



STRATEGIC PLAN

Adopted February 10, 2022

Mission Statement: The Maine Recreation and Park Association (MRPA) is dedicated to improving the quality of life for all through the advancement of the parks and recreation profession in Maine. MRPA serves as a statewide advocate, and a resource for professionals who deliver essential services through recreation, parks, and facilities.

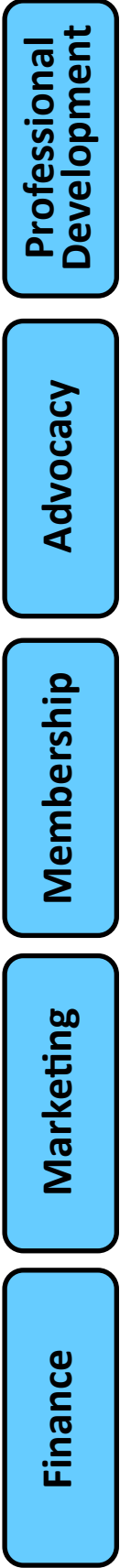
This strategic plan has been developed by the 2021-2022 MRPA Board of Directors:

Jen DeRice, President
Nicole Welch, Vice President
Karyn MacNeil, Treasurer and Past President
Sabrina Best, Secretary
Doug Beck, Parliamentarian
Erika Dube, At-Large
Tyler Stewart, At-Large
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Mitch Stone, EMPRA Representative
Hillary Hallett, NMCRA Representative
Alan Grady, Citizen Representative
Deb Smith, Executive Director



Maine Recreation and Park Association Strategic Plan

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Goal	Finance	Marketing	Membership	Advocacy	Professional Development
Objective	<ul style="list-style-type: none"> - Establish a minimum reserve to support a full time Executive Director. - Create new opportunities to generate revenue. 	<ul style="list-style-type: none"> - Decide what MRPA's story is. - Tell MRPA's story. - Write MRPA's story - Promote MRPA's story to membership, partners, and statewide audience 	<ul style="list-style-type: none"> - Increase part time memberships. - Increase and backfill lost commercial memberships. - Increase student memberships. - Assess current MRPA membership - Review and update current membership categories 	<ul style="list-style-type: none"> - Be an advocate on issues pertaining to Parks and Recreation - Solicit and grow partnerships with organizations with similar goals and vision. - Study, endorse, and actively support legislation pertaining to Parks and Recreation. - Encourage, promote, and support training, education, and certification for professional and personal growth. 	<ul style="list-style-type: none"> - Diversify and increase professional development and networking opportunities.
Activity	<ul style="list-style-type: none"> - Increase commercial memberships. - Research alternative funding sources. 	<ul style="list-style-type: none"> - Train MRPA members to share it's story. - Identify, attract, and connect with potential partners who share a similar vision. - Include consistent promotional information across all marketing platforms. 	<ul style="list-style-type: none"> - Activate Membership Committee - Maintain Membership Committee - Review membership rates annually - Engage with universities/support internships. 	<ul style="list-style-type: none"> - Maintain Advocacy Committee 	<ul style="list-style-type: none"> - Maintain Professional Development Committee - Promote certification opportunities