

# MRPA Strategic Plan

## April 2006

### Things that need to be accomplished:

- Streamline MRPA events and activities
- Expand educational opportunities for all staff levels
- Expand MRPA influence
- Establish athletic opportunities and affiliations
- Increase membership
- Form a systematic and strategic form of governance
- Get more members involved
- Change the good-ole-boy image
- Get a steady revenue stream
- Increase leadership development opportunities
- Get more members involved in the association
- Educate citizens about the value of parks and recreation
- Strengthen our districts
- Increase the number of district workshop topics
- Increase our influence on legislative matters
- Educate members about their involvement
- Form new partnerships

### Weaknesses

- Inability to promote the park and recreation agenda to elected officials.
- Lack of leaders and member involvement
- Lack of financing and increased membership

### Threats

- Hiring of non-professionals
- Pool salaries
- Changing politics
- Providing park and recreation resources is not a high priority

### Strengths

- Internal knowledge and experience
- Good state conferences and educational programs
- Good resources and contacts

## **Opportunities**

- Partnership opportunities
- The ability to provide assistance
- Increased legislative contacts
- Increased corporate sponsorships

## **Core Value Statements**

MRPA values family because our business is about families, ours and the families of those we serve.

MRPA values relationships because we can share our knowledge and resources through these relationships.

MRPA values faith because it gives us the knowledge to make good decisions.

MRPA values knowledge because it gives us education and experiences to make sound decisions.

MRPA values Trust because members need the trust and support of their colleagues.

## **Goals**

1) Promote, support, educate and create recreation opportunities throughout Mississippi.

A.) District Reps should be encouraged to increase promotion of MRPA in their districts.

1.) Benefits must first be established. The president will appoint a Task Force to accomplish this in April 2006.

2.) Non-members need to be identified and distributed by district. Michael Taggart, Sally Garland and Lamar Evans will accomplish this by March 15, 2006.

B.) Increase the partnership with MML by developing a board position for MML on the MRPA board and a MRPA board position on the MML board. Michael Taggart will have this accomplished by April 2006.

C.) Establish liaisons and partnerships with national, state and local entities.

1.) Identify potential partnerships. Don Lewis and Wendy Bourdin will have this accomplished by conference 2007.

2.) Assign responsibilities for negotiating partnership agreements. The president will assign these responsibilities by January 2008.

2. Implement an association Strategic Governance system.

A.) Present the concept, a sample agenda and suggested methods of operation for this system. Michelle Burrell, Michael Taggart and Lamar Evans will do this by April 2006.

B.) Share the benefits of Strategic Governance with board members that were not involved in the Strategic Planning process. Michelle Burrell will accomplish this prior to the April 2006 board meeting.

C.) Inform the membership when the system has been adopted. Lamar Evans will do this through articles in the Forum Update beginning in May 2006.

D.) Ask Committee Chairs to establish work plans and time lines. The Immediate Past President will assume responsibility for this task each year beginning in April 2006.

E.) Establish a board liaison for each committee. The President will be responsible for this task beginning April 2006 for all existing committees.

3.) Expand educational opportunities.

A.) Focus on Leadership Development.

1.) Establish a leadership retreat each year beginning with the Winter of 2007. The Nominations/Election Committee Chair and the Educational Professional Development Committee Chair will be assigned this responsibility.

B.) Increase and diversify district and state educational opportunities.

1.) The Chair of the Educational Professional Development Committee should have a written plan in place to accomplish this goal by January 2008.

4.) Increase Membership Involvement

A.) Implement Strategic Governance which should create more opportunities for involvement. The board should act on this by April 2006.

B.) Efforts should be made to increase membership involvement in the identification and liaison efforts for new partnerships. Don Lewis and Wendy Bourdin will begin this process at the annual conference in 2007.

- C.) Membership should be encouraged to participate in the identification of membership benefits. The Task Force established by the President should begin this effort in April 2006.
  - D.) Members should be asked by the District Representatives to assist in MRPA promotion within their district. This effort should begin April 2006.
  - F.) Increase recognition of people and their accomplishments. The Awards Committee should make sure this system is in place and is being used by the 2006 conference.
- 5.) Establish secure and diversified streams of revenue.
- A.) Review and recommend revisions in the membership dues structure. John North will have this accomplished by April 2006.
  - B.) Establish an annual MRPA tournament program. The Athletic Committee should have this in place by the 2006 Conference.
  - C.) Increase corporate sponsorships.
    - 1.) Establish the vendor discount program. Ramie Ford should have this accomplished by the 2006 Conference.
    - 2.) Establish a Corporate Liaison Task Force. The President should have this task force established and tasked by the 2007 Conference.
      - a.) This task force should identify corporate potentials.
    - D.) Identify potential revenue streams through new partnerships. Don Lewis and Wendy Bourdin should incorporate this into their partnership develop program and have these potential identified by the 2007 Conference.
- 6.) Promote the hiring of qualified park and recreation staff.
- A.) Effort should be made to do this through MML presentations. Michael Taggart and Sally Garland will be responsible for having this accomplished by 2009.
  - B.) A Task Force should be appointed by the President and tasked with developing a Hiring Package that can be mailed to elected officials and/or HR departments when vacancies occur. This task force should be put in place by the 2008 Conference and should have the package completed by the 2009 Conference.
    - 1.) The Task Force should establish what a professional is by 2009.
    - 2.) The Task Force should develop a system to send the benefits package to the appropriate officials when vacancies are encountered.

3.) The Task Force should enlist the support of the District Representatives in identifying vacancies as quickly as possible.

C.) Monitor certification programs. The Certification Board should begin monitoring and reporting on changes in the NRPA, National Certification Board and other national certification programs affecting the profession by April 2006.

D.) Educate local governments about the benefits of hiring a professional park and recreation staff. This process should begin as soon as the benefits package above is development.