

GOALS

OBJECTIVES

STRATEGIES

MEMBERSHIP

Increase and maintain membership

- *attract new members through individual recruitment
- *increase membership diversity
- *continue to provide quality benefits to members
- * provide new benefits to members
- * provide opportunities for MRPA members to participate in the organization

- * use of newsletter, e-mail and web site
- *contact State Parks, Parks Depts., Commercial vendors, Therapeutic Recreators
- * annual town meetings in regions of the State

LEGISLATIVE

Advocate for Parks & Recreation services at the local, state & Federal level

- *have a legislative rep on the MRPA Board of Directors
- * continue our relationships with the Bureau of Parks & Lands
- *continue to have a voice with Federally elected officials

- *co-sponsor bills
- *consider a lobbyist for the association
- *provide testimony with regard to bills or legislative committees
- *maintain an active MRPA legislative committee
- *send MRPA reps to mid-year legislative forum
- *continue direct contact with local reps, congressmen and senators
- *initiate & support efforts to improve parks & recreation within the state

MARKETING

Advocate, enhance, stimulate and promote recreation, park and leisure services

- * increase public awareness and support of MRPA
- *network through newsletters, internet,email, list serves and telephone
- *expand collaborative partnerships with corporate sponsors, youth organizations and associations that promote recreation and leisure services
- *develop & maintain collaborative relationships with allied agencies and organizations
- *maintain & enhance technical capabilities by receiving and distributing info electronically to departments statewide
- *Increase MRPA name recognition within the State of Maine

- *operate MRPA events: Hot Shot, Hershey T & F, Entertainment Showcase, Pitch, Hit & Run
- *maintain & update MRPA web site
- *submit press releases for MRPA programs
- *TV and radio media coverage
- *produce quarterly newsletter
- *develop a marketing plan for MRPA
- *promote July as Recreation & Parks month
- * provide links on our web site to commercial member web sites
- * provide technical assistance and support to non-member communities

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PROFESSIONAL DEVELOPMENT

Foster and maintain the highest standards of professional qualifications, training, certification and ethics

- * establish an MRPA code of ethics
- * maintain, update & expand an archive and resource library for members
- * promote quality educational opportunities for all related disciplines throughout the State
- * encourage professional certification

- * offer fall workshop & annual conference for membership

FINANCES

Develop a sustainable financial plan to support the MRPA infrastructure

- * maintain a balanced budget
- * increase revenue
- *manage finances to support MRPA

- * maximize greatest returns on surplus revenues
- *operate new programs which increase our revenue
- * increase ticket sale programs

MANAGEMENT OF MRPA

Manage association operations for growth and effectiveness.

- *hire an Executive Director for the association
- * maintain professional relationship with national affiliate (NRPA)

- *get sponsorships for MRPA events
- *continue with ticket sale program

MRPA Strategic Plan
as of 6/7/07