It’s easy to forget. How good it feels outdoors. How good it feels to put aside your chores and obligations and play a little where skies are blue, trees are green and water runs. How good it feels to make time for friends, family, that special someone and yourself. It’s easy to forget the most important lesson of your childhood that nothing quite compares to the freedom and adventure and joy you’ll find on the other side of the wall.

We understand. We’re the people of the Michigan Recreation & Park Association. Making better parks, better communities, better lives and a better state for all. And we’re here to invite you out where the air is fresh and the world feels new. Your state parks. Your county parks. Your community parks. It’s a wonderful world out here. Be sure to join us.

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WE ADVOCATE

mParks engages with government, foundations, media and other entities to advance the interests of Michigan's recreation and parks community... and the communities they serve.

- Send representative to talk with boards, commissions re: campaigns, millages, benefits and connect to local/state/nation
- Develop an online toolkit featuring best practices on measuring the impact or Parks and Recreation
- Facilitate a shared agenda and talking points with committees and focus groups to provide data and have a presence at each meeting
- Develop statewide partnership list of entities that members can reach out to for support and collaborations
- Create Joint statements with other like-minded organizations
- Work with State Government to inform and collaborate with relevant state departments.
- Prepare an advocacy marketing toolkit for communities
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www.mParks.org

2021-2024 Strategic Vision
| We Advocate. We Teach. We Inspire. We Unite | mParks.org

WE TEACH

mParks creates programs that educate and inform key audiences (within the parks and recreation community and for communities they serve) about conservation, health and wellness and other issues vital to parks and recreation in Michigan.

- Provide metrics and data on Parks and Recreation Statewide
- Develop programming template focusing on various topics
- Research and adapt the industry best practices
- Provide and support CEU opportunities
- Work with NRPA and City Parks Alliance on educational opportunities
- Provide an annual conference for members
- Develop and strengthen relationships with Colleges and Universities
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We Inspire

As the voice of Michigan’s recreation and parks community, mParks is the state’s leading cheerleader for the value of parks and recreation to the state, communities, organizations, families and individual lives.

• Provide funding or grants for innovative programs and equipment
• Recognize excellence in the field through professional and organizational awards
• Celebrate awards and board appointments statewide
• Provide examples of successful programs and designs
• Provide a platform for professionals to connect and share best practices
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WE UNITE

mParks strives to create a park and recreation industry that serves as the foundation of communities through diversity, equity, and inclusion within the Association and for the people we serve.

- Strive for diverse programming for members of all ages, abilities and backgrounds
- Create opportunities for conversations with diverse opinions
- Support the development of parks and facilities that focus on accessibility with universal design standards
- Implement resources for members to be allies and better serve their diverse communities
- Create opportunities to attract a diverse workforce
- Develop a career pipeline to attract more diversity in the field.
- Provide best practices on diversity and equity in the workplace and policies