

NATIONAL RECREATION AND PARKS



STRATEGIC PLAN UPDATE

2025 - 2030

Meet the Board

2024 - 2030 Officers

President:	Chris Bass, CPRP
Immediate Past President:	Dr. Sonya Shaw, CPRP
President-Elect:	Khalid Salahuddin
Treasurer:	Tameka Williams, CPRP, CYSA
Secretary:	Jonelle Bailey
Chaplain:	Sedrick Swan, CPRP

Reginal Board Members

Southern:	Ramondo Davidson
Mid-Atlantic:	
New England:	
Great Lakes:	Bernita Reese, M.S. CPRP
Southwest:	Sydney Elliott, CPRP
Midwest:	
Pacific SW:	
Pacific NW:	Harith Aleem Jr.

At Large Members

Daniel Betts, MBA
Edwin J. Rivera-Guzman, CPRP
Keith Wallace, CPRP
Shajra Thrasher, CPRP

Mission

To embrace equity and connect communities through leadership in diversity, equity, inclusion, and belonging while fostering professional growth

Vision

To be the champion for diversity, equity, inclusion, and belonging within the parks and recreation profession

Core Values

1. **Belonging:** Fostering inclusive environments.
2. **Effective Communication:** Ensuring clear, transparent, and open dialogue.
3. **Professional Development:** Supporting the growth and upward mobility of our members.
4. **Integrity and Transparency:** Promoting accountability and clarity in operations.
5. **Legacy and Visibility:** Honoring history while expanding NRPEMS' influence.
6. **Collaboration:** Building strong partnerships and networks.

Organization Structure and Governance

- Strengthen board operations by establishing term limits (from two to three years) and clear succession planning.
- Conduct biannual reviews of programs and strategic initiatives to ensure alignment with the mission, vision, and goals.
- Introduce an **annual audit** and KPI evaluations to assess progress and ensure accountability.

Key Initiatives

1. Membership Recruitment, Retention, and Recognition

- Create clear member benefits to communicate value (e.g., mentorship programs, scholarships, exclusive educational resources).
- Hold quarterly/monthly virtual forums for networking, skill-sharing, and discussion.
- Implement a Member Recognition Program, acknowledging long-term members, contributions, and achievements.

2. Program Development

- Rebrand the Ernest Burkeen Jr. Mentoring Program, implementing scheduled check-ins, follow-ups, and testimonials to improve mentor-mentee relationships.
- Establish an Annual NRPEMS Symposium, either as a standalone event or in partnership with state conferences.
- Launch the Connecting Communities Initiative, recognizing local community service projects led by NRPEMS members or partners.

Strategic Goals & Objectives

Goal 1. Advocacy through Access

Objective: Position NRPEMS as a leader in diversity and inclusion advocacy.

- A. Develop advocacy training for members focusing on legislative processes, federal/state grants, and professional lobbying.
- B. Promote participation in national and state-level conferences to represent minority voices in recreation.
- C. Collaborate with the NRPA Social Equity Pillar to lead efforts on social equity in parks and recreation.

Goal 2. Education through Professional Development

Objective: Enhance professional development and growth opportunities for ethnic minorities in parks and recreation.

- A. Establish a Learning Library for members, with educational videos and monthly virtual training sessions.
- B. Create an Internship and Mentorship Program that supports students and early-career professionals, focusing on leadership and service in parks.
- C. Launch webinars and face-to-face training on professionalism, leadership, and advocacy.
- D. Offer scholarships (funded by TORO's annual \$10,000 donation) for professional development schools and conferences.

Goal 3. Sustainability through Membership Engagement & Partnerships

Objective: Sustain and grow membership while enhancing fundraising initiatives.

- A. Revise the membership structure, potentially eliminating membership dues and focusing on fundraising and sponsorships.
- B. Increase visibility at national and state conferences through strategic marketing and engagement activities (raffle tickets, t-shirts, etc.).
- C. Expand partnerships with organizations like the National Black Caucus, City Parks Alliance, and National Forum for Black Public Administrators.
- D. Develop new revenue streams, such as sponsorship programs and capital membership drives, to secure sustainable funding.
- E. Launch a Community Service Program focused on recognizing community initiatives through NRPEMS affiliates.

Strategic Goals & Objectives

1. Membership Recruitment, Retention, and Recognition

- Create clear member benefits to communicate value (e.g., mentorship programs, scholarships, exclusive educational resources).
- Hold quarterly/monthly virtual forums for networking, skill-sharing, and discussion.
- Implement a Member Recognition Program, acknowledging long-term members, contributions, and achievements.

2. Program Development

- Rebrand the Ernest Burkeen Jr. Mentoring Program, implementing scheduled check-ins, follow-ups, and testimonials to improve mentor-mentee relationships.
 - Establish an Annual NRPEMS Symposium, either as a standalone event or in partnership with state conferences.
- Launch the Connecting Communities Initiative, recognizing local community service projects led by NRPEMS members or partners.

Marketing and Branding

- Promote the updated mission and vision statements across platforms, especially at conferences.
- Invest in new marketing materials (t-shirts, pins, postcards) and make use of digital tools (QR codes, NRPEMS website updates).
- Increase NRPEMS' social media presence and storytelling to highlight the impact of its programs (e.g., scholarships awarded, member successes).

Budget and Fundraising

- Transition away from membership dues, focusing on sponsorships and fundraising campaigns.
- Secure long-term partnerships and funding from organizations like TORO.
- Implement annual fundraising events, such as virtual auctions, to engage members and generate revenue.

SWOT Analysis

Strengths

- A strong history of leadership in the parks and recreation field.
- Established network and respect from professionals.
- Opportunities for mentorship and career mobility.

Weaknesses

- Limited visibility and outreach beyond African American communities.
- Reliance on membership revenue.
- Lack of consistent self-evaluation and member engagement.

Opportunities

- Potential to collaborate with other minority groups and international organizations
- Increasing student and young professional recruitment through new educational programs.
- Strengthening partnerships with organizations like NRPA and re-establishing NRPEMS as an affiliate.

Threats

- Perception as an "African American group" rather than a multicultural organization.
 - Financial sustainability issues and the potential for board burnout.