

CRPA STRATEGIC PLAN

SHORT-TERM HIGH-PRIORITY STRATEGIES

STATUS
(DATE: _____)



GOAL 1: Engage in public outreach to promote the positive human and community impact and the significant economic benefits associated with parks and recreation

- Position CRPA and the state’s parks and recreation agencies as a source of solutions to community challenges
- Illuminate the connection between parks and recreation and towns’ economic development goals
- Serve as a statewide voice for access to public recreation and open space in Connecticut
- Advocate at the State Capitol for sustained levels of state funding to municipalities

GOAL 2: Empower and equip CRPA’s network of members, vendors, and partners to advance and advocate for parks and recreation programs and professionals throughout Connecticut

- Help park and rec agencies be more visible to the public they serve as well as to local politicians and town management

GOAL 3: Provide programs, resources, and support to CRPA’s members to meet their evolving needs and spread best practices in parks and recreation

- Develop a stronger network, greater fellowship, and even more sharing of information among park and rec professionals in the State
- Offer ongoing professional development opportunities that respond to needs identified by CRPA’s membership

GOAL 4: Strengthen organizational capacity to enhance value to members, expand impact in the wider community, and promote programmatic sustainability

- Develop a clearly defined organizational structure with clearly defined roles for staff, board members, and volunteers
- Expand CRPA’s paid professional staff as necessary to maintain high levels of support for the Association’s members and also support attainment of strategic goals
- Increase both number of volunteers and engagement by volunteers, and foster a positive environment for all who contribute their time and talent to the organization
- Attract and retain an engaged, diverse, and forward-thinking board of directors whose members bring experience, expertise, and connections that will help CRPA achieve its goals

GOAL 5: Fortify CRPA’s fiscal foundation to ensure long-term financial sustainability

- Sustain current membership levels and deploy creative promotional and programming strategies to attract new members
- Develop new sources of unrestricted, sustainable funding to support mission and vision