



Virginia Recreation and Park Society Northern Service Area Mission and Goals

2018 NSA Work Plan

Vision: Our vision is to be an exceptional Service Area committed to being bold, dynamic, cutting edge and innovative.

Mission: To provide opportunities for networking, professional development and sharing of resources with Northern Service Area members while supporting the overall objectives of the Virginia Recreation and Park Society

Goal 1: To provide at least 2 professional developmental opportunities that address current trends or interest areas and are aligned with the NSA projected budget.				
Objective	Tasks	Objective Lead(s)	Target Date	Outcomes
Offer 2 Educational Workshops	Spring Seasonal Hiring Workshop	Sarah/Julie/Kaveh	03/15/18	Stacy Sherwood Community Center
	Fall Workshop	Amy	09/19/2018	Special Events Workshop-The River View Event Center, Occoquan Regional Park
Offer a paid speaker to generate more interest	Spring Seasonal Hiring Workshop	Sarah/Julie/Kaveh/Sheri	03/15/18	Stacy Sherwood Community Center
Create themed "Meeting Topics" to appeal to a more diverse group.	Offer various topics during all NSA meetings	NSA Committee	12/31/18	02/21/2018- Historic Blenheim Interpretive Center Tour 04/25/2018- Claude Moore Recreation and Community Center 06/27/2018- Pool Tour of the Town of Leesburg Outdoor Pool, Discussion-camper safety at pools 09/19/2018- Tour of Event Center & Special Events Workshop 11/28/2018- Footgolf Social/ Roundtable Alternative Revenue Opportunities

Goal 2: To facilitate open communication and the sharing of information between all interested parties
 (may include Northern Service Area Members, VRPS Central Office, NoVA Directors, Non-Members and other State and National organizations).

Objective	Tasks	Objective Lead(s)	Target Date	Outcomes
To offer on-line meeting options for participants to attend meetings electronically.	Identify 2 Go-to-Meeting Options and facilitate meetings Communicate on-line meetings with social committee for marketing	Sheri		Go-to Meetings for 2018: 04/25/2018- Claude Moore Recreation and Community Center 09/19/2018- Tour of Event Center & Special Events Workshop 11/28/2018- Footgolf Social/ Roundtable Alternative Revenue Opportunities
Promote existing scholarship opportunities	Reach out to new professionals and students	Sheri	05/15/2018	Targeted e-blast to NSA members
Communications Plan	Implement a plan that includes promotional venues, timelines, and topics for "E blasts", VRPS website and other promotional opportunities	Sarah Sarah/Kaveh Sheri Julie Amy	01/31/18- 04/15/18- 05/15/18- 07/15/18- 09/15/18	Assignments 01/31-February VRPS Magazine submission deadline-Complete 04/15-May President's Newsletter submission deadline-Complete 05/15-June VRPS Magazine submission deadline 07/15-August President's Newsletter submission deadline 09/15-October President's Newsletter submission deadline

Goal 3: To increase attendance and active participation at all NSA meetings, socials, events, and workshops.

Objective	Tasks	Objective Lead(s)	Target Date	Outcomes
Create a social committee to assist with planning and promoting NSA programs and events	Committee to create flyer for monthly meetings/themes to use for promotion	Julie/Social Committee	12/31/18	Completed-Will send updates as needed
Implement NSA Social Series	Plan 2-3 socials	Julie/Social Committee Julie/Social Committee Julie/Social Committee	11/28/18 09/15/18 01/11/2019	FootGolf Social-Sarah to host at Pinecrest Golf Course VRPS Conference Social- November 3 - Tuesday, November 6, Winter Social-Location TBD
Ensure each local municipality is represented during NSA meetings "Champions".	Promote NSA "Champions" and reach out to municipalities not represented	Amy/Sarah/Sheri	05/01/18	Complete-"Champion" list and attendees confirms most local municipalities are represented

Goal 4: To evaluate overall satisfaction with NSA meetings, socials, events, and workshops.				
Objective	Tasks	Objective Lead(s)	Target Date	Outcomes
Create an evaluation Plan	Evaluate satisfaction with NSA meetings with a paper survey	Amy	12/31/2018	Paper surveys will be distributed and collected at every NSA meeting: 02/21/2018, 04/25/2018, 06/27/2018 09/19/2018, 11/28/2018
	Create an "Annual Survey" to evaluate satisfaction with workshops, meetings, socials, and overall Satisfaction with the NSA though electronic means e.g. Survey Monkey	Amy/Sarah	09/01/2018	

Goal 5: To have the Northern Service Area assist with the promotion planning of the 2019 VRPS Annual Conference				
Objective	Tasks	Objective Lead(s)	Target Date	Outcomes
NSA Representation for 2018 Conference	NSA member to attend each monthly planning meeting	Sarah/Kaveh	12/31/18	Meetings scheduled for the first Wednesday of each month.
	2019 Conference updates during NSA Meetings	Sarah/Kaveh	12/31/18	Kaveh to present at every meeting

Goal 6: Evaluate pricing and fundraising				
Objective	Tasks	Objective Lead(s)	Target Date	Desired Outcomes
Develop better pricing strategies to promote more participation	Evaluate the importance of fundraising-is "tapping" into our VRPS members the best way to raise funds? Research alternative funding (sponsorships) to cover costs in for more participation			