



## Virginia Recreation and Park Society – Northern Service Area 2023 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: Provide at least 4 educational sessions that address current trends or interest areas

Objective	Tasks	Lead(s)	Outcomes
<u>Offer 4 Educational Sessions with at least one speaker from outside VRPS NSA membership</u>	Provide CEU eligible workshops to further educate/inform our professionals.	All	
Offer CEU eligible workshop on topics that cross over into other business areas	Look into requirements for CEU for other certifications  Coordinate new CEU approval process	All  Chair Elect	

### Goal 2: Open Communications

Objective	Tasks	Lead(s)	Outcomes
Promote scholarship opportunities	Announce at business meeting  Send EBlast for each opportunity  Email announcing NSA sponsored membership  Have sponsored membership recipients talk about their experience – testimonial – add winners to website -	Communication  Communication  Communication  Communication Divya	NSA members participate in scholarship opportunities at a higher rate  Provide NSA sponsored membership – Must be completed by Q3 (application, selection, award).
Communications Plan	Continue event planning tracking and coordination with board	Communication	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	All	Spring - Roberta Summer - Sarah Fall - Brian Winter – Derrick/Julie
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	Recorder  Recorder  Chair	Surveys will be conducted after every NSA meeting and one for each workshop

<b>Goal 3: Increase attendance &amp; active participation at all NSA activities</b>			
<b>Objective</b>	<b>Tasks</b>	<b>Lead(s)</b>	<b>Outcomes</b>
Plan and promote NSA programs and events	<p>Create flyer for monthly meetings/themes to use for promotion</p> <p>Plan and Promote 2-3 social events</p> <p>Increase social media posts on NSA Facebook</p>	<p>Communication</p> <p>All</p> <p>Chair/Communication/Divya</p>	
Transition to new MemberClicks Email Platform	<p>Train and execute new Member Clicks Email platform</p> <p>Make sure NSA members update their profiles</p> <p>Upload and maintain a clean list of NSA Members</p>	<p>Chair/Communication</p> <p>Chair/Communication</p> <p>Chair/Communication</p>	
Encourage participation at all meetings from each municipally through NSA "Champions".	<p>Promote NSA "Champions" and reach out to municipalities not represented</p> <p>New member 'open house' / 'realistic participation preview'</p> <p>Purchase a giveaway item to hand out at socials/events</p>	<p>Chair</p> <p>Chair</p> <p>Treasurer</p>	<p>Connect with Warrenton and Fauquier</p> <p>Secondary list of people who attend meetings but are not members</p> <p>Prepare purchase information for budgeting and purchase in 2023 (koozie, stickers)</p>
<p>Create themed "Meeting Topics" to appeal to a more diverse group, reflective of member feedback surveys</p> <p>Roundtable Discussions</p>	<p>Request questions in advance of roundtable meetings</p>	<p>Co-Chair</p>	<p>Closer-knit community of organizations willing to assist each other with common challenges.</p> <p>Summer Social: Pride Month – activities, inclusion policies</p> <p>November Business Meeting: Interview Prep</p>
Engage and Promote Leadership within the NSA	<p>Socials Committee</p> <p>Sponsorship Committee</p> <p>Encourage Committee Members to Attend an Executive Meeting</p>	<p>Communication Divya</p> <p>Treasurer/Chezia</p> <p>Chair</p>	
Expand Website information/communications	<p>Add resource group information and links to our website and include in all meeting agendas</p>		<p>Encourage NSA members to participate in VRPS resource groups as well as NSA meetings/activities</p>

	Add new member interest form on website and FB page	Chair and Communication	Capture/follow up on interested new members, promote scholarship opportunity
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**Goal 4: Administrative**

Objective	Tasks	Lead(s)	Desired Outcomes
Create a unified storage system for NSA Board	Utilize MemberClicks Committees to share info with Board	Chair	maintaining documents/knowledge as board members come and go
Track meeting attendance over time	<u>Pull registrant participation numbers from past years and continue to track into future</u>	Derrick/Julie	Metrics to measure effectiveness of different communications/promotions/events in increasing attendance