



**ASSOCIATION ACTION PLAN**  
**November 2011 to December 2012**  
**Presented to the Board of Directors October 27, 2011**

**Work Plan Top Priorities (1-9)**

1. Reach out to 20 non-IPRA member communities who have departments and/or park boards; speak with them directly about the benefits of belonging to IPRA.  
*Due: July 2012* *Goal: Advocacy*
2. Seek out similar not-for-profit operations – look for, evaluate, and report on potential partnership or enhanced partnership opportunities; examples include: Iowa ASA, Ahrens Foundation, Turf Grass Association, Association of County Conservation Boards, etc.  
*Due: November 2012* *Goal: Resources*
3. Development of IPRA message/branding and associated mass media communications to promote the IPRA message and brand; explore partnership with Iowa Foundation for Parks & Recreation in this area.  
*Due: December 2012* *Goal: Advocacy*
4. Strengthen relationship and programming with Iowa Foundation for Parks & Recreation. Develop action plan of potential activities and joint ventures.  
*Due: February 2012* *Goal: Resources*
5. Seek grant programs and/or partners to assist financially in needed repairs to the IPRA State Office.  
*Due: February 2012* *Goal: Operations*
6. Develop structure of outreach to all new hires that can begin implementation by March 2012.  
*Due: March 2012 and ongoing* *Goal: Resources*
7. Create a list of inactive members and agencies, identify opportunities for involvement and set a contact goal.  
*Due: November 2012* *Goal: Operations*
8. Develop questions and format for periodic trends and issues surveys.  
*Due: Yearly* *Goal: Education*
9. Evaluate board and committee structure. Look for efficiencies and if deemed appropriate, restructure board and committee organization for simplification.  
*Due: June 2012* *Goal: Operations*

Other side gives greater detail to additional objectives given secondary weight

### Work Plan – Secondary Priorities

**(these priorities may move up as top priorities 1 to 9 are completed)**

- Enhanced legislative presence through better education of membership. Create legislative hotline tool.
- Explore costs and opportunities for hiring a lobbyist in collaboration with similar-mission organizations such as the Iowa Association of County Conservation Boards.
- Increase number of CPRP's by 25% by 2016.
- Develop program to keep retired professionals involved.
- Evaluate job descriptions of staff; develop internship program for IPRA; associated job description for interns, and means for having interns within the State Office.
- Re-establish IPRA "Student Chair" position as a non-voting board member to enhance IPRA's connection to student majors.
- Complete external operational review in 2013.

### Annual Work Plan – items to be done on a continual yearly basis

- IPRA visits to Colleges/Universities with Parks & Recreation majors; discuss scholarship, Association membership, and internship opportunities.
- Keep Mentoring Program active; regularly reaching out to new members and assigning them to experienced professionals.
- Continue conducting at least four (4) community forums/one-day workshops that can qualify for CEU credit.
- Regular surveys to membership regarding: aquatics, part-time wages, salary studies, etc.
- Promote IPRA Member attendance at REAP Alliance Day at Capitol.
- Continue outreach to membership regarding professionalism at Conferences and Workshops.
- Keep updating website, promote existing means and new ways to keep members engaged and informed (Google Forums, Article Exchange, etc.)
- Regular review and if necessary, updates of by-laws and manual of procedures.