

MISSION: Texas Recreation and Park Society advances the quality of life industry through Connections, Advocacy, Resources and Education (C.A.R.E.).

VISION: To be the champion for engaged communities, wellness lifestyles and greenspaces.

2022 – 2024 Strategic Plan

CONNECTIONS

Engage all who benefit from parks, public spaces, and recreation.

Objective A: Expanded membership.

- Strategy: Conduct outreach to non-member agencies.
- Strategy: Conduct outreach to community partners.
- Strategy: Conduct outreach and engage the next generation of PARD professionals.

Objective B: Enhanced membership engagement.

- Strategy: Utilize a diverse engagement platform.
- Strategy: Recognize and incentivize engagement.

Objective C: Increased external engagement.

- Strategy: Attract and retain Community Champions.
- Strategy: Seek citizen involvement.
- Strategy: Create opportunities for engagement with TRAPS.

ADVOCACY

Engage stakeholders to support Parks & Recreation.

Objective A: Positive impacts of parks.

- Strategy: Identify and communicate the benefits of parks.
- Strategy: Leverage storytelling to personify the benefits of parks.

Objective B: Pro-park legislative platform at local, state, and national level.

- Strategy: Develop a legislative platform.
- Strategy: Utilize stakeholders as advocates.

Objective C: Consistent industry standards across the state.

- Strategy: Assess current standards.
- Strategy: Develop agreed-upon standards.

RESOURCES

Build a solid foundation for organizational sustainability.

Objective A: Efficient State Office operations.

- Strategy: Evaluate needs of the State Office facility.
- Strategy: Evaluate and restructure staffing and expectations.

Objective B: Member-centric support.

- Strategy: Create seamless connectivity.
- Strategy: Anticipate ongoing needs of new and current members.
- Strategy: Enhance user experience.

Objective C: Long-term financial stability.

- Strategy: Build upon and strengthen reserves.
- Strategy: Evaluate fundraising opportunities.

EDUCATION

Provide training and educational opportunities to meet stakeholders' needs.

Objective A: Diversified and innovative learning opportunities.

- Strategy: Facilitate in-person and online regional and state trainings.
- Strategy: Recruit speakers and leaders from inside and outside the field.
- Strategy: Evaluate content and logistics.

Objective B: High-quality CEU provider.

- Strategy: Maintain IACET accreditation.
- Strategy: Offer CEUs for all paraprofessionals (TR, irrigation, etc.).
- Strategy: Provide digital CEU tracking.

Objective C: Engagement at all levels of education.

- Strategy: Provide peer-to-peer learning.
- Strategy: Explore opportunities for targeted audiences.