

Working together is success.
— Henry Ford



New Hampshire
Recreation and Parks Association

Goal Setting Session, Part 1 and 2

January 10, 2017

Primex³
NH Public Risk Management Exchange

Center for
Public Sector
Advancement

Promoting Excellence in the Public Sector



NH Recreation & Parks Association Goal Setting Session

What is the Association doing well?

- Membership has increased amongst its professional and commercial members
- Positive engagement from the membership
- Increased organizational efficiency
- The impact of having an Executive Director has been extremely positive
- Association is financially stable which should lead to continued sustainability
- Fresh new executive board members
- More young professionals becoming engaged with the association
- The organization is moving forward and no longer just status quo
- Increased opportunities for professional development
- Wink Tapply program has great potential

What still needs work in the Association?

- Programming decisions – where does pitch/hit/run and Granite State Track and Field fit in to the association?
- Additional by-law changes needed to increase efficiencies
- Financial control policies are needed
- Additional members needed
- The yearly awards process could be tweaked a bit
- More membership engagement needed

S.W.O.T. Analysis:

Strengths

- Numerous training opportunities available
- Diverse executive board
- Diverse membership
- Professional membership dues are affordable
- Strong professional networking available
- Current Executive Director and the position overall
- Long-time dedicated members
- Organization is volunteer driven
- Current structure of the association
- Association is currently financially stable
- Relationship and partnership with DRED is very positive



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Weaknesses

- Lack of perceived transparency from executive board
- Numerous committees in need of volunteers
- Association logo in need of a overhaul
- Lack of financial policies
- Membership recruitment and onboarding
- In need of strong professional mentorship
- Membership resistance to change
- Risk of allowing nonmembers attend training for a charge

Opportunities

- Membership recruitment and onboarding
- Further define the benefits of joining the association
- In need of additional diverse programs for professional development
- Further growth of the executive director position
- Association re-branding and re-structure
- Bringing National Program certifications to NH
- Growing commercial members
- Encouraging members to purchase from commercial members
- Review current list of committees to ensure they are still needed
- Expanding UNH partnership

Threats

- The need to re-visit the mission and vision of the association to ensure it is current
- Resistance to change as an organization
- The need for more membership engagement
- Lack of succession planning
- Better monitoring of Executive Director's work load to ensure that the board does not over load her
- Better explaining the benefits of the association to new members so that they become engaged on day one
- In need of better explanation of the benefits of being a commercial member
- Not seeking more collaborations with UNH, DRED, Primex and other affiliates
- Preventing decisions that could affect the membership without the memberships chance to weigh in.



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Part 2

Individual Board Members Goals

Eric

- Expand professional memberships
- Have a clear vision of the organization and where it is going
- Further define and clarify relationship with DRED

Meghan

- Expand relationship with the University System of New Hampshire
- Create a mentor program for college students and new professionals
- Create a Central Data System for the association to store job description, salary information and other common department information to be shared with the membership as a resource library.

Andy

- Form an internal audit team to review and inspect finances
- Revise the job descriptions of executive board positions to create a greater and stronger organizational structure
- Create an incentive program throughout all the districts in the state to increase professional participation

Tara Tower

- Continue to update association work plan on a yearly basis
- Further define rules and fee schedule for non-member participation in professional development programs
- Communicate clearly to the membership that the executive board meetings are open to all to attend

Aimee

- Revamp and retune the awards process
- Develop a Leadership program for new and existing directors.
- Move the FISH program from committee to the executive board

Tara Barker

- The Association is need of a Mission and Vision statement



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Matt

- Clearly define the purpose and expectations of districts

Greg

- Rebrand the association by addressing the current logo and crafting a mission and vision statement
- Achieve further financial stability for the Association
- Expand commercial memberships through an incentive-based program

Collective Goals

Goal 1: Grow Professional and Commercial Memberships

- Create an incentive program for members that purchase goods from the associations commercial members
- Work with commercial members to increase their ability to take online orders of their merchandise
- Further define the benefits of joining the association for all professional and commercial members
- Create a welcome letter and mentor program for all new recreation professional joining the association.

Goal 2: Rebranding of the Association

- Create a new logo
- Craft a Mission and Vision statements
- Update current work plan
- Form a financial audit team to inspect the books on a yearly basis
- Revise roles and responsibilities of the Executive Board positions

Goal 3: Create and/or expand professional partnerships

- DRED
- Primex³
- HealthTrust
- NHMA
- New England State Association of Recreation
- USNH
- HEAL

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