



## Overview

Colorado Parks and Recreation Association (CPRA) is a dynamic, proactive organization that creates healthy residents and livable communities by promoting excellence in parks and recreation. CPRA was established in 1951 as the trade association for parks and recreation professionals in Colorado. CPRA has been providing continuing education, professional networking and resources since that time. *The vision of CPRA is to develop a dynamic, proactive organization that creates healthy residents and livable communities by promoting excellence in parks and recreation. CPRA's mission is to promote the parks and recreation profession and its growth throughout the State of Colorado.*

## Strategic Goal Areas

The next three years will be committed to four primary Strategic Goal Areas. Staff-led action plans will be developed for each goal area. Board Members will support these goal areas by participating in initiatives, reaching out to colleagues, and monitoring progress.

- 1. Cultivate Well-Rounded Parks and Recreation Professionals.** Through networking and diverse professional development that unifies members and recognizes member excellence.
- 2. Communicate the Value of Colorado Parks and Recreation Association:** Share the value of the Association with members and stakeholders.
- 3. Maintain Ongoing Financial Balance:** Obtain and evaluate the financial resources needed to support evolving member and operational needs.
- 4. Enhance CPRA's Organizational Effectiveness:** Ensure that CPRA's policies, structures, procedures, and management support operational excellence.





## Outline of Strategic Goal Areas and Objectives

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### GOAL AREA 1

**Cultivate Well-Rounded Parks and Recreation Professionals:** *Through networking and diverse professional development that unifies members and recognizes member excellence.*

#### OBJECTIVES

- a) Stay abreast of industry trends that reflect CPRA membership needs and interests.
- b) Ensure CPRA members are aware of and can take advantage of the Association’s offerings.
- c) Collaborate with CPRA Sections to evaluate how the structure can enhance networking and member value.
- d) Enhance how CPRA showcases member excellence.

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### GOAL AREA 2

**Communicate the Value of Colorado Parks and Recreation Association:** *Share the value of the Association with members and stakeholders.*

#### OBJECTIVES

- a) Showcase member benefits and CPRA offerings to clearly communicate the Association’s priorities.
- b) Provide ongoing updates and education on the value of CPRA membership.
- c) Maintain and continue to evaluate communications to CPRA members.

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### GOAL AREA 3

**Maintain Ongoing Financial Balance:** *Obtain and evaluate the financial resources needed to support evolving member and operational needs.*

#### OBJECTIVES

- a) Operate within the constructs of a funding model consistent with adopted reserve policy.
- b) Continue to explore opportunities to diversify revenue.
- c) Reinvest in the Association’s organizational and operational health, based on priorities set by CPRA Executive Board.



**GOAL AREA 4**

**Enhance CPRA’s Organizational Effectiveness:** *Ensure that CPRA’s policies, structures, procedures, and management support operational excellence.*

**OBJECTIVES**

- a) Evaluate current policies, structures, procedures, and management for effectiveness.
- b) Adopt policies, structures, procedures and management practices that align with Association best practices.