

NYSTRA

PO BOX 179, Riverdale Station, Bronx, NY 10467

*NYSTRA
Annual Report
2016-2017*

NYSTRA BOARD MEMBERS 2016 – 2017

Executive Board

President – Shari Burshtyn, CTRS
President Elect – Mary Pearson, CTRS
Treasurer – Tameka Battle, CTRS
Secretary – Janette Leonidas, CTRS
Past President – Susan Colletti, CTRS

Members at Large

Conference – Sharon Diaz-Palatucci, CTRS and Jennifer Colon, CTRS
Downstate Conference – Jeffery Schwartz, CTRS
Upstate Workshops – Jim Gorman, CTRS
Legislation/Advocacy/PR – Jessica Andrianos, CTRS
Fundraising – Megan Concannon, CTRS
Newsletter – Carolyn Franklin, CTRS
Membership – Tiquana Gatlin, CTRS
Student Liaison – Sharon Einhorn-Webber



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Accomplishments and Goals

PRESIDENT

2016 -2017 Accomplishments:

- Lead and supported NYSTRA Board members in their respective roles
- Continued engaging in ongoing dialogue with NYSRPS for mutual support of organizations
- Engaged in dialogue with ATRA to discuss becoming an affiliate
- Supported members who sought election to NYSTRA Board
- *Worked with the board to implement the following goals:*
 - Increased use of social media
 - Updated Website
 - Promoted NYSTRA statewide and nationally as appropriate

2017-2018 Goals:

- Continue to support all board members and activities, with additional support to new board members as needed
- Increase the availability of one-day workshops around the state
- Continue dialogue and collaboration with NYSRPS
- Increase member involvement
- Continue to look for ways to move NYSTRA forward in technology
- Explore ways to be mostly paperless for conferences and other mailings
- Continue to increase Social Media usage
- Increase membership of students and young professionals
- Coordinate Board Meetings 6x/year
- Communicate with the membership via email blasts and FB Postings

PRESIDENT ELECT

- Revamped the website and conference registration method
- Assisted with conference planning
- Executed scholarship and awards nominations and voting
- Met with NYSRPS Executive Director about developing a partnership.

Goals for 2017-2018:



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- Work with Board to develop a needs assessment and strategic plan
- Continue to build relationships with NYSRPS, ATRA, and other organizations (American Camping Association)
- Support the board in any and all other events as needed

TREASURER

2016-2017 Accomplishments:

- Maintained financial operations of NYSTRA
- Maintained NYSTRA's security matrix systems
- Assisted and maintained NYSTRA's email marketing campaign with new Membership Chair to increase membership engagement through email communications and social media.
- Assisted with NYSTRA's new website roll out and Paypal functions for membership and conference payments.
- Continued to assist with marketing NYSTRA for the 9th Annual VISN 2 TR Conference.
- Conducted registration for the 9th Annual VISN 2 TR Conference.
- Provided support to President and President-Elect during transition year
- Worked with Conference Co-Chairs on conference related functions

2017 Goals:

- Work with new Treasurer with transition on the overall financial operations and functions related to NYSTRA

SECRETARY

2016-2017 Accomplishments

- Took the minutes for the NYSTRA board meetings in a timely manner
- Handled NYSTRA correspondence as requested by the Board
- Contributed regularly to the newsletter and provided support to Newsletter chairperson
- Established the STAN list for professionals
- Actively continuing to archive NYSTRA history in hard copy binders



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2017-2018 Goals

- Continue to handle responsibilities of Secretary
- Continue to assist/contribute to NYSTRA newsletter including providing support to the Newsletter Chairperson
- Continue to archiving NYSTRA history in hard cop
- Look into online archiving of NYSTRA information to eliminate need for hardcopies

PAST PRESIDENT

Accomplishments for 2016-2017

- Work on special projects as assigned
- Provide leadership and guidance to the board
- Support President and the rest of the Executive Board in their roles
- Assist Conference co-chairs as needed

2017-2018 Goals

- Continue to provide support to the board
- Work on special projects as needed
- Assist Executive Board in strategic planning for the continued future success of NYSTRA

PROFESSIONAL DEVELOPMENT – ANNUAL CONFERENCE

2016 - 2017 Accomplishments

- Put out call for abstracts and coordinated all aspects of multi-day conference
- Secured dates/venue for 2018 conference
- Got all sessions Pre-Approved for CEU's through NCTRC including Pre-Conference
- Provided new hospitality events for conference

2017-2018 Goals

- Recruit members to take a more active role in conference planning & execution
- Ensure all conference sessions are pre-approved for CEU's
- Secure dates/venue for 2019 conference



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PROFESSIONAL DEVELOPMENT – UPSTATE WORKSHOPS

2016-2017

- Explored various educational opportunities in the upstate regions

2017-2018

- To successfully find appropriate conferences in the Capital Region and Western NY

PROFESSIONAL DEVELOPMENT – DOWNSTATE CONFERENCE

2016-2017 Accomplishments

- Headed up the Downstate Conference Committee, and provided input regarding Therapeutic Recreation sessions for the conference
- Assisted with merchandise sales and membership at the Annual Downstate Conference at the Westchester County Center in November 2018

2017- 2018 Goals

- Serve on the Downstate Conference Committee and provide feedback on abstracts submitted from a Therapeutic Recreation perspective
- Provide support to organizers of one-day or half-day workshop(s) in the downstate region
- Utilize NYSTRA newsletter and email on updates regarding Annual Downstate Conference and/or workshop(s) in the downstate region
- Work closely with NYSRPS on reporting and collecting conference revenue from Annual Downstate Conference to NYSTRA Board Members

LEGISLATION/ADVOCACY/PUBLIC RELATIONS

2016-2017 Accomplishments

- Used Social Media to promote NYSTRA
- Sent Schools reminders of scholarships available

2017-2018 Goals

- Promote NYSTRA across the state
- Inform the membership of current legislation affecting Therapeutic Recreation



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- Assist with membership drives

FUNDRAISING

2016-2017 Accomplishments

- Numerous new merchandise products offered at conference

2017-2018 Goals

- Increase revenue via merchandise sales
- Explore additional means of fundraising
- Secure sponsorship for additional fundraising

MEMBERSHIP

2016-2017 Accomplishments

- Maintained & updated membership list
- Sent out email blasts in timely manner after receipt from various board members
- Sent out membership certificates for new & renewals

2017-2018 Goals

- Increase awareness of NYSTRA, increase membership and advocate for TR
- Maintain accurate membership list of current members
- Increase membership by actively recruiting professionals, associate and students
- Assist Executive Board with addition of on-line PayPal option for membership application
- Organize and Maintain accurate contact list for email blasts on yahoo account

NEWSLETTER

2016-2017 Accomplishments

- Distributed the newsletter in a timely fashion, by or close to the 1st of the corresponding month
- Solicited newsletter articles from NYSTRA Membership



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2017-2018 Goals

- Continue to distribute the newsletter in a timely fashion, by or close to the 1st of the corresponding month
- Maintain strict deadline for articles to be due
- Include information re: upcoming conferences, trainings, and workshops to be included as a regular newsletter item
- Create NYSTRA Blog to eventually replace newsletter

STUDENT LIASION

2016-2017 Accomplishments

- Increased student membership
- Increased student participation in conferences
- Attended SUNY Courtland TR conference to promote NYSTRA and recruit students

2017-2018 Goals

- Continue to engage schools from all over NY to increase student participation at conferences
- Advocate for the needs of students

