

# Strategic Planning Summary

## Kansas Recreation and Parks Association

This five-year strategic plan has been created to provide the Association's leaders with a tool to move them forward. It will be used to allocate resources which is considerate to member needs as it relates to professional development, legislative action, networking opportunities, and promotion of the benefits of parks and recreation at the local and statewide level.





**The Kansas Recreation and Park Association's mission, vision and goals define our commitment to providing quality services to the membership.**

### ***Our Mission***

To advance park and recreation opportunities that enhance the quality of life through education, advocacy and communication.

### ***Our Vision***

The Kansas Recreation and Park Association is THE SOURCE for information which advances parks and recreation in the State of Kansas and beyond.

### ***Our Goals***

#1: Solidify current membership

#2: Provide valued education opportunities for Recreation and Parks Professionals, evidenced by increased participation in education offerings.

#3: Cultivate program and funding partners that grow financial resources and increase in-kind support for events.

#4: Ensure public official support for Parks and Recreation departments in Kansas



## Goal 1: Solidify Current Membership

**Strategy 1: Increase members' knowledge of what it means to be a member of KRPA and in the Park and Recreation Profession**

**Strategy 2: Increase opportunities for networking and value added interactions**

**Strategy 3: Increase participation of mid-career professionals**

**Strategy 4: Increase resources to affiliates**

## Goal 2: Provide valued education opportunities for Recreation and Parks Professionals, evidenced by increased participation in education offerings.

**Strategy 5: Create, promote and deliver education programs based on leading edge ideas garnered from the network.**

**Strategy 6: Create, promote and deliver regionally valued state-wide conference**





## **Goal 3: Cultivate program and funding partners that grow financial resources and increase in-kind support for events.**

**Strategy 7: Work with public and private agencies with complimentary goals to increase programming and educational opportunities.**

**Strategy 8: Build relationships with private companies and foundations with complimentary goals to increase financial support for KRPA.**

## **Goal 4: Ensure public official support for Parks and Recreation departments in Kansas, through a flexible advocacy plan.**

**Strategy 9: Educate public officials about the value of Recreation and Parks in their communities.**

**Strategy 10: Mobilize communities to speak in favor of KRPA agencies when needed.**

**Strategy 11: Cultivate positive relationships with public officials.**

