

## **Jacalyn Lund**

Jacalyn Lund is professor and chair in the Department of Kinesiology and Health at Georgia State University. She received her Ph.D. from The Ohio State University, M.S. from the University of Northern Colorado, and her B.S. from Michigan State University. Jackie has written and/or co-authored 8 books about assessment, curriculum development, and instructional strategies. She has over 75 refereed publications, over 100 presentations, and has received 11 grants and draws on her 16 years of public school teaching experience while working as a teacher educator. She has been involved with NASPE throughout her career in higher education, beginning with the committee that developed the National Content Standards for Physical Education (1995). She also served on the Middle and Secondary Physical Education Council (MASSPEC) and was responsible for coordinating the High School Teacher of the Year program while serving on that committee. Jackie also served as president of the National Association for Sport and Physical Education (NASPE), edited the NASPE Assessment Series, served as a NASPE/NCATE reviewer and adjudicator, and is a NASPE PIPEline clinician. She served as the NASPE representative to the AAHPERD Board of Governors from 2009-2012.

In 2010, Jackie was a member of the Committee to develop Health and Physical Education Standards for P-12 teachers for the Georgia Professional Standards Committee and in 2008-2009 she served as Chair of the Committee to Develop Physical Education Standards for the State of Georgia. Jackie's areas of interest include Assessment (measuring dispositions in teacher candidates), curriculum development and teacher effectiveness.

While working as a junior high and high school teacher, Jackie experienced many of the problems teachers face. Her doctoral work affirmed much of what she had learned while working with secondary students and led to her interest in accountability and assessment. Following graduation, she began teaching at the University of Louisville. While in Kentucky she worked on initiatives connected with the Kentucky Educational Reform Act and began writing rubrics for physical education assessments. Her career in higher education has continued to focus on accountability and assessment and she has done numerous presentations in an effort to help others with these areas. Throughout her career, she has focused her efforts on making physical education and core part of the school curriculum and improving teacher effectiveness.

Jackie has also been active with the National Association for Kinesiology in Higher Education. In 2009 she was recognized with the Distinguished Service Award and in 2014 was given the Distinguished Scholar Award. In 2010 she presented the Amy Morris Homans Lecture for the organization.

Jackie is a Fellow of the North American Society (NAS) of the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD), a Fellow of the Research Consortium of the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD), and a recipient of a 2009 NASPE Presidential Recognition award. In 2012, she was inducted into the NASPE Hall of Fame for her work with physical education. Also in 2012, she was named the Southern District AAHPERD Scholar.



**President-Elect Platform Statement  
Jacalyn Lund**

Professor and Chair  
Department of Kinesiology and Health  
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***What leadership qualities do you possess and what motivates you to take on the responsibilities of the president-elect of the SHAPE America?***

For the past 5 years I have had the privilege of serving as the Department Chair of Kinesiology and Health at Georgia State University. In my role as chair, I have managed a budget, evaluated personnel, honed my communication skills, and sought ways to promote our department across the college and university and with the community surrounding Georgia State. In my outreach endeavors, I have found that the physical education profession has much to offer, but until others understand what we are about, they often miss the potential connections. My continual advocacy for the department has led us to some interesting partnerships. I have learned that there are often multiple ways to address a problem and that by involving the thoughts of others, there is increased buy in and willingness to compromise. My years on the NASPE Board were an immense help in preparing me for my current role of department chair as we worked as a team to solve problems and brainstorm new ideas to help build and brand the association. I feel that these experiences have prepared me to take on this new challenge if selected to run for SHAPE America president.

***What do you consider the three primary challenges facing the association and the professions it represents, and what recommendations do you have for addressing these challenges?***

The three primary challenges that I see facing SHAPE America involve membership, financial solvency, and name recognition/branding for the new organization.

**Membership:** Just as real estate agents emphasize location, location, location, membership is important to this organization for two reasons. In the past, AAHPERD was heavily reliant on membership for financial purposes and this will remain an important issue with SHAPE America. More members mean more revenue from membership dollars, more potential people to attend the national convention, and greater potential sale of programs, products and services. It also is important when advertisers look to place ads in publications - they want to get the most out of their advertising dollars and more members represent a greater purchasing potential. Membership is also important for advocacy reasons. Legislators listen much more intently when you represent 100,000 people than when you represent 15,000.

**Financial solvency:** If an organization is not financially solvent, it cannot continue to exist. Programs, products and services are important to people who belong to the organization. Instead of relying so heavily on membership and joint projects for revenue, SHAPE America needs to foster growth for existing programs as well as generate new revenue streams to help build the corporate coffers.

**Name recognition/branding:** With the new name comes the need to educate people about who we are and what we do. SHAPE America needs to become the go-to organization for questions about the health and well-being of students and establish programs that promote its mission. The merger into a single organization eliminates the need to tread lightly about topics that involve both physical education and health or the relationship of physical education and sport. Too often authors of articles about physical activity seek information from other organizations rather than approaching SHAPE America for expert input. Now that reorganization is behind us, the need to spread the message about who we are and what we do lies ahead.

***How would you implement the Strategic Goals during your tenure as president of SHAPE America?***

Professional organizations linked to kinesiology that have certification programs associated with them are thriving (e.g., ACSM, National Strength and Conditioning Association, National Athletic Trainer association). I propose that SHAPE America developed a certification for teaching various sports, activities, dance, etc. Although we currently have the Physical Best Specialist Certificate, this would be new. Teachers could go through a certification process at the national or regional convention. Certification in an area would guarantee a basic level of skill competence and knowledge and the ability to teach this sport/activity in an effective manner. The certification would be a form of professional development and also be a way to promote the association (you need to belong to have the certification). Many PETE programs do not allocate curricular time to teaching a variety of sports and activities in depth. By working with professional associations (e.g., lacrosse, soccer, dance) training and certification programs could be developed.

Outside evaluation organizations have worked to develop a written exam for physical education. The problem that they have is ensuring that Standard One (psychomotor) is met. I suggest that SHAPE America contract with an organization and create assessments for Standard One (actually, several of these assessments already exist; it would be a matter of marketing them). SHAPE America would then be the organization to review assessments when schools complete them and verify competence with this standard.

Research is important in our field to advance the profession. The annual conference provides a way to share best practices. Additionally, SHAPE America could network with foundations and funding agencies to find funds to support research important to the mission. I have found over the past several years that as a department chair I have the opportunity to interact with individuals from different colleges in the university and the community. Faculty members tend to be more focused on their own discipline and simply don't have the opportunity to network and/or interact with other disciplines. SHAPE America could seek partnerships designed to promote the profession and mission. Funding agencies want complex proposals that ask for large dollar amounts. SHAPE America is in the perfect position to bring together experts in the field to work on such grants.

Staff has always been a valuable part of this organization. In *Good to Great*, Jim Collins talks about getting the right people on the bus - people who can do the job intended. Having worked with many of the staff at headquarters, I know that there are exceptionally competent people on the team. Additionally it is important that there be sufficient staff to facilitate delivery of quality programs, products and services. Staff must work with the newly populated councils to develop programs, products and services so dynamic that members will want to belong. Involving more people is a way for individuals to feel ownership and pride in their organization as well as developing leaders for the future.