



## 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

<b>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.</b>				
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	Closer-knit community of organizations willing to assist each other with common challenges. <ul style="list-style-type: none"> <li>● <del>2/27/19 – Capital projects impact on parks</del></li> <li>● <del>4/11/19 – Dulles South Tour</del></li> <li>● <del>6/26/19 – Outdoor rentals/picnic areas</del></li> <li>● 9/25/19 – Big Picture</li> <li>● 11/14/19 – Relationship between centers and schools</li> </ul>

<b>Goal 2: To facilitate open communication and the sharing of information between all interested parties</b> (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: <ul style="list-style-type: none"> <li>● <del>02/27/19 – Huntley Meadows – Emilie</del></li> <li>● <del>04/11/19 – Dulles South (tour)</del></li> <li>● 06/26/19 – Lake Fairfax</li> <li>● 09/25/19 – Culpepper</li> <li>● 11/14/19 – Patrick Henry</li> </ul>
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 07/15/19 09/15/19	<ul style="list-style-type: none"> <li>● February VRPS Magazine – Emilie</li> <li>● May President’s Newsletter – Julie</li> <li>● August President’s Newsletter - Amy</li> <li>● October President’s Newsletter – Dana</li> </ul>

<b>Goal 3: To increase attendance and active participation at all NSA meetings, socials, events, and workshops.</b>				
<b>Objective</b>	<b>Tasks</b>	<b>Objective Lead(s)</b>	<b>Target Date</b>	<b>Outcomes</b>
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 9/9/19 TBD 01/10/20	<ul style="list-style-type: none"> <li>• Picnic Social – 6/26/19 – Lake Fairfax</li> <li>• VRPS Conference Social- 9/9/19</li> <li>• VRPS Post-Conference Social TBD</li> <li>• Winter Social- 1/10/20 Location TBD</li> </ul>
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	<p>Complete “Champion” list from each local municipality to encourage all to be represented.</p> <p>4/3/19 - currently have working document– representation from each jurisdiction</p>
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	<p>Offer parks related workshops on specific subject matter.</p> <p>4/3/19 - reached out to APA for April – not approved. Likely will be approved for November workshop</p> <p>November workshop: teachers, health professionals?</p>
Hold Meetings throughout the Northern Service Area Region	Hold 2 meetings outside of Fairfax County	Kaveh/Julie	12/31/19	Greater/More varied attendance WARF, Patrick Henry
Engage and Promote Leadership within the NSA	<p>Form Socials Committee</p> <p>Form Sponsorship Committee</p> <p>Encourage Committee Members to Attend and Executive Meeting</p>	<p>Emilie</p> <p>Amy</p>	<p>12/31/19</p> <p>12/31/19</p>	<p>Generate the best offerings possible</p> <p>Announced at February meeting</p>

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

<b>Goal 5: To have the Northern Service Area assist with the promotion planning of the 2019 VRPS Annual Conference</b>				
<b>Objective</b>	<b>Tasks</b>	<b>Objective Lead(s)</b>	<b>Target Date</b>	<b>Outcomes</b>
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

<b>Goal 6: Evaluate pricing and fundraising</b>				
<b>Objective</b>	<b>Tasks</b>	<b>Objective Lead(s)</b>	<b>Target Date</b>	<b>Desired Outcomes</b>
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	6/5 Update: Will begin to track non-member attendees and reach out to convert to members and keep them active. Potential new 2020 committee.
	Research alternative funding (sponsorships) to cover costs in for more participation	Dana/Julie	11/14/19	

<b>Goal 7: Administrative</b>				
<b>Objective</b>	<b>Tasks</b>	<b>Objective Lead(s)</b>	<b>Target Date</b>	<b>Desired Outcomes</b>
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.