

## **Illinois Park and Recreation Association (IPRA)**

**Mission:** Provide and promote exceptional standards of education, networking, and resources for all professionals in the Illinois park, recreation, and conservation communities.

**Vision:** IPRA leads the nation in providing premier education, networking, and resources for professionals in parks, recreation, and conservation.

### **What We Believe:**

- Inclusiveness of diverse stakeholder groups
- Intentionally improve all lives
- Fiscal responsibility, accountability, and transparency in all of our activities
- Creating a forum for uniting the diverse IPRA Community around common ideas and future trends

### **Strategic Plan 2020-2025**

#### **I. INITIATIVE 1: STRATEGIC PARTNERSHIPS/ALLIANCES: We will expand our reach into specific target markets, growing our membership base, conference attendees, and partnerships.**

- Goal 1(A): We will develop relationships with students and faculty at colleges and universities.
- Goal 1(B): We will partner with surrounding states and other associations to better serve professionals in the area, adding to the members' networking opportunities, and elevating IPRA's image.
- Goal 1(C): We will develop sponsorship relationships with like-minded corporations so that together, we can better serve our mission and members.
- Goal 1(D): We will pursue new ways to support our members and this will help us grow.
- Goal 1(E): We will grow by recruiting nonmembers.
- Goal 1(F): We will support and encourage diversity in our membership and throughout the park and recreation professional community.

#### **II. INITIATIVE 2: REPUTATION: We will develop IPRA as the premiere state association in parks and recreation in the country and we will educate the public about the value of parks and recreation and be a resource for our members.**

- Goal 2(A): We will invest in improved technology to develop more professional, more capable systems, allowing us to better communicate with members.
- Goal 2(B): We will actively pursue improvements to our conference.
- Goal 2(C): We will educate the public about the value of parks and recreation.
- Goal 2(D): We will elevate IPRA's image in the media and the public.
- Goal 2(E): We will develop an integrated communication plan to better describe the values of membership.

- f. Goal 2(F): We will develop our reputation with our donors.
- g. Goal 2(G): We will implement programs to support our young professional (under 40) members.
- h. Goal 2(H): We will identify services which may specifically benefit people in the Central and Southern regions.
- i. Goal 2(I): We will create a Volunteer Career Path to allow for members to get more involved with IPRA, making room for new leaders to gain experience.
- j. Goal 2(J): We will develop our board.

**III. INITIATIVE 3: RESEARCH AND ADVOCACY: We will support IPRA Connect, online communities on specific subjects. This will give members an additional resource for information, networking opportunity, opportunity to engage in IPRA, and will give IPRA an additional way for us to connect with our members, research issues, and communicate reciprocally.**

- a. Goal 3(A): We will develop resources as member benefits.
- b. Goal 3(B): We continue to promote IPRA Connect as a member benefit.

**IV. INITIATIVE 4: KNOWLEDGE MANAGEMENT: We will develop new ways that we can gather and distribute information to our members, including through networking.**

- a. Goal 4(A): We will develop a series of networking events for members.
- b. Goal 4(B): We will improve our e-newsletter.

**V. INITIATIVE 5: FINANCES: We will diversify our revenue streams to that we are less dependent on any one area of funding, protecting our financial base.**

- a. Goal 5(A): We will diversify our revenue streams to that we are less dependent on any one area of funding, protecting our financial base.
- b. Goal 5(B): We will grow our operating budget (include IPRF).
- c. Goal 5(C): We will grow the conference.
- d. Goal 5(D): We will grow the job board.
- e. Goal 5(E): We will focus on creating an environment where people want to work.

**VI. INITIATIVE 6: EDUCATION: We will pursue ongoing educational strategy and improvements that best meet our members' needs.**

- a. Goal 6(A): We will consider if ProConnect should continue as is or make changes.
- b. Goal 6(B): We will continue to focus on improving our educational programs.