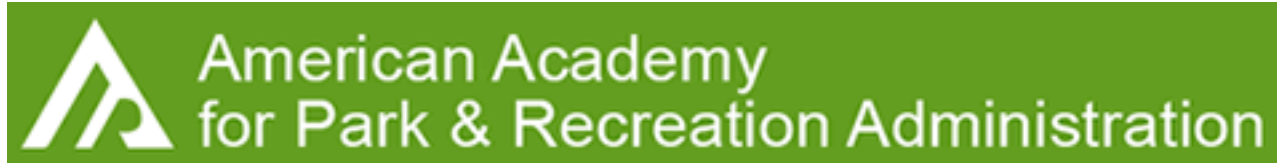


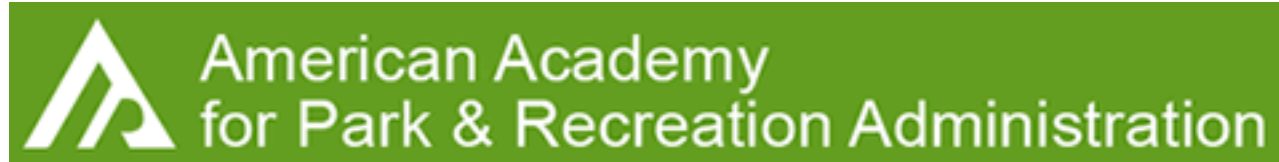
Board of Director/Academy-wide Goals	Objectives	Organizational Impacts
<p>1 Implement phase two of the Sustainability Task Force</p> <p>In 2024, each Committee and Task Force reviewed its current programs and tracked the hours that it spent meeting and providing them. In 2025, they will evaluate the impact and sustainability of these on Academy fiscal and personnel resources.</p>	<ul style="list-style-type: none"> <li>Identify &amp; apply the criteria to assess the sustainability of current and proposed programs and services.</li> <li>Discuss and craft methods to implement any changes to be sustainable.</li> <li>Establish a plan to ensure AAPRA’s financial and personnel sustainability.</li> </ul>	<p>AAPRA has the fiscal and staff resources to meet its mission and objectives now and in the future.</p>
<p>2 Continue to ensure that the Board of Directors is a working board</p> <p>Board liaisons actively contribute to the work of assigned committees/task forces</p>	<ul style="list-style-type: none"> <li>Board Members utilize the job description created in 2024, to assist them in their role as liaison</li> <li>Board decisions &amp; policies communicated regularly</li> <li>Board utilizes annual planning calendar</li> <li>Branding &amp; Social Media Tool Kit directs the promotion of programs &amp; services</li> </ul>	<p>Board Members understand their role as a liaison to committees and/or task forces.</p> <p>Committee/Task Force chairs are supported and engaged.</p> <p>Committee/Task Force chairs meet established deadlines.</p> <p>Committees/Task Forces share resources by collaborating on overlapping goals and programs.</p> <p>AAPRA promotional efforts are coordinated within social media channels (LinkedIn) and partners are regularly included.</p>
<p>3 Committee/task force chairs are knowledgeable &amp; supported</p>	<ul style="list-style-type: none"> <li>Conduct quarterly Academy Leadership Team meetings, during which Committee Chairs interact and share common goals for the Academy and identify ways to work collaboratively, saving duplication of efforts and resources.</li> <li>Each committee/task force has annual goals and knows / sets established due dates</li> <li>Chairs and vice chairs are aware of goals, due dates, budget</li> <li>Create, distribute, and post on the website an end-of-year committee/task force report. Each Chair will also report directly to the Academy membership during the General Membership meeting in September 2025 to share information about the Academy’s programs, to recruit new committee members, and engage the membership in the Academy’s work.</li> </ul>	<p>Committee/Task Force leadership is knowledgeable about Academy’s overall goals and how their work supports those goals; and work collaboratively toward common achievements.</p>



Board of Director/Academy-wide Goals	Objectives	Organizational Impacts	
4	<p>Increase use of best practices on social media through the committees/task forces and enhance the Academy website to promote the mission, vision, and programs of the Academy to all park and recreation professionals.</p>	<ul style="list-style-type: none"> <li>• Provide members with resources to effectively promote the Academy through the Social Media Toolkit.</li> <li>• Each chair and vice chair identifies a social media point person to share information about the Academy and Committee programs and services to the membership and to others in the profession, using the hashtag protocol.</li> <li>• Ensure sponsorship agreements have equity in promotion of Academy programs.</li> <li>• Ensure all website content is up-to-date.</li> <li>• Create a dedicated space for AAPRA branding resources on the website.</li> <li>• Decide who will be responsible for the social media marketing of AAPRA's programs and services.</li> </ul>	<p>Academy communicates a clear consistent message with its programs thereby enhancing our brand.</p>
5	<p>Create a one-year task force with the American Parks and Recreation Foundation to create strategies on how we can be aligned more closely together.</p>	<ul style="list-style-type: none"> <li>• Select three members from the Academy and three from the Foundation to serve as the task force members.</li> <li>• Create and implement methods on how the Foundation can assist the Academy meet its goals.</li> </ul>	<p>The relationship and communication between the Academy and Foundation is strengthened and the Foundation is better positioned to assist the Academy in funding initiatives.</p>
6	<p>Finalize and implement the Urban Director Fellow Membership criteria for Board approval and subsequent approval by the Academy Fellows.</p>	<ul style="list-style-type: none"> <li>• Members of the Urban Director Committee and Membership Committee form joint ad hoc task force to review the recommendations that were shared with the Board of Directors in September 2024; a recommendation is to be presented by November 13, 2024 Board of Directors meeting.</li> </ul>	<p>The criteria for this membership category is clarified and communicated to the membership.</p>



Committee Goals	Objectives	Organizational Impacts
<p>A</p> <p><b>Membership:</b> Review the criteria for Fellow membership (other than Urban) and submit any recommendations for Board approval and subsequent approval by the Academy Fellows.</p>	<ul style="list-style-type: none"> <li>Membership Committee presents criteria recommendations to the Board of Directors by January 8, 2025.</li> <li>Implement a campaign to market membership nominations to achieve full capacity of Practitioners, Educators, and Urban Directors.</li> </ul>	<p>The criteria for this membership category is clarified and communicated to the membership.</p> <p>The Academy is enriched by expertise from a wider cross-section of professionals.</p>
<p>B</p> <p><b>JEDI:</b> Develop and implement internal and external JEDI initiatives.</p>	<ul style="list-style-type: none"> <li>Identify and implement 1-2 internal projects to educate and support members, committees/task forces</li> <li>Develop the external focused project to diversify our field through the development of an internship program with historically Black, Native American, Asian, Hispanic Colleges and universities through the White House Initiative.</li> <li>Continue to evaluate the viability of a national JEDI Award to recognize individuals and agencies for their efforts related to justice, equity, diversity, and inclusion.</li> </ul>	<p>Academy members increase their knowledge and awareness of JEDI principles and practices, going “beyond the pledge”.</p> <p>The Academy is viewed as a thought leader in raising awareness regarding JEDI.</p>
<p>C</p> <p><b>Career Development:</b> Finalize the video and educational tool kit materials highlighting the diversity of positions within parks and recreation, which is being developed in collaboration with PRPS and NRPA.</p>	<ul style="list-style-type: none"> <li>Career Development Task Force, in conjunction with PRPS, completes the 4-minute video; and in collaboration with NRPA develops 30-second public service announcements, single feature videos, and reels, highlighting the diverse recreation and park career opportunities; creates a tool kit of materials to promote the profession; designs a marketing/dissemination plan along with a dedicated webpage to promote this national campaign.</li> </ul>	<p>The Academy and its partners have developed a national promotional campaign aimed at high school and college students showcasing parks and recreation as viable professional career choices.</p>
<p>D</p> <p><b>Research for the Profession:</b> Enhance partnership with the <i>Journal of Park and Recreation Administration</i> to support growth of research relevant to administration.</p> <p>Develop opportunities for translation of research to practitioners through an online webinar.</p> <p>Partner with the <i>JPRA</i> to identify ways to translate research published in the journal to practitioners (e.g., infographics, online videos from authors).</p>	<ul style="list-style-type: none"> <li>Host a webinar highlighting relevant research from the <i>Journal of Parks and Recreation</i> in short 4-minute video segments with opportunities for questions and discussion by participants.</li> <li>Develop a call for a Special Issue focused on issues to be determined.</li> </ul>	<p>Research is highlighted to Academy members and shared with other park, recreation, and conservation professionals.</p>



Committee Goals	Objectives	Organizational Impacts
<p>E <b>Legends:</b> Create or obtain, and share video interviews of distinguished administrators, educators, citizen advocates and policy makers whose leadership, vision, and passion influenced and shaped the park and recreation profession. Designed to inspire innovation, promote professional development, and foster leadership in the field, these oral histories share personal backgrounds, professional insights, advice, and philosophical beliefs.</p>	<ul style="list-style-type: none"> <li>• Video Interviews - solidify selection criteria, parameters, and interview question options; create status report for videos for all selected legends; identify videos yet to be produced; prioritize list, and identify a viable plan with necessary funding. Gain approval and begin plan implementation.</li> <li>• Consider not adding new Legends in 2025, in order to focus on the current backlog of oral histories for identified individuals.</li> <li>• Biographical Narratives - create status report for bios for all previously selected legends; identify bios yet to be written and/or linked to the website; solidify general content and length parameters; identify resources for writing bios; prioritize bios needing to be written; assign, complete, and post.</li> <li>• Committee Guidelines - create guidelines and schedule to accomplish routine annual tasks for future Committee use.</li> <li>• Marketing and Accessibility of Materials - create marketing plan to promote use of interviews and bios.</li> </ul>	<p>The oral histories of distinguished professionals, citizens, and educators within parks, recreation, and conservation are available to students, all Academy Fellows, other professionals, and other interested parties. They are intended to inspire innovation, promote professional development, and foster leadership in the field.</p>
<p>F <b>Externs:</b> Expand the awareness of the Extern Program through increased marketing efforts.</p> <p>Plan and deliver two Past Extern Virtual Roundtables (VRT).</p>	<ul style="list-style-type: none"> <li>• Increase the number of applicants to the Extern Program.</li> <li>• Conduct the VRTs in cooperation with the NRPA Young Professionals Network to help expand the reach and understanding of the Academy’s programs and benefits, and to discuss opportunities for Past Externs to affiliate with the Academy in various programs and projects.</li> </ul>	<p>The pool of potential future Academy members and leaders is expanded as the number of applicants expands.</p> <p>Former Externs have opportunities to share their knowledge and perspective on Academy projects.</p>
<p>G <b>Bylaws:</b> Review the Bylaws and submit the proposed recommendations for revisions for Board approval and subsequent approval by the Academy Fellows.</p>	<ul style="list-style-type: none"> <li>• Bylaws Committee presents the recommendations to the Board of Directors by January 8, 2025.</li> </ul>	<p>The Bylaws are clarified to reflect current practices and communicated to the membership.</p>



Committee Goals	Objectives	Organizational Impacts
H <b>Best Paper:</b> Expand the awareness of the Best Paper Program through increased marketing efforts.	<ul style="list-style-type: none"> <li>• Increase the number of applicants to the Best Paper Program.</li> </ul>	More scholarly research is highlighted to Academy members and shared with other park, recreation, and conservation professionals.
I <b>Gold Medal:</b> Promote the 40 <sup>th</sup> Anniversary of the National Gold Medal Program.	<ul style="list-style-type: none"> <li>• Increase awareness of the Gold Medal Award to help demonstrate excellence in long-range planning, resource management, and innovative approaches to delivering services with fiscally sound business practices.</li> <li>• Increase the number of agencies that apply for the Gold Medal Program this year.</li> </ul>	The Academy is recognized as the leader and administrator of this prestigious honor for agencies, and celebrated for 40 years of providing the program.