



Three Year Action Plan

{July 1, 2008 to June 30, 2011}

Approved by the Board of Directors – June 26, 2008

Vision – “build a better Iowa through parks and recreation”

Mission – “to support the advancement of park, recreation, and environmental conservation opportunities through education, resource tools, and advocacy”

Goal One: Enhance Education Opportunities for Members

Objective One – Offer scholarships for attendance to Conference, Fall Workshop, and community forums

Date Due -- May 2009

Responsibility -- Scholarship and IPRA Staff

Objective Two – Offer at least one online webinar

Date Due -- June 2009

Responsibility -- Special Training & Seminars and IT

Objective Three – Conduct at least four community forums each year

Date Due -- June 2009

Responsibility -- Special Training and Seminars

Objective Four – Promote the benefits of National Recreation and Park Association

Date Due -- September 2009

Responsibility -- Membership

Objective Five – Perform a needs assessment of national accreditation programs

Date Due -- September 2009

Responsibility -- Membership and PCCEB

Objective Six – Offer at least one “parks” educational workshop

Date Due -- March 2010

Responsibility -- Special Training & Seminars and IT

Goal Two: Enhance Resources for Members

Objective One – Create Information Technology (IT) committee to evaluate current trends in member communication. Implement at least one new trend.

Date Due -- September 2008

Responsibility -- President and IT

Objective Two – Create and monitor a professional-to-professional electronic bulletin board

Date Due -- January 2009

Responsibility -- IT and IPRA Staff

Objective Three – Implement a professional mentoring program whereby 25 young professionals are teamed with 25 experienced professionals

Date Due -- April 2009

Responsibility -- Membership

Objective Four – In an effort to go-green, implement e-publications for all conference, workshop, program, activities, newsletters, flyers, etc {printed publications will only be used when necessary}

Date Due -- May 2009

Responsibility -- IT and IPRA Staff

Objective Five – Perform an agency salary survey for professional staff

Date Due -- October 2009

Responsibility -- Membership

Objective Six – Perform agency salary survey for part-time staff

Date Due -- October 2009

Responsibility -- Membership

Objective Seven – Conduct a one-half day “trends” forum for agency directors

Date Due -- November 2009

Responsibility -- Membership and Special Training & Seminars

Objective Eight – Create and distribute at least two “canned non-advancing programs” to local agency members

Date Due -- January 2010

Responsibility -- Sports

Objective Nine – Visit at least one major university campus and five division III or community college campuses who offer sport management, recreation management or leisure studies curriculum

Date Due -- June 2010

Responsibility -- Membership and IPRA Staff

Objective Ten – Perform agency survey as follow up to 2007 completed survey

Date Due -- November 2010

Responsibility -- Membership

Objective Eleven – Executive Director will visit at least one half of agency members

Date Due -- June 2011

Responsibility -- IPRA Staff

Goal Three: Enhance Advocacy Efforts for Members

Objective One – Create a legislative hotline communication tool whereby at least one individual per agency will serve as primary contact

Date Due -- December 2009

Responsibility -- Legislative

Objective Two – Participate in REAP Alliance state legislative day at state capitol

Date Due -- May 2010

Responsibility -- Legislative

Objective Three – Conduct a one half day or one full day workshop for agency board and commission members

Date Due -- September 2010

Responsibility -- Membership and Legislative

Objective Four – Create a list of in-active members and agencies whereby these individuals or agencies can be contacted to determine level of future involvement

Date Due -- September 2010

Responsibility -- Membership

Objective Five – Attend and exhibit at the Iowa League of Cities conference

Date Due -- October 2010

Responsibility -- Membership and IPRA Staff

Objective Six – With the assistance of the Iowa Foundation for Parks and Recreation, create a media presence for the promotion of parks and recreation benefits

Date Due -- January 2011

Responsibility -- Membership, IPRA Staff, and Iowa Foundation for Parks and Recreation

Objective Three – Create at least one statewide initiative which involves a minimum of one outside agency or organization

Date Due -- February 2011

Responsibility -- Membership

Goal Four: Enhance Operational Efforts for Members

Objective One – Conduct an outside financial review of IPRA financials

Date Due -- October 2008

Responsibility -- Treasurer and IPRA Staff

Objective Two – Review and update Manual of Procedures and By-laws

Date Due -- February 2009

Responsibility -- By-laws

Objective Three – Review current awards program and determine which awards to retain, delete and/or add. Create and implement a plan of action to increase nominations.

Date Due -- November 2009

Responsibility -- Awards

Objective Four – Review and provide recommendation(s) of current IPRA staff structure

Date Due -- February 2010

Responsibility -- Executive and IPRA Staff

Objective Five – Review and provide recommendation(s) of current member benefits and fee structure

Date Due -- April 2010

Responsibility -- Membership

Objective Six – Create and implement at least one sport/program/event which can be incorporated as a sustainable revenue stream

Date Due -- October 2010

Responsibility -- Sports

Objective Seven – Conduct an analysis of the IPRA state office location. Provide results and recommendations to the Board of Directors.

Date Due -- March 2011

Responsibility -- Executive and IPRA Staff