

Virginia Recreation and Park Society – Northern Service Area 2022 Work Plan – Updated 3/7/22

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

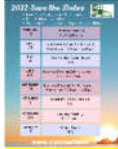
Mission: To provide opportunities for networking, professional development and sharing of resources with Northern Service Area members while supporting the overall objectives of the Virginia Recreation and Park Society

Goal 1: Provide at least 4 educational sessions that address current trends or interest areas

| Objective | Tasks | Lead(s) | Outcomes |
|---|---|---------|---|
| Offer 4 Educational Sessions with at least one speaker from outside VRPS NSA membership | | | Provide CEU eligible workshops to further educate/inform our professionals. <u>Spring Workshop – 4/21/22</u> Pandemic Recovery ESports <u>Fall Workshop – 9/14/22</u> |
| Offer CEU eligible workshop on topics that cross over into other business areas | Look into requirements for CEU for other certifications | | |

Goal 2: Open Communications

| Objective | Tasks | Lead(s) | Outcomes |
|-----------------------------------|--|---|--|
| Promote scholarship opportunities | Announce at business meeting Send Eblast for each opportunity Email announcing NSA Scholarship for VRPS membership Have scholarship recipients talk about their experience – testimonial – add winners to website | Emilie Tommy Tommy Tommy | NSA members participate in scholarship opportunities at a higher rate Provide NSA Scholarship for VRPS Membership – Must be completed by Q3 (application, selection, award). May Exec. Team Meeting |
| Communications Plan | Continue event planning tracking and coordination with board | Tommy | Communicate in a timely manner via multiple outlets – flyer, eblasts, Outlook, website to increase participation. |
| Magazine Articles | Each board member participates in providing content to quarterly VRPS magazine | | June Magazine – Roberta 5/15/22 Nov Magazine – Lyndell 10/15/22 |
| Create an evaluation Plan | Survey after each meeting (add link to TEAMS meeting chat) Annual Survey to evaluate satisfaction with workshops, meetings, socials, and overall Satisfaction with NSA Integrate feedback | Brian Brian Emilie | Surveys will be conducted after every NSA meeting <ul style="list-style-type: none"> • January business meeting – complete • Spring workshop – one for each workshop |

| Goal 3: Increase attendance & active participation at all NSA activities | | | |
|---|---|--|---|
| Objective | Tasks | Lead(s) | Outcomes |
| Plan and promote NSA programs and events | Create flyer for monthly meetings/themes to use for promotion Plan and Promote 2-3 social events | Roberta Tommy/ Team |  Summer Social 6/23/22 Conference Social 11/7/22 Winter Social 1/6/23 |
| Encourage participation at all meetings from each municipally through NSA "Champions". | Promote NSA "Champions" and reach out to municipalities not represented New member 'open house'/ 'realistic participation preview' Purchase a giveaway item to hand out at socials/events | Roberta Emilie Brian/ Lyndell | Connect with Warrenton and Fauquier Secondary list of people who attend meetings but are not members New member participation Advertise with local colleges Prepare purchase information for budgeting and purchase in 2023 |
| Create themed "Meeting Topics" to appeal to a more diverse group, reflective of member feedback surveys Roundtable Discussions | Request questions in advance of roundtable meetings | | Closer-knit community of organizations willing to assist each other with common challenges. |
| Engage and Promote Leadership within the NSA | Socials Committee Sponsorship Committee Encourage Committee Members to Attend an Executive Meeting | Tommy Lyndell | Nicole Chezia (Loudoun) |
| Expand Website information/communications | Add resource group information and links to our website and include in all meeting agendas Add new member interest form on website and FB page | Roberta/ Tommy | Encourage NSA members to participate in VRPS resource groups as well as NSA meetings/activities Capture/follow up on interested new members, promote scholarship opportunity |
| Goal 4: Administrative | | | |
| Objective | Tasks | Lead(s) | Desired Outcomes |
| Pass on Documents for use by future Boards/Committees | Create a file storage tool that can be used by future board members | Brian | maintaining documents/knowledge as board members come and go |
| Define roles of exec team | Document roles on the executive team and the responsibilities of those roles | Brian | Better communication through annual board transition |
| Track meeting attendance over time | Pull registrant participation numbers from past years and continue to track into future | Roberta/ Tommy | Metrics to measure effectiveness of different communications/promotions/events in increasing attendance |

- **Bulleted items indicate actions, upcoming events or locations that have been confirmed. Additional items will be added to the workplan as they are confirmed.**