South Carolina Recreation & Parks Association

2023-2028 Strategic Plan

Facilitated by the JINKS Perspective
Overview

In Spring 2023 the Board of Directors went through a strategic planning process facilitated by The JINKS Perspective. A special-called meeting with Executive Committee President, President Elect, Vice Present, Past President, and Executive Director further narrowed down strategies and outcomes.

The following framework will provide direction for both long and short-term decision making by SCRPA Board of Directors and Executive Staff.
STRATEGIC PLAN 2023-2028

MISSION

MISSION: Professional development of our members and advocacy for parks, recreation, and tourism opportunities in South Carolina.

Objectives

DEVELOP THE PEOPLE

MAKE THE CONNECTIONS

AMPLIFY THE MESSAGE

Strategies

Train current professionals in navigating and influencing the political policy landscape, while training policymakers on the value and relevance of P&R (Case-Making).

Outcomes:
- Enhanced continuing education for professionals.
- Enhanced understanding of P&R mission and need among local and state policymakers.

Deepen P&R partnership and integration with public education.

Outcomes:
- Earlier (pre-college) introduction of P&R profession to students.
- Enhanced understanding and appreciation of P&R mission and need among education influencers (e.g., DOE, school boards, local schools).

Design & implement capacity and continuity plan for association staffing and infrastructure.

Outcomes:
- Clear reserve policy that strengthens financial sustainability.
- Succession plan for Executive Director.
- Financial pathway to add education coordinator, resulting in quality improvement and revenue increase.

Enhance governance practice and structure.

Outcomes:
- Constantly up to date, refined bylaws and SOPs.
- Alignment & Consistency.
- Role Clarity.
- Best practices in governance.

Continue to deliver and enhance member value in our core work:
- Branch/committee and district work.
- Annual Conference.
- SC LEAD.
- Member recruitment and retention.
Mission

Professional development of our members and advocacy for parks, recreation and tourism opportunities for South Carolina
Strategic Objectives

- Develop The People
- Amplify The Message
- Make The Connections
Strategy 1
Train the current professionals in navigating and influencing the political/policy landscape, while training policymakers on the values and relevance of PRT (Case-Making)

OUTCOMES

- Enhanced continuing education for professionals
- Enhanced understanding and appreciation of PRT mission and need among local and state policymakers
Strategy 2

Deepen PRT partnership and integration with public education.

OUTCOMES

- Earlier (pre-college) introduction of the PRT profession to students
- Enhanced understanding and appreciation of PRT mission and need among education influencers (i.e. DOE, school boards, local schools)
- Potential enhanced/shared use of facilities/resources between PRT and public education
Strategy 3

Design & implement capacity and continuity plan for association staffing and infrastructure

OUTCOMES

- Clear reserve policy that strengthens financial sustainability
- Succession plan for Executive Director
- Financial pathway to add education coordinator, resulting in quality improvement and revenue increase
- Infrastructure stability
Strategy 4
Enhance governance practice and structure

OUTCOMES
- Constantly up-to-date, refined bylaws and SOPs
- Alignment & Consistency
- Role Clarity
- Best practices in governance
- Board development and succession
Strategy 5

Continue to deliver and enhance member value in core work

OUTCOMES

- Branch, Committee and District work
- Annual Conference
- SC Leadership Enhancement And Development (LEAD) institute
- Member recruitment and retention
Next Steps

- Adopt Strategic Plan
- Establish priorities, demonstrated through measurable goals
- Create a roadmap to track key performance indicators and progress toward our goals

Strategic thinking is a continuous process that steers the association in a mission-focused direction and provides a framework for working with others.