

MRPA STRATEGIC VISION PLAN

2011 & Beyond

THE STRATEGIC VISION

Recreation and parks are universally recognized as cornerstones to the high quality of life enjoyed by Minnesotans.

MRPA'S MISSION

To improve the quality of life in Minnesota by enhancing the profession of parks, open space, recreation, and leisure services.

ENGAGE

MRPA is a volunteer-based organization of professional members. The ideas in this plan were developed by MRPA's members, and the members will be instrumental in implementing the actions.



MRPA'S FOUR ACTIONABLE GOALS:

OPTIMIZE:

MRPA is a vital professional organization that provides programs and services to effectively meet, anticipate, and exceed the needs of members and the profession.

EDUCATE:

MRPA is the authoritative source for knowledge about the practice and profession of recreation and parks.

INNOVATE:

MRPA anticipates and proactively addresses change and opportunities.

LEAD:

MRPA serves as the credible voice for the recreation and parks profession in Minnesota.

OPTIMIZE:

MRPA is a vital professional organization that provides programs and services to effectively meet, anticipate, and exceed the needs of members and the profession.

POTENTIAL ACTIONS:

1. Create and/or restructure sections and committees to align with plan priorities.
2. Encourage managers to recognize and support the time their staff need to be participatory members of MRPA.
3. Embrace and actively seek diversification of the membership base across professions.
4. Expand successful revenue programs; reduce deficit programs; and explore additional revenue models.
5. Effectively meet the needs of members through actions outlined in Educate, Innovate and Lead goals.
6. Conduct annual membership scanning to identify and anticipate changing needs of the members.

MEASURING SUCCESS

- MRPA membership increases five percent on average for each of the next five years.
- MRPA revenues increase at a rate greater than expenditures on an annual basis.
- Annual member scans are performed, and changing needs are addressed.

EDUCATE:

MRPA is the authoritative source for knowledge about the practice and profession of recreation and parks.

POTENTIAL ACTIONS:

1. Expand the Emerging Recreation Leaders Institute – first through adding advanced levels, and then through tracks targeted at sub-fields.
2. Create and maintain a web-based resource center for members, focusing on trends, benefits of parks, best practices, standards, examples of plans and specs, etc.
3. Create and maintain a web-based member forum for exchanging ideas and experiences.
4. Develop an educators bureau of member volunteers who develop and lead seminars for members.
5. Develop and maintain a mentorship program.
6. Develop programs that address succession planning.
7. Identify, assess and implement the most effective methods for offering non-metro education courses.
8. Reaffirm and reenergize relationships with higher education programs.

MEASURING SUCCESS

- MRPA education course enrollment increases five percent on average for each of the next five years.
- Online databases are created, and updated as needed.
- The opportunity for web-based interactive communication between members is created and actively used.

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OPTIMIZE

INNOVATE:

MRPA anticipates and proactively addresses change and opportunities.

POTENTIAL ACTIONS:

1. Recognize the similarities and differences in rural and urban parks and recreation systems, and how both types of systems have value to all Minnesotans.
2. Explore existing, alternative and new models of recreation and parks governance.
3. Explore models of centralized services such as marketing, tournament organization, planning, research, etc.
4. Develop a volunteer-based Research/Trends/Future Studies section that compiles existing studies, conducts research, tracks emerging trends and identifies long-term forecasts across disciplines related to the profession within Minnesota.
5. Develop a volunteer-based Technology Section tasked with tracking new technologies and their potential uses within the profession.
6. Promote cross-discipline discussions.

MEASURING SUCCESS

- MRPA hosts a governance summit and develops a White Paper on governance models for use by members.
- Research/Trends/Future Studies Section is formed and remains active.
- Technology Section is formed and remains active.
- MRPA Conference offers sessions with speakers from outside the profession.
- MRPA Members participate as speakers in conferences sponsored by other professional organizations.

LEAD:

MRPA serves as the credible voice for the recreation and parks profession in Minnesota.

POTENTIAL ACTIONS:

1. Develop media kits with consistent messages and FAQs.
2. Develop a grassroots-advocacy methodology for use by agencies to cultivate and support citizens as community leaders and supporters of the profession.
3. Identify common goals of private industry and the profession; and use shared goals as a basis for enhancing partnerships.
4. Identify common goals of the profession and other public service providers in transportation, public works, community development, housing and health; and use shared goals as a basis for enhancing partnerships.
5. Create and promote a speakers/experts bureau that extolls the importance of recreation and parks to enhancing the quality of life of Minnesotans.
6. Lead the development of local and state legislation that proactively promotes the profession's vision.

MEASURING SUCCESS

- The number of full-time positions in the profession within Minnesota grows at a minimum rate equivalent to population growth
- Public opinion surveys continue to recognize recreation, parks, and open space as primary contributors to their high quality of life.
- Partnerships between the profession, private industry, and other public service providers emerge, grow and help shape a comprehensive and balanced vision for Minnesota.
- The majority of new legislation is positive and proactive, rather than reactive or defensive in nature.

ENGAGE!

MRPA is a volunteer-based organization of professional members. The ideas in this plan were developed by you and your colleagues, and your help is instrumental in implementing these actions.

HOW DO I GET INVOLVED?

MRPA will coordinate implementation teams for each action. To join a team, or to volunteer to lead a team, call or email Michelle at 763.571.1305 x100 or snider@mnrecpark.org

CAN ACTIONS BE MODIFIED?

Yes! Each implementation team will further define/develop the action concept, and will develop and implement the strategies for that action.

CAN I PROPOSE A NEW ACTION?

Yes, if your action idea fits with one of the four actionable goals, and you are willing to champion your action. The Strategic Plan is designed to be fluid, recognizing that its success is entirely dependent on member volunteers. As part of coordinating implementation teams, Michelle at MRPA will accept new action ideas, and will alert members to the additional implementation team opportunities. So if you have a great idea, give MRPA a call!



MINNESOTA RECREATION AND PARK ASSOCIATION

200 Charles Street NE • Fridley, MN 55432

www.mnrpa.org

763-571-1305