

NYSTRA's 2014-2015 Annual Report

2014-2015 Executive Board

President – Susan Colletti, CTRS

President Elect – vacant

Treasurer – Tameka Battle, CTRS

Secretary – Leslie Hoot, CTRS

Past President – Loretta Plescia, CTRS-SBH

Members at Large

Conference – Daniele Fish, CTRS & Shari Burshtyn, CTRS

Downstate Conference – Janet Cobb, CTRS

Upstate Workshops – Annette Havens, CTRS

Legislation/Advocacy/PR – Cathy Diamond, CTRS

Fundraising – Sue Lance, CTRS

Newsletter – Janette Leonidas, CTRS

Membership – Sanya Robinson, CTRS

Student Liaison – Tiquana Gatlin

Webmaster – Noelle Molloy, CTRS

2015-2016 Executive Board

President – Susan Colletti, CTRS

President Elect – Shari Burshtyn, CTRS

Treasurer – Tameka Battle, CTRS

Secretary – Janette Leonidas, CTRS

Past President – Loretta Plescia, CTRS-SBH

Members at Large

Conference – Mary Kelly, CTRS & Sharon Diaz-Palatucci, CTRS

Downstate Conference – Latina Ferrar, CTRS

Upstate Workshops – Daniele Fish, CTRS

Legislation/Advocacy/PR – Cathy Diamond, CTRS

Fundraising – Jennifer Colon, CTRS

Newsletter – Sue Lance, CTRS

Membership – Carolyn Franklin, CTRS

Webmaster – Noelle Molloy, CTRS



Accomplishments and Goals

PRESIDENT

2014-2015 Accomplishments:

- Lead and supported NYSTRA Board members
- Engaged in ongoing dialogue with NYSRPS for mutual support of organizations
- Continued support of TR Licensure efforts in New York State
- Supported members who sought election to NYSTRA Board
- Solicited advertisements leading to publication of the 20th Anniversary Journal

Worked with the board to implement the following goals:

- Increased NYSTRA membership
- Increased use of social media
- Promote NYSTRA statewide and nationally as appropriate

2015-2016 Goals:

- Continue to support all board members, 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
- Coordinate Board Meetings 6x/year
- Communicate with the membership via email blasts and FB Postings

PRESIDENT ELECT

2014-2015 Accomplishments:

- Position was filled after an extended vacancy

2015-2016 Goals:

- Fulfill the role of President-Elect
- Support the board in all activities
- Lead the board in the absence of the President
- Prepare to transition into the role of President come 2016

TREASURER

2014-2015 Accomplishments:

- Maintained financial operations of NYSTRA
- Updated NYSTRA's security matrix systems
- Developed and Implemented NYSTRA's member Privacy Notice
- Successfully implemented on line Paypal option for membership and conference fees
- Provided support to President in the absence of President-Elect
- Worked with Merchandise Chair to update Merchandise items available to members on the NYSTRA website

2015-16 Goals:

- Work with new President and new President- Elect on initiatives related to NYSTRA
- Continue to work with Membership and PR Advocacy Board member on recruiting new members and offering NYSTRA sponsored workshops
- Continue to work on financial operations of NYSTRA
- Implement and develop an email marketing campaign with Membership to increase membership engagement through email communications and social media.

SECRETARY

2014-2015 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 recruited other NYSTRA members to submit articles
- Ensured the NYSTRA website stays up to date working with appropriate webmasters and members of the board
- Actively continuing to archive NYSTRA history in hard copy binders and I visited NYSTRA's closet at NCTRC to become more organized

2015-2016 Goals

- Continue to handle responsibilities of Secretary
- Continue to assist/contribute to NYSTRA newsletter including providing support to the new Newsletter Chairperson
- Continue oversight of the NYSTRA website
- Continue to achieving NYSTRA history in hard copy

PAST PRESIDENT

2014-2015 Accomplishments

- Provided support and advice to the President and the Board
- Worked on special projects as needed

2015-2016 Goals

- Provide support and advice to the President and the Board
- Work on special projects as needed

PROFESSIONAL DEVELOPMENT – ANNUAL CONFERENCE

2014-2015 Accomplishments

- Put for abstracts and sought out speakers for multi-day conference
- Secured dates/venue for 2015 conference
- Got all sessions (minus 2 student sessions) Pre-Approved for CEU's through NCTRC

2015-2016 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 2017 conference
- Work on getting sponsorships for conference events

PROFESSIONAL DEVELOPMENT – UPSTATE WORKSHOPS

2014-2015 Accomplishments

- Assisted Hutchings Conference Coordinator on getting some speakers

2015-2016 Goals

- Coordinate educational opportunities in the upstate regions

PROFESSIONAL DEVELOPMENT – DOWNSTATE CONFERENCE

2014-2015 Accomplishments

- Served on 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 2014

2015-2016 Goals

- Serve on the Downstate Conference Committee and provide feedback on abstracts submitted for annual conference 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

2014-2015 Accomplishments

- Teamed up with membership to gain more students and graduates to join NYSTRA

2015-2016 Goals

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

FUNDRAISING

2014-2015 Accomplishments

- Numerous new merchandise products offered at conference

2015-2016 Goals

- Increase revenue via merchandise sales
- Explore additional means of fundraising
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MEMBERSHIP

2014-2015 Accomplishments

- Fully oriented and provided with guidance from previous Membership Chair
- Maintained & updated membership list
- Sent out timely emails for renewals and expirations to keep membership informed of their status
- Sent out email blasts in timely manner after receipt from various board members
- Sent out certificates in a timely fashion (upon receipt of application) to new and renewed membership

- Began work on cross referencing membership list with yahoo account contact lists (current/expired) (active)
- Corresponded professionally and with limited turnaround time with persons that contacted membership for information

2015-2016 Goals

- Strengthen the alliance between PR/Advocacy Chair and Membership as a means by which to
- 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

2014-2015 Accomplishments

- Distributing the newsletter in a timely fashion, by or close to the 1st of the corresponding month
- Including articles from students
- Reaching out to other professionals not on the NYSTRA board for their article input
- Communicating with TR Licensure Committee to obtain seasonal updates re licensure in NY State

2015-2016 Goals

- Continue to distribute the newsletter in a timely fashion, by or close to the 1st of the corresponding month
- Reach out to schools and their teachers to recruit articles from students
- Reach out to other professionals not on the NYSTRA board for their article input
- Continue to communicate with TR Licensure Committee correspondent to obtain seasonal updates re: Licensure in NY State
- Maintain strict deadline for articles to be due (the 5th of the prior month)
- Stay current with upcoming conferences and other info like that, including it on the last page

STUDENT LIASION

2014-2015 Accomplishments:

- Activated Hootsuite page to manage nystra students social media accounts.
- Implemented email address for correspondence between liaison and student membership
- Created nystrastudents instagram account
- Increased student membership

2015-2016 Goals:

- Manage hootsuite and other social media accounts
- Increase student membership and student participation in conferences