



NORTH DAKOTA RECREATION & PARK ASSOCIATION

Strategic Plan 2009-2012

NDRPA Planning Meeting

In an effort to accelerate the growth and effectiveness of the North Dakota Recreation & Park Association (NDRPA) and advance parks and recreation in North Dakota, NDRPA held a planning meeting at the Bismarck Parks and Recreation District Office on February 23, 2009. The planning meeting was facilitated by Executive Secretary Dana Schaar.

Participants

The following NDRPA members provided valuable input during the planning meeting:

- Tyler Jacobson, President, Valley City Parks and Recreation
- Ron Merritt, President Elect, Minot Park District
- Kevin Klipfel, Awards Chair, Dickinson Parks and Recreation
- Dave Leker, Conference Chair, Fargo Park District
- Steve Mullally, Student Representative, Grand Forks Park District
- Brandy Chaffee, Communications Chair, Grand Forks Park District
- Barb Erbstoesser, Membership Chair, West Fargo Parks and Recreation
- Arik Spencer, Professional Development Chair, ND Parks and Recreation Department
- Darin Krueger, Williston Parks and Recreation
- Randy Bina, Revenue Task Force Chair, Bismarck Parks and Recreation District

Outcomes

The following accomplishments were achieved during the NDRPA planning meeting:

1. Established consensus on the vision for NDRPA
2. Refined goals based on the current mission and the visioning process
3. Revised strategies for each goal

Results

Based on the results of the planning meeting, the NDRPA Executive Secretary and planning meeting participants drafted the 2009-2012 strategic plan, which was approved by the membership at the NDRPA Quarterly Meeting June 24, 2009, in Valley City.

NDRPA Mission

Advancing parks and recreation for quality of life in North Dakota.

NDRPA Strategic Goals

1. Support parks and recreation districts, agencies, providers, professionals and volunteers in fulfilling their missions
 - a. Offer professional development, education and training
 - b. Offer networking opportunities
 - c. Provide technical assistance and outreach to small districts with limited or no staff
 - d. Serve as a clearinghouse for information, such as applied research, publications and successful facilities, programs and services
2. Promote the benefits and value of parks and recreation (economic, social, cultural, quality of life, etc.)
 - a. Identify available research and determine the research needs specific to North Dakota
 - b. Sponsor and find partners to support the necessary research
 - c. Undertake and find partners to support public education and awareness campaigns based on the research results
3. Maintain and enhance relationships with colleges/universities and students to expand the knowledge of those working in the field
 - a. Redesign and implement the scholarship program for students and professionals
 - b. Explore standardization of internships and available marketing options
 - c. Determine interest in and viability of a student-professional mentor program
4. Maintain and enhance the public policy advocacy program
 - a. Establish policy positions
 - b. Develop a state legislative action plan before each session, including activities such as a booth at the Capitol, legislative social in Bismarck or legislative forums in communities, and be active in the interim
 - c. Support active member involvement at the local, state and federal level
 - d. Provide financial support for a member (president, legislative chair, citizen board member or designee) to attend the annual National Recreation and Park Association Legislative Forum
5. Maintain and strengthen the alliance with the National Recreation and Park Association (NRPA)
 - a. Identify and actively participate in existing NRPA groups
 - b. Provide financial support for member attendance at regional and national meetings
6. Implement awards program to recognize outstanding North Dakota parks and recreation professionals, facilities and projects
 - a. Explore all available marketing opportunities to solicit nominations
 - b. Consider the addition of new awards
7. Develop partnerships, relationships or alliances with other organizations to maximize available resources to accomplish the mission
 - a. Define relationships with existing partners and work with them based on the annual work plan goals
 - b. Appoint a member as liaison for each established partner
 - c. Identify potential partners and establish relationships with them based on the annual work plan goals

NDRPA Organizational/Operational Goals

1. Assure financial stability and efficiency, including budget monitoring, and conduct annual review of finances
2. Continue to contract with Executive Secretary
3. Review and update by-laws
4. Set training and meeting calendar well in advance
5. Hold quarterly meetings, including annual conference
6. Hold board/committee meetings
7. Produce biannual directory and quarterly issues of *FOCUS* and host website
8. Develop membership recruitment and retention plan