

## **California Parks and Recreation Society District XI 2007/08 Goal Statement**

### **Purpose**

The California Park and Recreation Society's District XI is committed to offering educational and training opportunities to its membership to enhance their effectiveness; facilitate professional advancement, and strengthen their level of commitment.

### **Introduction**

The District XI Board of Directors 2007-08 goals focus on providing a variety of essential services that benefit District members in the quest to create community through people, parks, and programs. While aligned with the California Park and Recreation Society's Ends Policies, the goals represent the statewide purpose and intended outcome of existing for the success of members.

### **Goal 1 - Orient members to tools available through VIP Action Plan (E-1)**

The District XI board will work to increase the number of active District members to help promote the field of parks and recreation. An active member will be determined by active participation in two or more District sponsored activities or trainings. Trainings will focus on an orientation to the tools available through the VIP Action Plan and how to utilize those tools to effectively market programs to the community.

#### **Objectives:**

##### **Improve Communication**

- Develop a District XI contact list and make it available on the District XI website.
- Distribute District newsletter two times per year.
- Maintain accurate information by updating website monthly or more often as needed. Website updates will include:
  - Agendas / Minutes
  - Annual Goals
  - Events/ Activities/Awards
  - Member Information
  - Board Information
- Include general members in the notification of meetings and copies of agendas and minutes.

##### **Increase Participation**

- Improve reputation and relationship with decision-makers in each city within the District.
  - Mail thank you letters to Board Member's directors/managers for allowing board participation and outline goals.
  - Host a new event (Executive Breakfast) to increase upper level management participation.
- Mail general membership letters providing an orientation to goals, board members, events/activities, and benefits of participation in the District.

- Create a promotional piece identifying benefits of active participation in the District.
- Create opportunities for socialization and networking to include:
  - Bunco
  - Awards and Installation Banquet

**Goal 2 - Provide educational opportunities to develop skills and knowledge to succeed within the profession (E-2)**

The Board intends to provide educational training opportunities that demonstrate a benefit to participants/agencies.

**Objectives:**

**Develop training opportunities**

- Aquatics Training (LGI, WSI for manager and coordinator level)
- Participate in the planning and implementation of Fall Forum
- Administrative Assistant Day
- Summer Part-time Staff Training

**Establish agency standards**

- Brochure Exchange
- Aging Section
  - Create a support network by conducting quarterly meetings to collaborate and share knowledge of programming.

**Goal 3 - To create a greater influence among the legislative community (E-3)**

The District XI Legislative Representative will provide updates at monthly meetings and host the monthly legislative conference call. An educational breakfast will also be held to inform members about upcoming important legislation.

**Objectives:**

**Increase Legislative Participation**

- Host monthly conference calls and send notification of times and locations to general members within the District.
- Provide an update on important legislation at monthly meetings.
- Host Executive Breakfast to help educate general members and increase involvement by agency management.