

PA RECREATION & PARK SOCIETY

STRATEGIC PLAN

2019-2023



PRPS



PRPS is uniquely positioned to exert influence on behalf of its members and partners. This Plan addresses four broad issues that affect the recreation and park industry and its professional practices throughout Pennsylvania.

The Plan articulates each issue, along with pertinent Strengths, Weaknesses, Opportunities and Challenges. With input from PRPS members, partners and stakeholders, the Board of Directors determined specific strategies, with measureable outcomes, prime agents, priorities and timelines.

Upon its successful implementation, PRPS will improve the overall capability of the profession's delivery of its comprehensive, essential services throughout the state, benefitting all Pennsylvanians.

Access the complete plan at prps.org/about.

ADVOCACY: PUBLIC POLICY & EDUCATION

The purpose of PRPS's advocacy program is to actively support, defend, promote and advance community and life-enhancing solutions through Pennsylvania's park and recreation systems. The audiences and beneficiaries are our elected and appointed officials, PRPS members, partners, collaborators and their constituents, and the public at large.

Strategies include:

- *Legislative Monitoring*
- *Public Platform Development*
 - *Advocacy Training*
- *Legislator Engagement*
- *Programs, Events and Communications*



SUSTAINABLE FUNDING

Developing sufficient and sustainable funding for parks, recreation and conservation likely includes a combination of fees, licensing, partnerships, philanthropy, and creative new models, with a reduced reliance on public funding. To be sustainable, revenues must be reliable in the long term, impose a comparatively small cost on the economy, and rely on contributions from all citizens.

Strategies include:

- *Advocacy and Education*
- *Funds Development*

INTEGRATED PROFESSIONALISM

To bring integrated solutions to complex public issues, we need integrated professionalism: the ability to share expertise across disciplines and jurisdictions for comprehensive solutions. Not only can we then combine savvy specialists and the best resources for the job, our collective management of services spawns innovation, adds value, and reduces costs.

Strategies include:

- *Professional Development and Training*
- *Interdepartmental and Interagency Cooperation*
- *Cooperative Incentive Programs*

MEMBER & PARTNER ENGAGEMENT

To instill a higher level of engagement among members and partners, PRPS must consistently offer opportunities to merge practical actions with developing meaningful relationships. As our member and partner engagement rises, so will PRPS's organizational vitality. Our most valuable resources are our Members and Partners, and we shall empower them as the assets they are.

Strategies include:

- *Expressions of Organizational Culture*
- *Member and Partner Investment and Relations*
 - *Creating Great Workplaces*
 - *PRPS Organization Investment*



MISSION

The Pennsylvania Recreation and Park Society empowers recreation and park professionals and citizen advocates to enhance life-enriching services for all Pennsylvanians.

VISION

The Pennsylvania Recreation and Park Society will improve environmental, economic, and social health and wellness for current and future generations.



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