



Virginia Recreation and Park Society: Northern Service Area 2024 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: Provide at least 4 educational sessions that address current trends or interest areas

Objective	Tasks	Lead(s)	Outcomes
Offer four Educational Sessions with at least one speaker from outside VRPS NSA membership	Provide CEU eligible workshops to further educate/inform our professionals.	All	(2) spring workshops, (2) fall workshops
Offer CEU eligible workshop on topics that cross over into other business areas	Look into requirements for CEU for other certifications	All	Offer workshops focusing on marketing/communications
	Coordinate new CEU approval process	Chair-Elect	

Goal 2: Open Communications

Objective	Tasks	Lead(s)	Outcomes
Promote scholarship opportunities	Announce at business meeting	Communication	Scholarship opportunities announced in early spring to allow time for applications NSA members participate in scholarship opportunities at a higher rate Award two one-year VRPS memberships - Must be completed by Q3 (application, selection, award).
	Send Eblast for each opportunity	Communication	
	Email announcing NSA sponsored membership	Communication	
	Have sponsored membership recipients talk about their experience – testimonial – add winners to website -	Communication	
Communications Plan	Continue event planning tracking and coordination with board	Communication	Communicate in a timely manner via multiple outlets – flyer, eblasts, Outlook, website to increase participation.
Magazine Articles	Have an article included in each edition of VRPS Magazine Recruit member for writing/coordinating articles	All	Spring - Brian Summer - TBD Fall - TBD Winter – TBD NSA will be a regular contributor to VRPS Magazine & E-News
Create an evaluation Plan	Survey after each meeting (add link to TEAMS meeting chat)	Recorder	Surveys will be conducted after every NSA meeting and one for each workshop

	Annual Survey to evaluate satisfaction with workshops, meetings, socials, and overall Satisfaction with NSA Integrate feedback	Recorder Chair	
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Goal 3: Increase attendance & active participation at all NSA activities

Objective	Tasks	Lead(s)	Outcomes
Plan and promote NSA programs and events	Create flyer for monthly meetings/themes to use for promotion Plan and Promote 2-3 social events	Communication All	
Continue to fully utilize MemberClicks Email Platform	Train and execute new Member Clicks Email platform Make sure NSA members update their profiles Upload and maintain a clean list of NSA Members	Chair/ Communication Chair/ Communication Chair/ Communication	
Encourage participation at all meetings from each municipality through NSA "Champions".	Promote NSA "Champions" and reach out to municipalities not represented New member 'open house'/ 'realistic participation preview' – Rebrand as a social? Purchase a giveaway item to hand out at socials/events	Chair, All Chair Chair/Treasurer	Connect w/ agencies not currently active in NSA/VRPS (NOVA Parks, others?) Host combined "open house"/membership social in the Spring Prepare purchase information for budgeting and purchase in 2024 (koozie, stickers)
Create themed "Meeting Topics" to appeal to a more diverse group, reflective of member feedback surveys	Request questions in advance of roundtable meetings	Chair-Elect	Closer-knit community of organizations willing to assist each other with common challenges. February business meeting to include presentation on "Play All Day VA" initiative.
Engage and Promote Leadership within the NSA	Socials Committee Sponsorship Committee Encourage Committee Members to Attend an Executive Meeting	Communication Treasurer/Chezia Chair	Recruit additional support from membership to help with sponsorships, socials and publications

Expand Website information/communications	Add resource group information and links to our website and include in all meeting agendas Add new member interest form or contact information on website	Communication Chair/ Communication	Encourage NSA members to participate in VRPS resource groups as well as NSA meetings/activities Capture/follow up on interested new members, promote scholarship opportunity
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Goal 4: Administrative

Objective	Tasks	Lead(s)	Desired Outcomes
Create a unified storage system for NSA Board	Implement Basecamp for NSA	Chair/Recorder	Maintaining documents/knowledge as board members come and go
Track meeting attendance over time	Pull registrant participation numbers from past years and continue to track into future	Treasurer	Metrics to measure effectiveness of different communications/promotions/events in increasing attendance