



Virginia Recreation and Park Society Northern Service Area Mission and Goals

2019 NSA Work Plan

Vision: Our vision is to be an exceptional Service Area committed to being bold, dynamic, cutting edge and innovative.

Mission: To provide opportunities for networking, professional development and sharing of resources with Northern Service Area members while supporting the overall objectives of the Virginia Recreation and Park Society

Goal 1: To provide at least 3 professional developmental opportunities that address current trends or interest areas and are aligned with the NSA projected budget.

Objective	Tasks	Objective Lead(s)	Target Date	Outcomes
Offer 3 Educational Sessions	Spring Workshop	Kaveh	04/11/19	Provide CEU eligible workshops to further educate/inform our professionals.
	Fall Workshop	Dana	11/14/19	
Offer professional speakers to generate more interest	Spring Workshop - Facility Rentals/Operations	Kaveh/Julie	4/11/19	Greater attendance at workshops and greater fulfillment from educational expertise.
	Fall Workshop – Park RX prescription	Dana	11/14/19	
Create themed “Meeting Topics” to appeal to a more diverse group.	Offer various topics during all NSA meetings	NSA Committee	12/31/19	A closer-knit community of organizations willing to assist each other with common challenges.

Goal 2: To facilitate open communication and the sharing of information between all interested parties (may include Northern Service Area Members, VRPS Central Office, NoVA Directors, Non-Members and other State and National organizations).

Objective	Tasks	Objective Lead(s)	Target Date	Outcomes
To offer on-line meeting options for participants to attend meetings electronically.	Offer Go-to-Meeting Options at all meetings Communicate on-line meetings with social committee for marketing	Emilie	11/14/19	Go-to Meetings for 2019: 02/27/19 – Huntley Meadows – Emilie 04/11/19 – Dulles South (tour) 06/26/19 – Lake Fairfax (picnic social) - Emilie 09/25/19 – Culpepper (big picture) - Julie 11/14/19 –Patrick Henry – Julie
Promote existing scholarship opportunities	Reach out to new professionals and students	Amy	12/31/19	Targeted e-blast to NSA members.
Communications Plan	Implement a plan that includes promotional venues, timelines, and topics for “E blasts”, VRPS website and other promotional opportunities	Social Committee	01/31/19- 04/15/19- 05/15/19- 07/15/19- 09/15/19	01/31-February VRPS Magazine submission deadline – Emilie 04/15-May President’s Newsletter submission deadline - Julie 05/15-June VRPS Magazine submission deadline - Kaveh 07/15-August President’s Newsletter submission deadline - Amy 09/15-October President’s Newsletter submission deadline – Dana

Goal 3: To increase attendance and active participation at all NSA meetings, socials, events, and workshops.				
Objective	Tasks	Objective Lead(s)	Target Date	Outcomes
Task social committee to assist with planning and promoting NSA programs and events	Committee to create flyer for monthly meetings/themes to use for promotion	Emilie/Social Committee	12/31/19	Provide relief to communications role as well as delivering top notch communications/offerings.
Implement NSA Social Series	Plan 2-3 socials	Emilie/Social Committee	06/26/19 07/15/19 01/10/20	Picnic Social - 6/26/19 - Lake Fairfax VRPS Conference Social- 9/7-9/10 Winter Social- 1/10/20 Location TBD
Ensure each local municipality is represented during NSA meetings "Champions".	Promote NSA "Champions" and reach out to municipalities not represented	Amy/Dana	05/01/19	Complete "Champion" list and attendees confirms most local municipalities are represented.
Look into requirements for CEU for other certifications	Offer CEU eligible workshop on topic that may not be directly a parks and recreation topic, but is closely related	Dana	11/14/19	Offer parks related workshops on specific subject matter.
Hold Meetings throughout the Northern Service Area Region	Communicate with Culpepper area municipal directors about meetings. Hold 2 meetings outside of Fairfax County	Kaveh/Julie	12/31/19	Greater/More varied attendance
Engage and Promote Leadership within the NSA	Form Socials Committee Form Sponsorship Committee Encourage Committee Members to Attend and Executive Meeting	Emilie Amy	12/31/19 12/31/19	Generate the best offerings possible

Goal 4: To evaluate overall satisfaction with NSA meetings, socials, events, and workshops.				
Objective	Tasks	Objective Lead(s)	Target Date	Outcomes
Create an evaluation Plan	Evaluate satisfaction with NSA meetings with a paper survey after each meeting Create an "Annual Survey" to evaluate satisfaction with workshops, meetings, socials, and overall Satisfaction with the NSA though electronic means e.g. Survey Monkey Consider and utilize feedback	Dana Amy/Dana Amy/Dana	12/31/19 10/01/19 12/31/19	Paper surveys will be distributed and collected at every NSA meeting:

Goal 5: To have the Northern Service Area assist with the promotion planning of the 2019 VRPS Annual Conference

Objective	Tasks	Objective Lead(s)	Target Date	Outcomes
NSA Representation for 2019 Conference	NSA member to attend each monthly planning meeting	Kaveh/Amy/Emilie/Julie	12/31/19	Meetings scheduled for the first Wednesday of each month.
	2019 Conference updates during NSA Meetings	Kaveh/Amy/Emilie/Julie	12/31/19	Kaveh, Amy, Emilie, or Julie to present at every meeting

Goal 6: Evaluate pricing and fundraising

Objective	Tasks	Objective Lead(s)	Target Date	Desired Outcomes
Develop better pricing strategies to promote more participation Continue to advocate for smaller gap in price between VRPS members and non-members	Evaluate the importance of fundraising – is “tapping” into our VRPS members the best way to raise funds?	Dana/Julie	11/14/19	Greater participation/inclusion.
	Work with VRPS liaison to see if we have any flexibility with this	Dana/Julie	11/14/19	
	Research alternative funding (sponsorships) to cover costs in for more participation	Dana/Julie	11/14/19	

Goal 7: Administrative

Objective	Tasks	Objective Lead(s)	Target Date	Desired Outcomes
Clean up files on VRPS website	Make info more clearly accessible to our audience	Emilie/Sarah	12/31/19	Facilitate clear communication.
Pass on Documents for use by future Boards/Committees	Create a file storage tool that can be used by future board members as a way of maintaining documents/knowledge as board members come and go	Emilie/Sarah	12/31/19	Seamless transitions from board to board
Reexamine NSA Mission and Vision	After the “Big Picture” meeting in the Fall, determine if we need to rewrite our mission and/or vision to better align with current goals.	Dana	12/31/19	A clearer description of our goals and aspirations.