
TASP SAN ANTONIO AND IPA WORLD CONFERENCE UPDATE  
DISCUSSION OF AN IPA USA RECEPTION IN THE HAMPTON SUITE

NEXT BOARD MEETING  
NOVEMBER 21<sup>ST</sup> HAMPTON INN

# October PlayBlast

- Include highlights of the Recess and Children in Crisis Resources, link to Playquiz, Feature Joan Almon and Vivien Paley, Vision and Guiding Principles of IPA USA, Maybe promote the T-shirt? Call for papers, New Password for Members Only, Mini Grants, Board Meeting/Reception at NAEYC; Just put in dates for World Conference; Call for papers for TASP in San Antonio, Play Coalition call for papers,

## Olga Needs:

- Any books you want recommended, with reference and a sentence.
- Information on upcoming events
- Message from your area of responsibility if appropriate.

As folks enter, Quotes from Theorists on Play will be on a PPT loop

- Welcome, IPA/USA, Getting involved, and Introduction to the Session– Deb Lawrence
- Walk about questions for participants to identify issues they are facing related to play
- **Playful Interlude**
  - The definition of play and the importance of play in early childhood – **Participant Discussion at tables and report out**
  - Overcoming Risk Aversion - Why we are too safe
- **Playful Interlude**
  - Lessons from Practitioners on Engaging Parents and Teachers in recognizing the importance of play –Whitney
  - Lessons from Practitioners on Engaging Parents and Teachers in recognizing the importance of play - Kathy
  - Project Based Play in the Classroom – Reece
  - Outdoor Play and Nature Based Playgrounds that provide acceptable risk and physical challenges - Rusty
- **Playful Interlude**
  - How higher education is emphasizing the importance of play – Ji, Vivien, Reece, Deb
  - Panel of IPA/USA Board Members on addressing Walk About Questions and Concerns as well as additional questions from the audience –Deb, Whitney, Kathy, Lisa, Rusty, Ji, Reece. LaDonna, Dorothy, Marcy
- **Playful Interlude**

**EACH PRESENTATION IS 10 MIN OR LESS WITH THE EXCEPTION OF THE PANEL which will be 30 min**

**We need some marketing materials at the table, How to Get Involved in IPA/USA, Membership info, Business Cards. I will bring IPA USA give away bags**

**What else?**

# Reclaiming the Value of Play NAEYC Annual Conference IPA/USA Session

# Genius for Play Expert Advice Article Recruitment

The Genius of Play is a nonprofit initiative dedicated to promoting the importance of play in children's learning and development. In the effort to drive positive engagement and build affinity for child's play among parents we have developed a [website](#) with contributions from a variety of experts that all write about play topics in line with their expertise. We strive to create messages that hit an emotional core and will be embraced by our audience. We feature psychologists, pediatricians, child development experts and more.

The articles are short (typically no more than 500 words) and include bulleted takeaways that parents (or teachers – depending on the topic) can implement in play with their children.

The target audience for these articles are parents - mostly millennials with children between the ages of 2 and 8. We promote our experts and their articles on all of our social channels, in email and on the website.

I have also included this link - [Six Ways to Promote Creativity in Children](#) –

to showcase the initial article as part of an overall series of articles being submitted by the Center for Childhood Creativity (part of the Bay Area Discovery Museum). Their third article in their series will be uploaded to our site on June 17.

- IPA USA should have a series of articles regarding the importance of play, recess, and the impact of too much technology on young children.
- Who would like to contribute? Send Deb your topic and when you can have the article completed and she will contact Genius of Play and let them know who, what, and when.



## Other New Business

### Policy Brief

Using the revised Children in Crisis document

Promoting the Recess white paper

TASP San Antonio and IPA World Conference Update

Play Coalition IPA USA Track – proposal for Play Coalition, Vivien,  
Patty, Olga, ?

Discussion of an IPA USA Board Meeting – 5-6:30 ----7-8:30-

reception Reception in the Hampton Suite

Popular Science June Publication

# 2020 Issue of Popular Science Research Opportunity-

- We learned that the summer 2020 issue of Popular Science is themed “Play” and one of their freelancers is currently looking for abstract story ideas about play. Below is the full description he provided (note the highlight).
- *The issues at PopSci are always themed and the theme for summer 2020 is Play. The topic is pretty broad. We will be covering play in many contexts - including sports and games, but I'm also on the lookout for more abstract stories about play, such as: 1. What is fun for AI? 2. Is there an angle related to sports that involves play that hasn't been covered yet that's super fascinating? 3. Are there ways in which different systems of the human body or gut or brain play with each other? This great MIT story from 2009 on how yeast and microbes "play games" is one example of a story that would fit: <https://bit.ly/2kCgXoB>. I'm looking for researchers who are examining "play" in a surprising or unusual way that tells us something new about the larger topic they are working with.*
- *The only angle I am not looking to cover are stories related to play in children and adults - like how play at early age especially in education settings can be beneficial. Please be in touch with any ideas.*