



2022 – 2025 IMPACT PLAN

NOTE: This is part of a three-year Impact Plan, begun in 2022 - 2023 with the Sustainability Task Force recommendations and work will continue in 2023 - 2024 and 2024 - 2025. The Impact Plan is to direct the Academy's leadership on our primary goals in addition to the specific objectives of each committee/task force.

Mission

An Academy of distinguished park and recreation administrators and scholars committed to research, professional development, and use of best practices

Vision

To inspire, influence, and advance the park and recreation profession

Values

Leadership: We are viewed as thoughtful leaders and as a resource for the profession.

Impactful: We use our collective wisdom and experience to improve the parks and recreation profession.

Innovative and Progressive: We are a learning community that embodies continuous improvement within the changing needs of the profession.

Belonging: TBD



| Goals | Objectives | Organizational Impact(s) |
|--|---|--|
| 1 Implement phase two Sustainability Task Force | <ul style="list-style-type: none"> Establish plan to ensure AAPRA's financial and personnel sustainability. Each Committee to review its current programs offered and evaluate the impact (on internal Academy members and the External field) and the sustainability of fiscal and personnel resources using the Fiscal Analysis Form OR a form designed to meet this need. Form voted on by the Board January 2024 | AAPRA has the fiscal and staff resources to meet its mission and objectives now and in the future. |
| 2 Establish Board of Directors is a working board Board liaisons actively contribute to the work of assigned committees/task forces | <ul style="list-style-type: none"> Board members know their duties as a Liaison Board decisions & policies communicated regularly Board utilizes annual planning calendar Silos reduced between programs/services Branding & Social Media TF coordinate promotion of programs & services REAL opportunities identified and acted upon | Board members understand their role as a liaison to committees and/or task forces Committee and task force chairs feel supported and engaged Committee and task force chairs meet established deadlines Committees and task forces share resources by collaborating on overlapping goals and programs. AAPRA promotional efforts are coordinated within social media channels (Linkedin) and partners are regularly included |
| 3 Committee/task force chairs are knowledgeable & supported | <ul style="list-style-type: none"> Hold semi-annual leadership meetings Each committee/task force has annual goals and knows / sets established due dates Chairs and vice chairs are aware of goals, due dates, budget | Committee / task force leadership is knowledgeable of Academy's overall goals and how their work supports those goals |



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|-------|---|---|--|
| 4 | Develop and implement internal and external JEDI initiatives | <ul style="list-style-type: none"> • Draft 4th value statement incorporating JEDI • Focus on 1-2 internal initiatives to educate and support members, committees/task forces • Identify 1-2 external focused tools to foster diversity, equity and inclusion among the profession (i.e., best practices in programs, services) • Implement REAL values; <i>revealing relevant opportunities; elevating equity; activating diversity; and leading inclusivity</i> | <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> |
| 5 | Implement Fiscal Analysis Policy to Expand/Add a New Academy Program Protocol | <ul style="list-style-type: none"> • Each proposed or expanded program completes the Fiscal Analysis Policy Form • The Form is reviewed by the Board of Directors by January 2024 | <p>Ensures programs are aligned with Academy’s mission; fiscal and staff resources are identified and made available; programs are impactful to Academy and the profession</p> |
| 6 | Increase use of social media through the committees/task forces to promote the mission, vision and programs of the Academy to all park and recreation professionals | <ul style="list-style-type: none"> • Each chair and vice chair is aware & uses the Branding / Social media protocols and best practices | <p>Academy communicates a clear consistent message with its programs thereby enhancing our brand</p> |
| 7 | Finalize and implement the Urban Director Fellow Membership criteria for Board approval and subsequent approval by the members | <ul style="list-style-type: none"> • Urban Director Committee presents criteria recommendations to the Board of Directors by April 17, 2024 | <p>The criteria for this membership category is clarified and communicated to the membership</p> |