



**TASK FORCE:
MISSION
NYSRPS 2.0**

**Evolving in a
post-pandemic
world**

The Back Story

Impact of COVID on the profession

- **Created new ways to deliver services**
- **Access to resources & certifications were expanded**
- **Business models were evaluated and adjusted**

Impact of COVID on the organization

- **Revenue sources shifted**
- **Membership needs changed**
- **New Executive Director(s)**

NYSRPS MISSION STATEMENT

The New York State Recreation & Park Society (NYSRPS) is the principal organization advancing the value of parks, recreation, and leisure services through professional development of its members and citizen engagement.

CORE SERVICES

- **Professional Development**: To promote educational, professional certification, and networking opportunities; best practices; and resources.
- **Membership Development and Services**: To provide quality services and benefits which attract, engage, and retain members and are responsive to their needs.
- **Public Policy Development**: To raise awareness and support the advancement of parks, recreation, and leisure services by advocating for local, state, and national policy issues and interests.
- **Public Awareness**: To develop and implement methods of communication that inform and promote the value of parks, recreation, and leisure services.
- **Resource Development**: To maintain and develop resources that support and sustain the society.

NUMBERS TELL THE STORY

Below is a summary of the results gathered from a state-wide membership survey.

90% of respondents feel the current Mission Statement is appropriate

The remaining 3 core services (Public Policy, Public Awareness, Resource Development) have approximately a 50% satisfaction rating

89% indicated that community aspect of membership was Very to Moderately important

56% consider a NYSRPS membership of High or Moderate value.

**77% are satisfied with NYSRPS fulfillment of Core Services Item:
#1 –Professional Development**

75% rated the Annual Conference Excellent to Satisfactory BUT 9% of commercial members rated it excellent with 27% rating it as poor.

9% of Professional Members consider the value as High. 45% consider membership as Moderate to Low value

**63% are satisfied with NYSRPS fulfillment of Core Services Item:
#2 – Member Services**

56% rated the availability of CEU's Excellent to Satisfactory

IDENTIFIED NEEDS LIST

PRIORITY A

MEMBERSHIP

PROGRAM/
EDUCATION

STAFFING

FINANCES

VOLUNTEERISM/
GOVERNANCE

ORGANIZATIONAL
IDENTITY

PRIORITY B

LEADERSHIP
ACADEMY

FUNDRAISING

REGIONAL
PARTNERSHIP
REVIEW

SIDE BARS

WEBSITE

STATE
COMPARRISONS

HISTORICAL
ARCHIVES
DIGITIZED

ORGANIZATIONAL IDENTITY – PRIORITY A

Priority A = 6 months or less

Need to determine the role of NYSRPS

What is our “elevator pitch”?

NYSRPS relative to local/regional societies and NRPA?

What needs to be done to elevate stature of organization ?

What does NYSRPS currently do? What can it do? What should it do?

Perhaps published materials

What is the relevance of NYSRPS?

Set trends in the industry through innovation and creativity

How important is NYSRPS within the industry and how can we ensure future relevance?

How can we increase NYSRPS impact on the industry and our communities?

PRIORITY B = 6 TO 12 MONTHS

Regional partner program review

Leadership program (professional development) should be explored for future development.

3-5 fundraising efforts should be made over the next year.

ADDITIONAL THOUGHTS FROM RETREAT

Building a stronger sense of community is important.

Develop calendar of regional society events and activities.

Develop and offer a Basecamp-type resource for members to interact with each other.

Programming needs to be more relevant to day-to-day rec dept operations. (via Basecamp, roundtables?)

TR opportunities?

Can we contract and outsource?

Role of NYSRPS with other associations should stay the same right now (but be more proactive as a partner with local organizations).

Should we be involved with the NYS Association of Towns and their conference?

More focus on Core Services. Is what we are doing relevant to what our mission states and what our members want?

Dues should remain stable until/unless perceived value rises.

Deep dive into the membership survey to address Core Services relative to member importance.

Should we keep a physical office location? Reassess after lease discussion.

How to get students more involved in the conference and the organization.

Dues should not be adjusted at this stage.

Go digital with The Voice magazine or cut down # of copies sent out.

Finance levels are low and problematic.

We need membership renewal to be strong, new members and a larger profit out of the annual conference.

NYSRPS is operating a membership-driven organization in 2023 with a business model that was imagined and implemented in the 1960's.

Much has changed: Internet / Websites / Webinar's / On-line certifications

It's time to rip up the linoleum flooring, paint over the lime green walls and update the wiring to meet the new service demands to those we serve.

A renovation.....no.

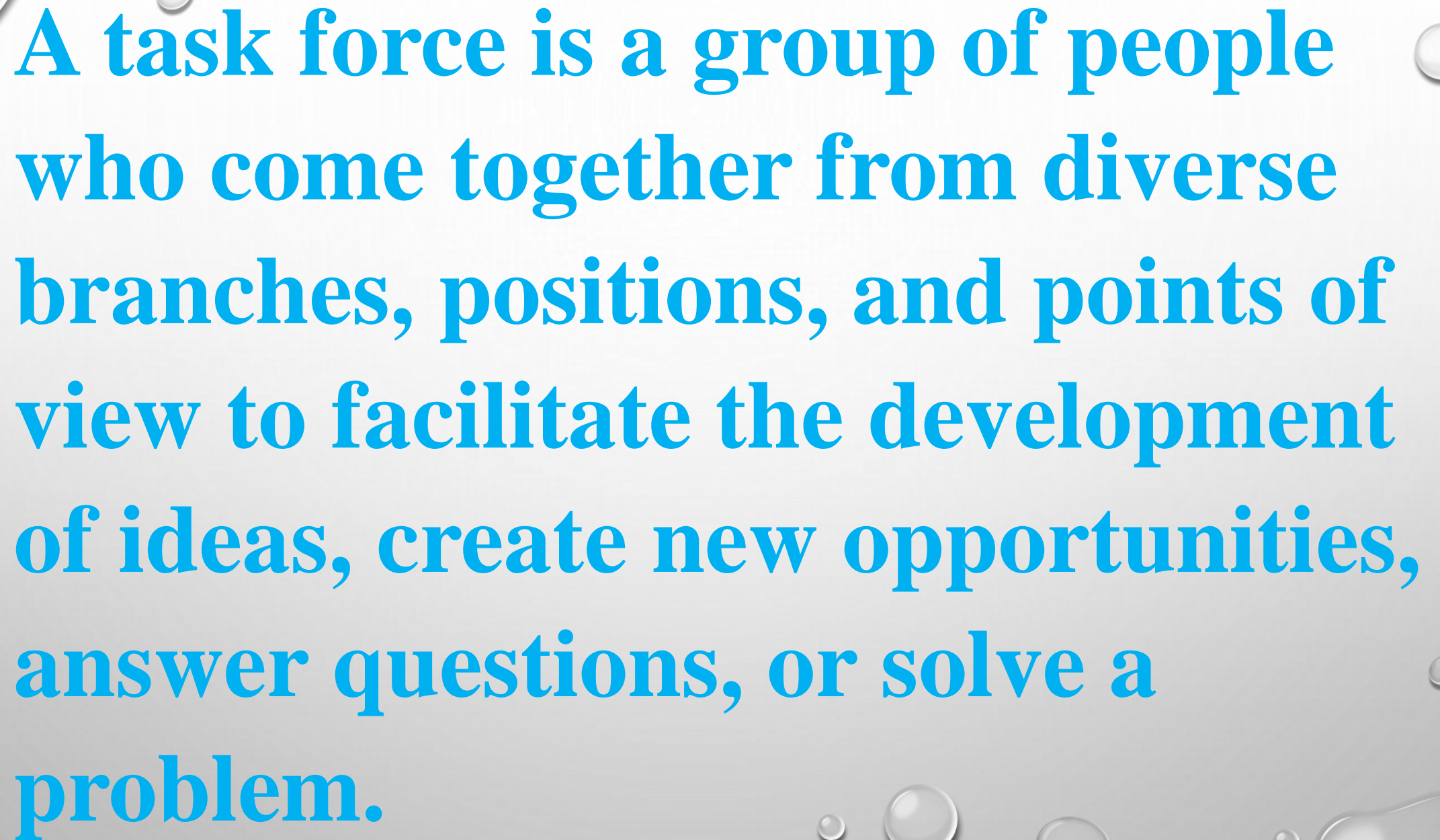
A re-set.....sort of.

A renaissance...needed!

***“People don’t care
how much you know
until they know how
much you care”***



Theodore Roosevelt

The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes, some with highlights and shadows, scattered across the top and bottom edges.

A task force is a group of people who come together from diverse branches, positions, and points of view to facilitate the development of ideas, create new opportunities, answer questions, or solve a problem.

TASK FORCE WORK PHASES

Phase 1 – determine desired needs and changes based on operational, organizational and membership requirements and feedback.

Establish task force to further identify needs and create solutions to be implemented

Create pathway to implementation of task force Phase 1 results

Phase 2 – based on task force phase 1 results implement board approved changes as seamlessly as possible

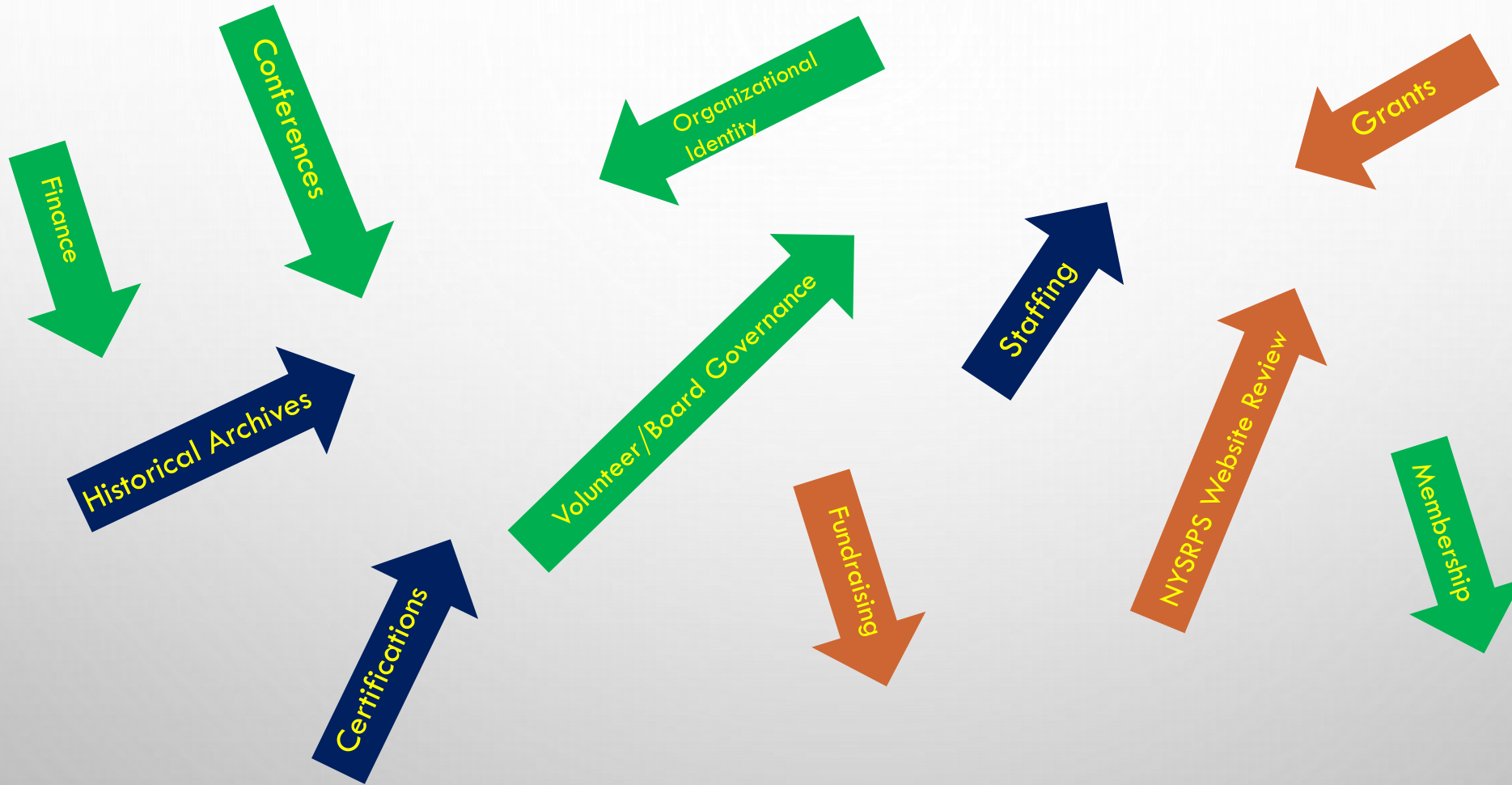
Develop a method of oversight and accountability to ensure sustainability

Identify additional points of need

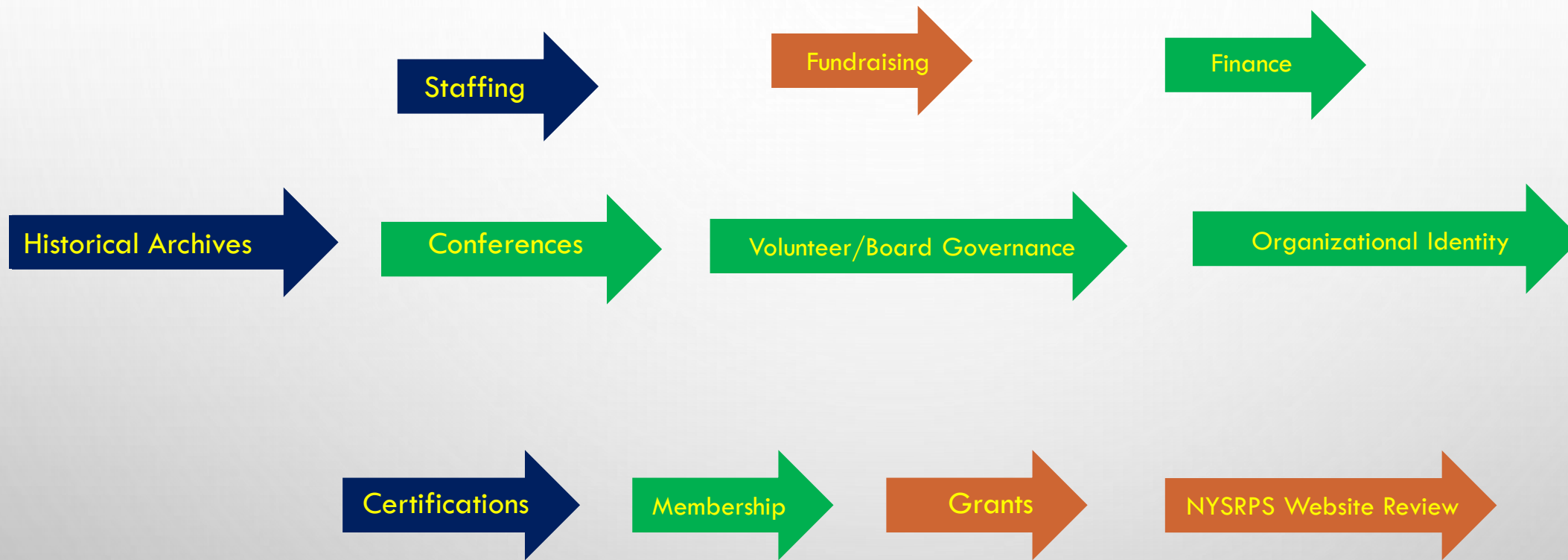
Seek additional opportunities for organizational growth.

Develop better oversight of committees

CURRENT ALIGNMENT IN NYSRPS ORGANIZATIONAL CONCERNS



FUTURE ALIGNMENT OF NYSRPS ORGANIZATIONAL CONCERNS



		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
PRIORITY A	ORG IDENTITY	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
PRIORITY A	VOL/BOARD GOV	Orange	Orange	Orange	Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange
PRIORITY A	FINANCE	Orange	Orange	Orange	Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange
SIDE BAR	NYSRPS WEBSITE	Orange	Orange	Orange	Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange
SIDE BAR	OTHER WEBSITES	Orange	Orange	Orange	Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange
SIDE BAR	GRANTS	Orange	Orange	Orange	Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange	Light Orange
SIDE BAR	FUNDRAISING	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
PRIORITY B	MEMBERSHIP - PRO	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
PRIORITY B	MEMBERSHIP - VEN	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
PRIORITY B	PROG - CONFERENCE	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
PRIORITY B	PROG - EDUCATION	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
PRIORITY B	STAFFING	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
PRIORITY C	LEADERSHIP ACADAMEY	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
PRIORITY C	REGIONAL PART.REVIEW	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
SIDE BAR	HYSTORICAL ARCHIVES	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue

BASIC PLAN – ROAD MAP THROUGH PHASE 1

Working from the results of the recent survey and organizational priorities determined at the Board Retreat a list of 6 level A priorities, 2 level B priorities and 5 sidebar items that need to be completed to aide in the process.

LEVEL A PRIORITIES ORGANIZATIONAL IDENTITY

VOLUNTEER/BOARD GOVERNANCE & FINANCE

/MEMBERSHIP \

STAFFING

PROFESSIONAL & VENDOR

/PROGRAM/EDUCATIONAL \

CONFERENCES & CERTIFICATIONS

LEVEL B PRIORITIES

LEADERSHIP ACADEMY REGIONAL PARTNERSHIP REVIEW

SIDEBARS

- NYSRPS Website Review
- Comparative State Assn. Review
- Fundraising
- Grants
- Historical Archives

SIDE BAR PROJECTS

SOME SHOVEL READY PROJECTS NEEDED TO BE COMPLETED

- NYSRPS Website Review
- Other State association Websites
- Historical Archives Digitized
- Grants

JUMP START PROJECTS

- Fundraising Committee
- Leadership Academy

HOW THE MATH WORKS

Time commitment to participate on a team

- **1.25 hrs per week per team member**
- **X 3 members**
- **X 12 weeks**
- **45 dedicated hours for the average 3-month project life.**

MISSION NYSRPS 2.0 TEAM ROSTERS

REV 4/17/23

PRIORITY A - Completed <u>ORGANIZATIONAL IDENTITY</u> NYSRPS BOARD
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PRIORITY A -Phase 1 complete <u>VOLUNTEER/BOARD GOVERNANCE</u> TOM JULIE/JESSICA/PEGGY/TBD
Team Leader Team Members

PRIORITY A - In Progress <u>FINANCE</u> YOLANDA JOHN / HEATHER/JOE
Team Leader Team Members

SIDE BAR - In Progress <u>NYSRPS WEBSITE REVIEW</u> NAOMI NICHOLE/JAKE
Team Leader Team Members

SIDE BAR - In Progress <u>OTHER STATES WEBSITE REVIEWS</u> NAOMI NICHOLE/JAKE
Team Leader Team Members

SIDE BAR - In Progress <u>FUNDRAISING</u> MATT RYAN JACK ARONE ROCKEFELLER DAVISON
Team Leader Team Members

SIDE BAR - ON HOLD 3/12/23 <u>GRANTS</u> HEATHER TBD
Team Leader Team Members

PRIORITY A - In Progress <u>MEMBERSHIP - PROFESSIONALS</u> LEIKO TOM/REBECCA/KATHLEEN/ERIN
Team Leader Team Members

PRIORITY A - In Progress <u>MEMBERSHIP - VENDORS/ENTERTAINERS</u> PAUL ANNE/JOHN L/TBD
Team Leader Team Members

PRIORITY A - In Progress <u>PROGRAM - CONFERENCES</u> NICK JASON/ERIC/TBD
Team Leader Team Members

PRIORITY A - Delayed start <u>PROGRAM - EDUCATION/CERTIFICATIONS</u> NICK JASON/TBD/TBD
Team Leader Team Members

PRIORITY A - ON HOLD 3/12/23 <u>STAFFING NEEDS</u> HEATHER PEGGY/TBD
Team Leader Team Members

SIDE BAR - In Progress <u>HISTORICAL ARCHIVES</u> CHARRY TBD
Team Leader Team Members

PRIORITY B - Phase 2 <u>LEADERSHIP ACADAMEY</u> BOB K JASON/TOM/NAOMI/et al
Team Leader Team Members

PRIORITY B - Phase 2 <u>REGIONAL PARTNERSHIP REVIEW</u> TBD TBD
Team Leader Team Members

PHASE 2 - MISSION NYSRPS 2.0 TEAM ROSTERS

PRIORITY - <u>ON-BOARDING OF NEW BOARD MEMBERS</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

PRIORITY - <u>STATE-WIDE SPECIAL EVENTS</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

PRIORITY - <u>MEMBERSHIP NEWSLETTERS</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

SIDE BAR - <u>TBD</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

SIDE BAR - <u>SOCIAL MEDIA</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

SIDE BAR - <u>BY-LAWS</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

SIDE BAR - <u>TBD</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

PRIORITY - <u>PUBLIC RELATIONS/MARKETING</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

PRIORITY - <u>CONFERENCE COMMITTEE</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

PRIORITY - <u>SCHOLARSHIPS/ENDOWMENTS/PARTNERSHIPS</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

SIDE BAR - <u>TBD</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

PRIORITY - <u>TBD</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

PRIORITY - <u>TBD</u> ____ / ____ / ____ / ____	
Team Leader	Team Members

ADD-ON COMMITTEE WORK

ON-BOARDING OF NEW BOARD MEMBERS

MEMBERSHIP NEWSLETTERS

SOCIAL MEDIA

BY-LAWS

STATE-WIDE SPECIAL EVENTS

CONFERENCE COMMITTEE

PUBLIC RELATIONS/MARKETING

SCHOLARSHIPS/ENDOWMENTS/PARTNERSHIPS

TASK FORCE GOALS & OBJECTIVES

GOAL # 1: To perform an organizational audit to identify areas of need and begin to create an action plan to be presented at the 2023 NYSRPS Annual Conference.

GOAL # 2: To develop a master plan that addresses organizational needs that can be implemented in a timely but informed and intentional process.

GOAL # 3: To create an organizational model that will be sustainable for future generations of P & R professionals and related fields.

MISSION NYSRPS 2.0 4/22/23 TASK FORCE MEETING AGENDA

Welcome & Introductions

Meeting/Session Outline & Goals

Review of Task Force Focus & Purpose

Task Force Side Bar Team Reports

Fundraising - Grants - Historical Archives

NYSRPS Website Review - Other Association Website Review

Task Force Priority A Team Reports

Volunteer/Board Governance - Finance

Membership – Professionals / Membership – Vendors/Entertainers

Program – Conferences

Pending Priority & Side Bar Teams

Staffing Needs - Program – Education/Certifications

Add-On Committees (Newsletter/PR/Social Media, etc.)

So what's next?

Q & A

SO...NOW WHAT DO WE DO?

Its GO TIME now... Teams & Sidebars that have been identified can begin to establish their game plan (schedule, workload, etc.).

While goals and objectives are still being determined there may be a slight delay in the start. As such, we will look to start the task force starting at this Annual Conference.

WHAT'S THE PITCH?

After collecting everyone's elevator pitch time was taken to study each one. Most had common themes if not identical words & thoughts. Below is the list of words that best describe parts of who we are and what we do. From these words will bore our identity.

First task force assignment that you can apply the 60 minutes for the week to work on. Using primarily the words listed on the Pitch Phrase Parts list on the next page, please craft our elevator pitch.

The By-Products list is included as an example of what we had to remove from all of the pitches received to help clarify who we are. The By-Products list should not be used in creating our "Pitch" but should be used when creating our brochure or marketing materials.

Who are we?

The New York State Recreation and Parks Society is a state-wide membership based non-profit professional organization.

Who do we serve?

The society is primarily dedicated to the advancement of the parks & recreation professions .

How do we serve?

NYSRPS is committed to providing professional development and networking opportunities through certification programs, publications, workshops and conferences.