Committee Semiannual Report
to the ACSM Board of Trustees
May 30, 2015 · Board Meeting · San Diego, CA

1. COMMITTEE NAME: Regional Chapters Committee

2. REPORT DATE: May 18, 2015

3. SUBMITTED BY: Judith Flohr, PhD, FACSM, Committee Chair

4. PROGRESS UPDATES IN REGARD TO SOAR:

A. Implement, manage and evaluate the new Regional Chapter Grant program once the final guidelines have been approved by the Board of Trustees.
Progress Update- The Regional Chapter Grant program is in its second year. The program continues to be well received and allow ACSM’s Regional Chapters to implement programs/services they might not be able to do on their own. All Regional Chapters that received a grant in 2014 were required to complete a program update report. A brief summary of those reports is listed below. Twenty grant applications were approved in 2015 totaling $40,000 in support to the Regional Chapters.

B. Oversee the integration of the ACSM Regional Chapter data/meetings management systems into the ACSM National database. Integration will allow for streamlined management, better data tracking, and improved member communication.
Progress Update- This strategic goal is on track to occur in Phase 2 of the ACSM database upgrade project. ACSM staff will meet with Regional Chapter representatives in July 2015 to outline next steps in integrating the Regional Chapters into the ACSM database. The first Regional Chapter should be online by the 3rd quarter of 2015.

C. Identify practical solutions for better communicating and integrating ACSM programs into the Regional Chapters.
Progress Update- This strategic goal is in the planning stages. Significant work in advancing this item will occur in the fall of 2015/spring 2016 with the main deliverable being program kits that will be posted on the new ACSM community platform which will be accessible by all chapter leaders.

5. OTHER ADDITIONAL UPDATES:

Regional Chapter Membership- ACSM’s twelve (12) Regional Chapters continue to play an important role in introducing professionals and students to ACSM. In 2014, more than 8000 professionals and students belonged to an ACSM Regional Chapter. ACSM membership, meeting & certification marketing materials are disseminated at all ACSM Regional Chapter meetings.

Regional Chapter Meetings- More than 5600 attendees participated in chapter annual meetings or lecture tour events in 2014. (Note: The total attendance was down slightly in 2014 as the Southeast ACSM Regional Chapter meeting was cancelled due to an ice storm). Regional Chapter programs provide local access to first-rate scientific information, expanding ACSM’s reach and influence. In addition, most chapters provide awards or research grants to support students and new investigators within their regions. The chapters combined to distribute more than $36,000 (up from $31,000 in 2013) in scholarships and research awards, mostly to students.
2014 Regional Chapter Grant Program Summaries-
All ACSM Regional Chapters that received grants in 2014 were required to submit an end-of-year summary report with results. Below are brief summaries/results from those summary reports, specifically indicating the ACSM SOAR goals/objectives that were addressed. Each grant was in the amount of $1100. Note- these are direct excerpts and were not edited for style or grammar).

Chapter- Greater New York
Project Title- Social Media Implementation
SOAR Strategic Goal(s) Addressed-
A.4.1. ENHANCE AND EXPAND ACSM’S MEDIA ADVOCACY AND MEDIA RELATIONS CAPACITY at the regional level.
R.2.1. DEVELOP AND CONTINUOUSLY IMPLEMENT A MEMBERSHIP ENGAGEMENT STRATEGY as stated in I.D.
Program Overview-
Created a Business Website, Facebook, and Twitter accounts for the chapter and managing them consistently in order to bring the chapter up to current social medial standards in order to attract more members and students who use this in their everyday lives.
Evaluation-
The President took on this commitment and reported to the Executive Committee monthly in 2014 as he vetted various companies and individuals to properly set up the chapter with Social Media; Facebook, Twitter, Website. Web.com was chosen as they fit in the budget and made the process easy and simple. They also provided a money back guarantee for the first few months and were able to be paid monthly to stay involved with automatic output messages approved by the Executive Committee. A new website was completed in January, 2015 and a new Facebook page at the same time. The administration of the Social Media has been handed over to our new Executive Director along with President and Secretary in order to begin outreach. Growth of membership is being monitored and participation in our Social Media accounts to determine if its addition will actually result in a stronger membership in 2015.

Chapter- Greater New York
Project Title- Stand Up Against Falling
SOAR Strategic Goal(s) Addressed-
A.2.1. INCREASE THE NUMBER OF STRATEGIC PARTNERSHIPS THAT WILL HELP ACHIEVE THE GOALS OF SOAR – connecting with Senior Centers which will always exist and addressing a healthcare community risk factor is critical to the mission of the ACSM into the future.
Program Overview-
ACSM certified professionals who are also local GNYRC members were provided with comprehensive lecture and demonstration materials on preventing falls and trained in how to present it to older adults at area senior centers. This will engage ACSM professionals with a large population of the public, address a specific and important health risk, and decrease the medical impact to both the community and the individual through prevention.
Evaluation-
Assessment of the program began early in the training phase by determining how ACSM certified professionals took in the information and if they could teach it properly. The President of the Chapter, as a Physical Therapist, did the training and found the participants to be competent through questioning and drilling. Six professional members completed the training and were given materials both in hard copy and electronic copy for their use with the participants of their lectures. Training was completed at the end of October, 2014 and follow up emails to our members in January, 2015. At that time, only a few of them had received return communication from Senior Centers to offer the lectures and workout programs to their participants. None have been set up at this time. Our members have found it difficult to engineer through the policies of the Senior Centers for their initial contact even with a letter from the President of the ACSM-GNYRC to introduce them. We are waiting for more feedback.

Chapter- Greater New York
Project Title- Muscle Poster Presentations
SOAR Strategic Goal(s) Addressed-
S.1.1. Create a multi-faceted “Moving Science Network” for Excellence in Basic Science by establishing a useful and applicable program that can build on itself into the future for the local chapter.

S-3 Research Funding - Elevate the *prominence of and funding* for research relevant to physical activity and inactivity, exercise, sports, and sedentary lifestyles relevant to U.S. and global health.

**Program Overview**-
Awards for student poster presentations were funded. The posters depicted reviews of Literature completed which focused on one particular exercise, targeting one particular muscle group to enhance one specific sport activity or movement application. An example was the use of the Nordic Hamstring Curl to prevent hamstring strain in soccer players. Students created the review and submitted it along with an abstract, to the Research Committee. Submissions were evaluated for content, appropriateness and impact. Acceptable abstracts were invited to present/compete at the Spring Meeting of GNYRC 18 April. (an extension was granted from the intended completion of the previous Nov meeting). Prizes were then awarded. Awards were adjusted based upon the number of acceptable submissions generating posters, in this case, two.

**Evaluation**-
The research committee was tasked with evaluating the quality of the abstracts as well as the posters (see attached). Success was gauged based upon having multiple submissions to review and multiple posters to display and evaluate at our Spring Meeting. These enhanced the quality of this meeting and engaged students and institutions that otherwise may not have participated.

**Chapter**- Mid-Atlantic
**Project Title**- Social Media I
**SOAR Strategic Goal(s) Addressed**-
We believe our Social Media efforts align with the strategic priorities of the college as follows:

**S** - Advance/disseminate leading-edge discovery in basic, clinical and population sciences of exercise. Through our social media efforts before and after the meeting we were able to distribute cutting edge research to our members from the leaders in exercise science. In addition to meeting content, publications by ACSM leaders and position stands from the college were highlighted.

**O** - Achieve clear and measurable results that increase healthy/active lifestyles; improve safety and advance therapeutic interventions across the lifespan.
As opposed to just reaching researchers, our social media efforts influence a number of our members who are practitioners. Thus, we believe we were able to satisfy this objective by distributing the best research directly to practitioners.

**A** - Increased media advocacy and policy influence and be an exceptional leader and effective collaborator. By using our Tweets to target our diverse members (researchers, students, clinicians, practitioners, etc.) rather than a specific group, we were able to reach people in the media and in public policy.

**R** - Build the organizational infrastructure and resources necessary for exemplary success in the Roadmaps aims in science, outcomes and advocacy. The MARC-ACSM Twitter feed, was the first step in creating an infrastructure which allows us to reach, expand, and inform our membership. It was very successful. The purchase of two “all in one” computers allows us to continue infrastructure building, and will allow us to engage members at the meeting about the mission of the college.

**Program Overview**-
The purpose of this program is to improve infrastructure of the Mid-Atlantic ACSM Regional Chapter through technology improvements. In short, expand the Twitter coverage. We put in for 2 all-in-one computers; however, due to the set-up of the building. We purchased a 40+ inch TV to angle at the Registration desk for our live Twitter feed.

**Evaluation**-
See our Twitter Impression page during the meeting, over 500,000 impressions.

**Chapter**- Mid-Atlantic
**Project Title**- Social Media II
**SOAR Strategic Goal(s) Addressed**-
This proposal falls within the "Innovation with High-Impact & Sustainable Potential" activity
area. Using video technology and taking advantage of the broad reach of social media is something that the Mid Atlantic Chapter has never done before. Using social media to spread our message will give us far greater reach than we’ve had in the past. Historically, knowledge of the chapter and the annual meeting has largely been spread through word of mouth among participating universities. A properly produced promotional video will be able to generate excitement in potential participants that we would otherwise be unable to reach. Once the model is in place, new videos can be made on an annual or biannual basis, showcasing the growth of the chapter.

**Program Overview**

The purpose of this program is to develop a student directed/produced promotional video that can be used to showcase the MARC Annual Meeting, as well as other academic and professional benefits of being a MARC member. Having a promotional video will allow the chapter to take better advantage of myriad social media and other virtual outlets, as we promote the chapter and its offerings. We will use the video to showcase the chapter’s benefits and features in a short, high energy format, viewable on computers and mobile devices from virtually any location. The video will also be used as a tool to recruit new vendors, who may be wary of exhibiting at an unfamiliar event.

**Evaluation**

Please see our Twitter Impressions page. We had over 500,000 impressions as part of Regional Chapter Weekend. We had a higher quality Newsletter due to pictures and other media events that were generally accessible to our VP. Pictures have allowed us to communicate to our Chapter members with targeted e-mails (MailChimp). We have approximately $200 left and I’m working hard to find a student organization to produce the video. The two departments that I have approached talk about service opportunities for non-profits, but this does not seem to be a high priority. I do have one student who may be able to put a non-production quality video together if we cannot get a Communication Department to produce it for us.

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**Chapter- Midwest**

**Project Title-** MWACSM Meet the Experts Program

**SOAR Strategic Goal(s) Addressed-**

Following in the footsteps of ACSM, the MWACSM “Meet the Experts” program aligns well with a number of items of ACSM’s current strategic plan, e.g., goal S1: Scientific Leadership (“Mobilize the scientific community and provide leadership in accelerating the advancement and dissemination of critical scientific discovery…” and goal R2: Membership (“Increase membership engagement …”). Providing another opportunity at our meeting to engage students and professionals in a meaningful way.

**Program Overview**

The ACSM Regional Chapter Grant awarded to support MWACSM’s “Meet the Experts” program was utilized to extend an opportunity for professional networking and time for scientific queries with successful ACSM-affiliated scientists in a small and rich setting. Specifically, 24 students (across all levels; i.e., undergraduate, master’s and doctoral degree programs) were chosen to represent their school in an event, inspired by ACSM’s Meet the Experts program, called “Speed-Mentoring: Dinner Date with the Experts.” As the student’s “dinner date”, a group of experts dined with the students (one expert to 5-6 students per table; and approximately every 20 minutes the experts rotated to the next table for another course of the meal, and a new set of dinner “dates”). In addition, the experts were introduced and specifically utilized during other key times (e.g., meals, receptions, etc) to heavily engage with students and junior members.

**Evaluation**

According to post-event evaluations that were submitted by a portion of the participants, and informal conversations regarding the event with all of the experts indicated that the professional engagement and networking were valuable. Both the students and experts who participated in the Speed-Mentoring: “Dinner Date with the Experts” event overwhelmingly enjoyed and benefitted from it. (Two interesting, anecdotal stories to relate: One student has indicated that they applied to one of the expert’s graduate program; another indicated that they have applied for an internship at one of the expert’s clinical workplace). Addition information gleaned from the post-program evaluation survey, that will enhance our program moving forward, a number of students indicated that not only interacting with the experts was helpful, but that interacting with more senior students (e.g., undergraduate to masters or doctoral-level students) was an invaluable opportunity for growth. A specific opportunity will be added to highlight student-student engagement at the 2015 event.
**Chapter- Midwest**

**Project Title-** MWACSM Leadership & Mentorship Program Travel Support  

**SOAR Strategic Goal(s) Addressed-**

This program directly addresses Goal R3 of ACSM’s 2014-2017 Strategic Plan, specifically with regard to increasing the role of the Midwest regional chapter as a pathway to increased involvement with ACSM and related professional fields (Action/Strategy R.3.3).

**Program Overview-**

This grant was proposed to support travel opportunities for individuals who are enrolled in MWACSM’s Leadership & Mentoring Program. In-person meeting opportunities are typically limited to brief contact when a mentor and mentee are both attending the regional and/or national ACSM conference. The Midwest ACSM would like to provide funding to support travel of mentors and/or participants that would allow for an additional, extended visit, further enhancing the efficacy of this program.

**Evaluation-**

Evaluative metrics are still evolving, but the MWACSM Leadership and Mentoring Committee has initiated a formal application process through which mentor/mentee pairs could describe specific goals of an in-person meeting, as well as a final report, in which the mentor/mentee pair would describe how those goals were achieved.

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**Chapter- Midwest**

**Project Title-** MWACSM Website Migration/Upgrade  

**SOAR Strategic Goal(s) Addressed-**

This program fell directly under Activity & Priority Area 1-Capacity and Infrastructure Building. Updating the website improved the “operations, sustainability, and institutional strength” of the Midwest ACSM region. Further, this initiative aligns with ACSM’s SOAR Strategic Plan, specifically, under the strategic portfolio of Resources – “build the organizational infrastructure and resources necessary for exemplary success in the Roadmap’s aims in science, outcomes, and advocacy” (ACSM, SOAR, 2014, p. 4). This program directly addressed Goal-R2: Membership – Increase membership engagement, diversity and size that builds organizational capacity and enables important progress, influence, and impact of SOAR, and Goal R3: Core Infrastructure – Greatly expand the influence and impact of all ACSM’s programs and infrastructure.

**Program Overview-**

The goal of the grant was to improve the capacity and infrastructure of the Midwest ACSM by enhancing the technology related to electronic communication. The primary objective of the project was to move from the old HTML based website format to Wordpress which allows chapter leadership to post updates and make changes without recurring costs to a paid technician and without delay. Additionally, the new website should facilitate online payment for meeting registrations and other items.

**Evaluation-**

Evaluation of the program is on-going and consists of monitoring website activity and comparing use of online resources through the Midwest ACSM. We were originally going to compare to previous year’s use of the HTML website, but it has been difficult to access that information. Despite the fact that the new website was not launched until August of 2014, we experienced the highest recorded attendance at the 2014 Midwest ACSM annual meeting on November 7 & 8. Registration and payment for membership, vendors, exhibitors, Graduate fair participants, and sponsors all occurred through the new website.

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**Chapter- New England**

**Project Title-** Strengthening International Connections  

**SOAR Strategic Goal(s) Addressed-** We feel the activity of the program was compatible with a few different areas. Firstly, on page three of the SOAR Strategic Plan under the heading of “FEW OF THE ACHIEVEMENTS ENVISIONED BETWEEN 2014 AND 2017” is point number 6. Greatly expand INTERNATIONAL LEADERSHIP AND COLLABORATION and in particular under O.4.2. CREATE AND IMPLEMENT AN INTERNATIONAL DEVELOPMENT PLAN FOR GLOBAL LEADERSHIP AND COLLABORATION. As a result of Dr. Tucker delivering our Clarkson Keynote Lecture, we received nothing but positive feedback from our members. By engaging an established and contemporary international leader in the field we were able to...
develop a strong relationship with Dr. Tucker that we hope can foster future collaboration, talks, and visits. This will hopefully broaden the visibility that our organization has abroad and hopefully increase our international presence.

**Program Overview**

Firstly, we would like to thank ACSM for the development of this generous grant program. This grant report summarizes our goal of being able to support an International speaker at our annual fall conference. We felt that the addition of a quality International speaker would add diversity, generate excitement, and enhance marketing to increase potential registrants/attendees to our conference. We feel we have achieved this for we had over a 1,000 registrants at our meeting. This year we were able to bring Dr. Ross Tucker, Consultant Scientist of the Sports Science Institute of South Africa (SSISA) and Honorary Senior Lecturer with the University of Cape Town's Exercise Science and Sports Medicine Department in South Africa who added to the international appeal, uniqueness, and quality of our program.

**Evaluation**

The informal feedback about our program, particularly Ross Tucker as one of our keynote speakers was tremendous. Additionally, attendance at the conference was superb, with over 1,000 of our members in attendance. We feel this allowed us to market an attractive program that appealed to many. We also engaged Dr. Tucker to participate in our first Student Interest Group session titled “What’s Next: Career Options” which was attended very heavily by students.

**Chapter - New England**

**Project Title** - 40 Years of NEACSM

**SOAR Strategic Goal(s) Addressed**

We feel this grant is currently and continuing to add to building a strong infrastructure by reconnecting with leaders who were critical in the forming of our Chapter and those who were leaders during the first two decades of our Chapter. Furthermore we feel the grant is addressing the SOAR Strategic Plan, particularly the area of “O.2.17. LAUNCH AT THE 2014 ANNUAL MEETING AN ON-GOING “HISTORY AND FUTURES” INITIATIVE THAT COMMEMORATES, CELEBRATES, AND EXTENDS THE ACHIEVEMENTS AND OUTCOMES OF ACSM AND THE FIELD of the SOAR Strategic Plan. We believe this project aligns very well. To date we have collected a significant amount of data including: 15 “Meet our Past Presidents” documents (please attached example). We continue to reach out to our Past Presidents to collect more data. Once our data are complete we will need to edit and compile into one document.

**Program Overview**

This past June, we were able to meet in person and interview Dr. Howard “Skip” Knuttgen, ACSM Past President 1973-74. We were able to interview and video record Dr. Knuttgen over a two hour period which gave us tremendous insight into the early days of exercise science and sports medicine in the New England region in the 1960’s and 1970’s. In November, we held a Board of Trustee luncheon at our annual Fall Conference in hopes of further connecting with our past leaders. The following individuals were in attendance: Lorraine Bloomquist, William Gillespie, Gary Skrinar, Thomas Rowland, Carol Ewing Garber, Linda Pescatello, Robert Axtell, Dino Costanzo, Deborah Riebe, Nancy O’Hare, Stella Volpe, John Castellani, Charlie Chatterton, Lara Carlson, Jeffrey Anderson, Melissa Roti, and Sean Walsh. At the lunch, a discussion was held about the current ongoing history project as well as slideshow of pictures and documents throughout the years. It was a successful event on many accounts (comments in attached document) and was a great avenue to not only connect with past leaders to discover and learn more about the history of the Chapter but also helped connect many previous leaders with current leaders in our organization. Furthermore, greater excitement was generated in regards to individuals willing to commit to interviews that are now being scheduled in the coming year as we gain more knowledge and perspective on our history. In December, Dr. Bob Axtell traveled up to Springfield College to visit their library and the archives to search for any information related to Dr. Wayne Sinning, NEACSM’s first President. It was a very productive trip with a number of important documents uncovered and attached with this email.

**Evaluation**

We have collected considerable information thus far that the organization would not have had if this project was not undertaken. This information is critical as we build our history and showcase it in numerous ways. But perhaps the most important way that we have evaluated the success of this project is the enthusiasm it has garnered from our past leaders, and in particular the re-engagement of those who played such critical roles in our organization.
throughout the years and for whatever reason have not recently been engaged with the Chapter. Please see attached document regarding positive comments received regarding this project. Lastly we have been in contact with office of the ACSM Historian and they have been very excited about this project and have been very open in supporting us with our ultimate goal of displaying this project at National ACSM in Boston in 2016.

Chapter- Northland
Project Title- Innovative Teaching Technologies for the NACSM Student Quiz Bowl

SOAR Strategic Goal(s) Addressed-
This project aligned with the ACSM SOAR Strategic Priorities as well as the Activity Priority Areas outlined in the original request for proposals. The ACSM SOAR Strategic Priorities document notes Science, Outcomes, Advocacy, and Resources as the four main priority areas. The current proposal aligned with all of these areas by investing in the students of the Northland ACSM. Providing students a better opportunity to become involved in the Northland chapter through the student quiz bowl allows them to showcase their knowledge of the exercise science. Through a positive learning experience in the NACSM quiz bowl we hope students will become lifelong members of the ACSM, producing positive health outcomes through their professional careers and serve as advocates within their communities. The digital clicker system improved the resources the Northland ACSM has available to support the student quiz bowl program. The purpose of the current proposal also aligns with the third Activity Priority Area outlined in the original request for proposal: Innovation with High-Impact & Sustainable Potential. The purchase of a clicker student response system to facilitate the student quiz bowl supported chapter level student education, regional meeting success, and student engagement in the Northland ACSM.

Program Overview-
The Northland ACSM initiated a student college quiz bowl at the fall 2008 meeting. Since the start of the college bowl, the tradition has continued to grow within the Northland regional chapter. We currently have 811 members in the Northland ACSM region and 638 of those members (79%) are student members. We pride our regional chapter at getting students involved and invested in the organization. The student quiz bowl is a great way to get young members involved and connected to the organization. Due to the large number of participating teams and the basic methodology (PowerPoint and Microsoft Excel) previously used within the regional chapter to present questions and tabulate scores, the quiz bowl takes a significant amount of time during the annual meeting. Therefore, the purpose of the present proposal was to obtain funding that would allow the Northland ACSM to upgrade the methodology used for the quiz bowl to a digital data collection system. With the funding provided by National ACSM the northland chapter purchased student response systems http://www.turningtechnologies.com/ in order to update the format used to facilitate our student quiz bowl. The PowerPoint of questions was integrated with clicker technology and students were able to select their responses digitally and then the response system would update the scores of each team automatically. Although the process of setting up the quiz bowl in this format was time consuming and tedious, the time required for the quiz bowl was significantly reduced. We sent out a survey to the student that participated in the quiz bowl and the faculty that assisted with the quiz bowl logistics and the results of the survey are highlighted within this summary report.

Evaluation-
Conducted an online post-event survey. 63 Quiz Bowl Participants of Fall 2014 were emailed and asked to take an online survey regarding the use of the clicker technology. The full survey results were included with the summary report and are available upon request.

Chapter- Northwest
Project Title- Improving Member Experience and Public Outreach Through Streaming Video

SOAR Strategic Goal(s) Addressed-
- S1 and S2 can be addressed with member access to on-demand and streaming video from some of our best presenters.
- A1 and A2 are two areas which we hope this video initiative will help us to develop. Through sharing of the knowledge our organization creates, we can better support our efforts in guiding policy and developing strategic partnerships.
- R2 and R3 are at the center of this grant. We hope this greatly improves member value. It has already given our chapter the capacity to create high quality informative videos and promotional videos.
Program Overview / Evaluation

Our 2015 Annual Conference concluded yesterday and we used the two cameras and tripod that were purchased with this grant funding to record over a half a dozen presentations. The response from both speakers and members was very positive. Speakers agreed to conditions of sharing either across our membership or to the general public. Many members asked if they were going to be able to access these videos after the conference, they were delighted to get affirmation of this plan. From the time we were notified of this grant being successful (less than one year), we have established the following critical infrastructure:

- A YouTube Partner Account – Available for free to all non-profits, this provides us with the ability to host large video files at no cost. It also provides a basic mechanism for streaming.
- A total of more than one dozen videos have been recorded and uploaded to YouTube. These will be released through our website in a protected area for members only. Members will have the ability to view these on-demand.
- Streaming mechanisms are in place; however we waited to open this option up to speakers until we had the ability to clearly communicate our intentions for this project with speakers.
- We have identified and installed two video encoding software packages on an Executive Board member's personal computer and have begun testing our live streaming capability.

We have received a positive response from all stakeholders, which far exceeded our expectations for the project. In a few weeks we will go live with our members' only video portal. At this time YouTube will provide detailed statistics of views and demographics of viewers. This should provide quantitative measurement of the success of this project.

Chapter- Northwest
Project Title- Development of a Turnkey Technological Platform for the ACSM Northwest Executive Board
SOAR Strategic Goal(s) Addressed-
R3: Core Infrastructure: This program addressed our need for a reliable information system. Although we began this project prior to grants being available to build core infrastructure, we continued the work with this support. Our entire board has access to cloud-based portals enabling work to be done from anywhere they have an internet connection. Real-time access to our backend of our system (registration, membership, and database) is possible even through mobile devices of our Executive Board. All of our board members are able to contribute to the online content and administrative processes, from anywhere at any time.

Program Overview-
In 2009, we implemented a new information system with the following goals: streamlining conference registration, maintaining a dynamic web presence and improving the accuracy of our member data. Prior to 2009 our chapter had employed a Home Office Director and paid up to $5000 for Home Office/Web Duties and up to an additional $1500 on registration costs (2008). From 2009 to 2012 our chapter went through a phased transition to our new information system. We chose an online membership management system called, Wild Apricot. This system features website building tools, web hosting, a database management system and online registration. The first project we utilized the Wild Apricot software, was a new website. The decision to gravitate to an independent website was to rather than the free option provided by the ACSM, was the benefit of having the ability to have every board member contribute to a richer website and more current site. Next, we began to build a database. This was quite an undertaking, considering our records were rather deficient. This was, due in large part to the fact that nearly half of the members in our file-based system were being maintained by our Home Office Director did not have membership expiration dates. We are proud to note that our database accuracy has now improved because that members input their own data, which resolved problematic second person data entry errors or oversights. Finally, in 2011 we were able to actualize the final goal, by operating our first online registration for our Eugene, OR annual meeting. This was the first time members did not have to send a paper form by mail with a check for payment. During this time period, we hired an information system specialist who provided a mechanism by which board members could collaborate online, through cloud-based resources. At the core of the information system was the Google Apps suite, allowing sharing, content management and workflow control for chapter initiatives. Google has provided us with higher collaborative functionality than we had ever had before. Yet, for some, this new method of collaboration requires a greater time investment to learn new software. While we have made great progress with this initiative and have made the interface with our chapter much smoother than before, we recognize challenges that still stand in the way of progress. The effort to provide
greater member value to our members currently costs $1200 dollars annually for our subscription to Wild Apricot. Through our Executive Board’s work and the subscription to Wild Apricot we have been able to share information and initiatives from ACSM with our members. We can also provide accurate data and information about trends related to our membership to the ACSM. When we moved away from paying a home office director we were able to shift that funding to improving the member offerings at our Annual Meeting and Chapter Social at the ACSM Annual Meeting. Another benefit, is that we are now able to provide more support to our student representatives by means of increased travel funding. Through the adoption of our information system our chapter has been able to make great strides toward our goals. These changes were moves that we made without grant funding, yet they seem to fit in the first “Activity Priority Area” titled Capacity & Infrastructure Building. The changes we have made adhere to a “pay as we go” system, absent of the need for extensive technological expertise. The benefit is that the tools within Wild Apricot are fairly turn-key for new board members. Our board members manage our database, they update our website, and they monitor event registration. Our ACSM Northwest members now have a private online community that empowers them to post jobs or internships, comment on articles and connect to our social media sites.

**Evaluation**

The greatest success of this project has been Executive Board member buy-in related to the information system. In the past year, we have had a marked increase in social media and website content. The platform has enabled more initiatives to begin across our chapter and a general feeling of board members that we can take on more sophisticated projects. This year we used our information system effectively to receive abstract submissions, register student bowl teams and supported registration for our most highly attended conference to date with over 440 attendees.

**Chapter- Southwest**

**Project Title-** Technology Upgrade  
**SOAR Strategic Goal(s) Addressed-**

Through the purchase of the computer, software, printer we were able to enhance the chapter's infrastructure. The process of organizing and consolidating records is ongoing.

**Program Overview-**

The purchased a laptop computer, software, printer, and external hard drive for the purpose of enhancing the registration process at the annual meeting, to consolidate the chapter records in a central location, and to provide a mechanism for backing up chapter records.

**Evaluation-**

With the addition of the computer system, the annual meeting registration process was better organized than in previous years. We were able to process the 44 registrations received via PayPal the two days before the meeting which could not be processed until the evening before the meeting due to travel. In addition, 56 registrations hand-delivered the day before the meeting started were processed. Forty-four walk-up registrations were processed in the 1 ½ hour window before the start of the first session on Friday.

*NOTE-* The Southeast ACSM Regional Chapter was approved for two grants in 2014. These grants were for activities to be held during the chapter’s Annual Meeting which was cancelled for the first time due to an ice storm. Given the unusual circumstances, the Southeast ACSM Regional Chapter was granted approval to use the 2014 funds to conduct the same activities at their 2015 SEACSM Annual Meeting.

**Chapter Annual Reports-**

Each regional chapter is asked to provide a brief update on the chapter’s 2012 activities within the annual activity report. *Excerpts from the Regional Chapters’ Annual Activity Reports are listed below (Note- these are direct excerpts and were not edited for style or grammar):*

**Alaska Chapter-**

The Alaska Regional chapter continues to grow throughout the state. Currently we are expanding in the largest city, Anchorage. We are actively pursuing the exercise is medicine program on the University of Alaska Anchorage campus to allow for greater student participation in our chapter. This past year the chapter has involved more research based
medicine in our community outreach talks and in the composition of our board with our president elect Dr. Robert Coker who has been participating in research in rural Alaska communities related to enhancing functional activity in the youth. The chapter looks forward to membership growth particularly with our student membership and involving other health care professionals related to fitness and sport throughout the state as well as furthering the ACSM mission in the coming year.

Central States Chapter-
The Central States Chapter of the American College of Sports Medicine would like to thank the National Office for all of the continued support. The CSC also thanks the sponsors of our 2013 annual meeting. The Gatorade Sports Science Institute, Cosmed, Hans Rudolph, The University of Central Missouri, Kansas University, Vacumed. We would also like to thank our Administrative Council for their services (voluntarily) especially Andy Fry (immediate-past president) and Joe Pujol (rep to RCC). The CSC recorded very strong attendance by both professionals and students at the 2014 annual meeting and expects higher numbers next year. A Newsletter and/or e-mail blast will be issued/sent this Spring, containing information about the annual meeting, along with research being done within the CSC.

Greater New York Chapter-
The ACSM Greater New York regional chapter (GNYRC) furthered the Mission of the College through its continued focus on collaboration, education and community. GNYRC was able to bring chapter members together throughout the year both nationally at the Health and Fitness Summit and Annual Meeting, as well as locally through a social event hosted by Body Local, a “Pearls of Wisdom: Exercise is Medicine” continuing education event, and as a sponsor at Rutgers University’s 1st Human Performance Conference. Our annual meeting, partnered with Hospital for Special Surgery – the #1 hospital in the country for orthopedics – was a success both educationally and financially, with contributions from a range of medical, rehab, fitness, exercise science and nutrition professionals (MD, PT, RCEP, CES, HFS, RDN, etc.). Our commitment to the greater New York community was evident with chapter members participating in NYC’s Summer Streets and volunteering at the 14th annual Matthew Sapolin Memorial Wheelchair Basketball Tournament. Finally, to bridge collaboration, education and community, one of our 2014 grants involved the creation of Fall Prevention educational materials that were provided (and taught) to chapter members free of charge so they could share this valuable, potentially life-saving, information with their local communities.

Mid-Atlantic Chapter-
The Mid-Atlantic Chapter of the American College of Sports Medicine had another successful year. We had about 700 individuals attend the Annual Meeting in November. Eric Rawson began a Twitter campaign as one of his Presidential directives and had hundreds of individuals following him and the MARC convention. Programs such as the Twitter campaign are often grassroots efforts by the individual who starts it; however, we hope to continue to use a Twitter Team to broadcast the good news of the Annual Meeting. The Mid-Atlantic Region was able to draw a few more ACSM Certified folks from ACSM but we still get more NSCA folks. We need help from the National and Certification Office to help our Certified out. Highlights from the Annual Meeting – Attempts to fulfill the mission in the areas of basic and applied sciences as related to the foundational values of the American College of Sports medicine.

Keynote Address: Dr. Francis G. O’Conner, MD, MPH, MC, USA, Title: Exertional Rhabdomyolysis in the Athletes and Warfighters

Applied Sciences:
- Integrated Approach to Functional Movement Across the Lifespan
- Military Health and Fitness: From Playground to Battlefield
- Exercise and Weight Loss (Symposium of 3 speakers)
- High Intensity Exercise Training
- Optimizing Training Intensity
- Biomechanics: Selecting Safe and Effective Resistance Training Exercises
- Nutrition: Weight Loss and Weight Gain Dietary Supplements
- Sports Nutrition Update
- Military Medicine (5 speaker symposium)
- Biomechanics: Free Communication/Poster Session
- Basic and Applied Poster Sessions
- Pilates: Activity and Education Session
Basic Sciences
- Dysfunctional Muscle in Aging and Obesity
- High Intensity Interval Training
- Six speaker session on Peripheral Artery Disease
- Exercise and Chronic Kidney Diseases

Special Topics:
- Meet the Experts

Medical/Physician Initiated Track:
- Ventricular Remodeling with Prolonged Endurance Training
- Endurance Athletes and Heat
- Marathons and Sudden Cardiac Arrest
- Update on ACSM Recommendations in Chronic Disease
- Connective Tissue Disease and Exercise
- PPE Cases: To Clear or not to Clear
- Concussion Update
- Heat Illness Update
- ECG Screening and Athletes

Research and Clinical Case Studies
Over 100 Presentations, Clinical Case Studies, and Posters by students and professionals.

Midwest Chapter:
During calendar year 2014, the current contract with Carroll University to host the regional chapter office was not continued, and Brenda Reeves served as the Executive Director. There was no Executive Director for the Chapter until August 15, 2014. Amanda Salacinski from Northern Illinois University took over. The main initiatives for the chapter were to update the 2010-2015 Strategic Plan, to enhance financial stability, to prepare the chapter for updating its policies and procedures through better documentation and communication, and to post a Call For Proposals for the Executive Director and hosting institution for the Midwest regional chapter office was made again at the National Conference. Our membership and meeting attendance was very large this year, the largest we have ever had, 516. I am unsure of the total membership in 2014, as I have not received the emails from January to August, so I cannot calculate. However, in 2012, our final membership was 1186, and the meeting attendance was 107 professional members and 312 student members. In 2013, we had a total of 1138 members, and the meeting attendance was 92 professional members and 300 students. Previously, our average meeting attendance was 300 attendees. The year culminated with the 2014 MWACSM Annual Meeting on November 7-8 at the Radisson at Star Plaza in Merrillville, IN. As previously mentioned, we have 516 attendees. The keynote speaker was Janet Walberg-Rankin, Ph.D., FACSM. From the research perspective, there were ten symposia, 20 free communication presentations, and over 80 poster presentations. We had a poor showing for the clinical side this year. However, both CME and CEC credits were available to attendees. The chapter continued the online version for the Jeopardy-style student quiz bowl with two level-one rounds, and the top 4 teams from each of these rounds moving on to the level-two round and final Jeopardy. For more information about the Midwest Regional Chapter of the ACSM please see our website at http://www.mwacsm.org.

New England Chapter:
Our Spring meeting Back in the Game: Injury rehabilitation Through Practical Application of Basic Science was held at the University of Connecticut in April 2014. The faculty was comprised of: David Wang, MD, Craig Denegar, PT, Ph.D., ATC, Lindsey DiStefano, Ph.D., ATC, Robert Howe, MA, ATC, Michael Joseph, Ph.D., and Mark Cote, PT, DPT, MS, CTR. The 42nd Annual Fall Meeting of the New England Chapter of the American College of Sports Medicine was held in Providence, RI at the Rhode Island Convention Center. Our meeting featured expert national and international faculty to address the conference theme of Exploring New Frontiers in Sports Medicine. With speakers from South Africa, Canada and across the United States, the program included an array of presentations ranging from common to unique to controversial. Headlining our program this year was our two Keynote lectures. Dr. Ross Tucker, a scientist from the University of Cape Town and sports consultant with teams and federations including the USA Olympic Committee, Great Britain Olympic Sports Federations, International Rugby Board, South Africa Sevens Rugby, and South Africa Kayaking, delivered the Clarkson Lecture. Dr. Tucker spoke on the subject of bridging the gap between science and practice. Coming from McMaster University in Ontario to deliver the Knuttgen Lecture was Dr. Mark Tarnopolsky, a leading researcher on nutritional, exercise and pharmacological therapies.
for neurometabolic and neuromuscular disorders. In addition, Dr. Tarnopolsky studies the physiological and molecular aspects of mitochondrial adaptation to exercise, aging and the metabolic syndrome. Our other Invited presentations were:

- **Living in the Fast Lane** by IndyCar driver Charlie Kimball from Chip-Ganassi Racing
- **Peripheral Uptake of Substrate During Endurance Exercise In Elite Long-Distance Runners** by Michael Davis, DVM, Ph.D., Oklahoma State
- **Form Follows Function: Intra-Operative & Clinical Perspective On Sports Injury** by Christopher Toth, DPM, Southern Maine Health Care
- **Neuromuscular Adaptability To Aging & Increased/Decreased Activity** by Michael Deschenes, Ph.D., FACSM, College of William & Mary
- **Rockin’Physiology: Finding Exercise Physiology Questions In Uncommon Places** by J. Timothy Lightfoot, PhD., RCEP, FACSM, Texas A&M
- **Emerging Concepts In Chronic Traumatic Encephalopathy** by Ann McKee, MD, Boston University
- **Exercise Therapy As Treatment For Cardiovascular Late-Effects & Cancer In The Oncology Setting** by Lee Jones, Ph.D., Memorial Sloan-Kettering Cancer Center
- **School Food & Beverage Marketing & Its Impact On School Environments** by Michele Polacsek, Ph.D., MHS, University of New England
- **President's Lecture: What's Trending In Sports Nutrition** by Stella Volpe, Ph.D., RN, LDN, FACSM, Drexel University

New this year was the Student Special Interest Group Session sponsored by the Camaione Fund. The session led by Drs. Ross Tucker, Deb Riebe, and Disa Hatfield titled “What's Next? Graduate and Career Options” was focused on the next step after earning a degree in the exercise sciences. And we continued our tradition hosting the NEACSM President’s Reception, followed by Student Scholarships, Research Awards, and the 11th Annual College Bowl. We also received a record number of abstract submissions with 59 student abstracts submitting their work for either slide or poster presentation. Finally, over $13,973 was raised this year in sponsorship for the Fall meeting.

**Northland Chapter-**
The Northland Regional Chapter of the American College of Sports Medicine (NACSM) is a diverse group of professionals and students dedicated to the advancement of sports medicine and exercise science. The states in the region are: Minnesota, Nebraska, North Dakota, and South Dakota. We also have members from Iowa and Wisconsin. The NACSM strives to introduce students to the ACSM, serve as a proving ground for leadership in the ACSM, introduce the ACSM to nonmember professionals, broaden the base of participation in ACSM programs and activities and play an integral role in grass roots ACSM activities. The chapter seeks to communicate scientific information, provide stimulation, support, and a forum for research; foster professional peer interaction and professional growth. The primary vehicle for such communication is the chapter meeting. This chapter feels it is very important to offer two educational meetings each year. The NACSM Annual meeting is held in early October. This 2 day scientific meeting focuses on a specific topic of interest to professional members. The site for this meeting rotates to states in and around the regional chapter in odd numbered years and is held in Minnesota in even numbered years. The spring tutorial meeting is a one day meeting hosted by the Human Performance Laboratory of St. Cloud State University on the last Friday in March. This meeting includes many opportunities for small group discussion and hands on learning. It is highlighted by student research presentations and presentation of research awards to student presenters. Each of these meeting is offered for CEC credit. The chapter additionally offers an extensive student research awards program. The purpose of this program is to encourage students to get involved in conducting and presenting research. The spring tutorial meeting traditionally has been the chapter’s main means of providing an opportunity for students to present their research in open session. Research awards must be used to participate in ACSM and NACSM activities. As such, winners of the NACSM student award often attend their first National ACSM member under our sponsorship. Many current professional members were introduced to the ACSM by their involvement with NACSM. The chapter has developed and supports the Worksite Health Promotion Group which specifically meets the needs of professional involved in this occupation. This group is providing continuing education, networking, and other opportunities for its members.

**Northwest Chapter-**
The American College of Sports Medicine advances and integrates scientific research to provide educational and practical applications of exercise science and sports medicine. The
ACSM Northwest was awarded grant funding for two initiatives focused on the chapter’s technological capabilities and infrastructure. The work done related to these grants is being reported separately. The support for Executive Board efficiency and member outreach advances the Mission of the College. Two more grants were submitted and awarded in 2015 and work has commenced on these projects and also is centered on the Mission of the College. In 2014, through a modest social media campaign and leveraging our member database we created widespread awareness of our 2015 Annual Meeting. Attendance was a record for our chapter, by over 400 attendees, nearly 100 more than a prior ACSM Northwest Meeting. We also had a record high 80 research abstracts submitted.

Rocky Mountain Chapter-
Once again, the annual RMACSM meeting was planned with the diverse backgrounds and interests of our members in mind. We provided 4 Newsletters to membership with a variety of articles that are suitable to those working with the general public. Two grant proposals were submitted to ACSM (and approved) with the goal of the first to meet needs of students who may need assistance in attending national conferences and the goal of the second to do outreach to university students to make them more aware of RMACSM and ACSM and the value of membership in both of those organizations. We look forward to increasing awareness of the mission of ACSM in locations that may not have opportunity to attend other regional conferences.

Southeast Chapter-
The Southeast Chapter furthered the mission of the College through three activities. The Chapter published a newsletter three times during the year which contained educational material for the 1600 members. The chapter sponsored a lecture tour in three states. Finally, the Chapter prepared for an annual meeting in February of approximately sixteen hours of educational lectures and scientific reports as well as opportunities for professional networking. Unfortunately due to a severe snowstorm, the meeting had to be cancelled at the last minute. Preparation is underway for the annual meeting in Feb where 800 attendees are expected.

Southwest Chapter-
The Southwest chapter annual meeting was held at a new venue in Orange County, California in 2014. Overall attendance was comparable to the 2013, although paid attendance was down by 9%, and the meeting ran a budget deficit again. The program continued to include content driven symposia and clinical presentations, thus maintaining the educational value of the meeting. The D.B. Dill Lecture was given by Dr. Carol Ewing Garber, ACSM President, *Is Exercise Physiology a Profession?* The Founders Lecture, *Intraoperative and Laboratory Measurements of Muscle Properties in Children with Cerebral Palsy*, was given by Dr. Richard Lieber, University of California, San Diego. The combined poster session/social event continues to grow with 150 posters presented. We again used PayPal for on-line pre-registration and for on-site registration for the annual meeting. The 2014 spring Board of Trustees meeting was held via teleconference as a cost-saving measure. The spring and fall newsletters were sent to the membership by e-mail. With the 2015 national ACSM meeting in San Diego, Southwest expects to host a chapter social again. Southwest was awarded a grant from ACSM to purchase a laptop computer and printer for maintaining chapter records and use in registration at the chapter annual meeting. Southwest also submitted two ACSM Chapter Grant proposals for 2015.

Texas Chapter-
The purpose of TACSM is to fulfill the objectives and purposes of ACSM as appropriate at the regional level. ACSM is a multi-disciplinary professional and scientific society dedicated to the generation and dissemination of knowledge concerning the motivations, responses, adaptations and health aspects of persons engaged in sport and exercise.

Objectives of TACSM:
- Promotion and advancement of medical and other scientific knowledge related to sport and exercise.
- Cooperation with other organizations and individuals with interests similar to those of TACSM.
- Facilitation of educational interactions among physicians, allied health professionals, scientists, educators, students and others with interests similar to those of TACSM.
- Promotion and support of student involvement in research and other professional activities.
- Introduction of students to ACSM.
- Providing training for prospective leaders of ACSM
We attempted to fulfill these objectives primarily through the activity contained within the Fall and Spring Lecture Tours, and the programming contained within the Annual Meeting. We have made a commitment to the development of our students by offering them the opportunity to present their research in an environment that is conducive to that process for first-time presenters. We also provide a manuscript competition presentation process that allows more advanced students to present in a free communication format. We have continued to increase our student funding of the SRDA program to include doctoral and master’s students in separate grant competitions. The latter objective is fulfilled through the activity of TACSM Board members in their respective roles. The TACSM Student Bowl continues the thrive with 16 schools being represented at our 2014 Annual Meeting. The winning team competed at the ACSM Student Bowl in Orlando on behalf of the Texas Regional Chapter. Each member of the winning team received $500 towards their travel expenses to the ACSM Annual Meeting in Indianapolis. In 2014, we made plans and preparations to continue moving TACSM to the forefront in terms of technology and engagement. To this end, we began the planning and implementation process to use and electronic meeting app at our 2015 Annual Meeting. This will replace all paper materials, while allowing better collection of feedback from attendees. Using this app, we will also be able to offer a new category of poster awards called the “Membership Poster Awards.” Due the flexibility of our app, the 500+ attendees will be able to vote on the 70+ student abstracts/presentations that will be given at the meeting with the highest scoring 10 being recognized at the awards ceremony. Also, we have developed a new scoring system for abstracts that was 1st implemented in 2014 on a pilot basis and will be fully implemented in 2015. This system allows us to pre-judge abstracts before the meeting and provide the best overall experience to students. TACSM has always been dedicated and will remain dedicated to a student first focus.

6. **INDICATE IF THERE ARE SIGNIFICANT VARIANCES FROM BUDGET FOR THE COMMITTEE’S ACTIVITIES:** None at this time.

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