



## North Dakota Recreation & Park Association 2011-2012 Work Plan

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

Every organization established to promote a particular cause has two important functions. It must maintain the organization, and it must promote the cause and achieve the goals for which the organization was created.

An organization must maintain itself. This requires work and effort in the areas of membership renewals and solicitation, board meetings, publications, office administration and related activities. These activities are necessary for an organization to continue. However, the work of an organization must go beyond these internal activities to accomplish its purpose/mission.

An organization must also seek to accomplish the purpose and goals for which it was created. Whether it is education, professional training, legislation, project funding, partnerships or some other general or particular goal, this work goes toward the mission of the organization.

This 2011-2012 work plan includes the activities necessary to maintain NDRPA (Section I) and the tasks required to accomplish its purpose/mission (Section II).

### I. Maintain and Sustain the Organization

- A. Assure financial stability and efficiency, including budget monitoring, and conduct annual review of finances
  - a. Prepare the budget (*treasurer, executive director*)
  - b. Secure approval of budget and review quarterly (*board, members*)
  - c. Submit IRS Form 990 (*treasurer, executive director*)
  - d. Annual review of finances (*audit chair*)
- B. Continue to contract with executive director (*president*)
- C. Review and update by-laws (*past president*)
- D. Set training and meeting calendar well in advance (*president, executive director*)
- E. Hold quarterly meetings, including annual conference (*president, executive director*)
- F. Hold board/committee meetings (*committee chairs, executive director*)
- G. Produce biannual directory and quarterly issues of *FOCUS* and host website (*executive director*)
- H. Develop membership recruitment and retention plan
  - a. Implement renewal plan (*executive director*)
  - b. Develop recruitment plan (*membership chair, communications chair*)

## II. Work Plan Items 2011-2012

- A. Support parks and recreation districts, agencies and providers in fulfilling their missions
  - a. Offer professional development, education and training
    - 1. Host Certified Playground Safety Inspector course (*host, executive director*)
    - 2. Hold Midwest conference and identify opportunities to expand attendance beyond traditional participants (*conference chair*)
    - 3. Determine viability of implementing webinar program (*professional development chair, executive director*)
  - b. Offer networking opportunities
    - 1. Ensure adequate time during quarterly meetings and annual conference
  - c. Provide technical assistance and outreach to small districts with limited or no staff
- B. Promote the benefits and value of parks and recreation (economic, social, cultural, quality of life, etc.)
  - a. Continue to work with NDSU to implement economic contribution study (*task force*)
- C. Maintain and enhance relationships with colleges/universities and students to expand the knowledge of those working in the field (*student representative*)
  - a. Actively market and implement the scholarship program for students and professionals
  - b. Develop coordinated marketing effort to reach out to students
- D. Maintain and enhance the public policy advocacy program (*legislative chair*)
  - a. Monitor legislative activity and advocate as necessary during the interim
  - b. Support active member involvement at the local, state and federal level
  - c. Provide financial support for a member (president, legislative chair, citizen board member or designee) to attend the annual NRPA Legislative Forum
- E. Maintain and strengthen the alliance with NRPA
  - a. Actively participate in existing NRPA groups
    - 1. Maintain State Affiliate membership and attend Council of State Affiliate President (CSAP) meetings (*president*)
    - 2. Maintain Council of State Executive Directors (CSED) membership and attend annual summer meeting (*executive director*)
- F. Implement awards program to recognize outstanding North Dakota parks and recreation professionals, facilities and projects (*awards chair*)
  - a. Explore all available marketing opportunities to solicit nominations
  - b. Consider creation of a new recreation program-focused award
- G. Develop partnerships, relationships or alliances with other organizations to maximize available resources to accomplish the mission (*president*)
  - a. Continue relationships with existing partners: N.D. League of Cities, N.D. Department of Health, N.D. Forest Service, N.D. Council on the Arts, USTA Northern, N.D. Game & Fish, N.D. Tourism, Hershey's Track Meet and state sports associations