



RURAL RECREATION ASSOCIATION

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Strategic Plan Update

- Executive meeting in the spring of 2019
- Overview of the strategic planning process
- Identify key issues and opportunities



The ABC's of Strategic Planning

We discussed:

- Where we are
- Where we want to be
- How we get there

Where we are

- Organizational readiness
- Current mission, vision and mandate
- The Role of our committee, volunteers etc.
- Terms of Reference of the committee
- Stakeholder input

Terms of Reference update

- Update the name of the Health Unit to real Leeds, Grenville and Lanark District Health Unit.
- Under responsibilities add: In # 1 ... add share information/best practices ... for sustainable rural recreation.
- Discussion about combining #4 and #5 under responsibilities but the decision was to not combine and specify Spring and Fall
- Remove #8 as it not longer applies HCP: LLG Stewardship Group no longer exists.
- The above changes were approved as discussed by the Committee.

Terms of Reference update

- Discussion around inviting school representation at the Elementary and Secondary level
- Change number of meetings from 6 to 4

Terms of Reference update

Roles:

- Responsibility of Chair to be change to read Chair or Co-Chairs
- Responsibility of Vice Chair to be removed.
- Responsibility of Treasurer – change monthly budget reports to quarterly and add the fiduciary agent statement which is now Beckwith Township to the treasure and remove it from In Kind under the Health Unit
- Responsibility of Executive Committee Members: change the last bullet from HCP Coordinator to Chair as HCP Coordination no longer exists.

Treasurer

- The funds for RRA have been transferred from the Health Unit to Beckwith Township. Beckwith set up the RRA account different than previously held with accounts and line items. The reports will be clear by line and event for next year to evaluate and support the business plan creation.
- Depending on the future direction of the Health Unit, a revised plan might be necessary.

Condition, Capacity and Use

- Annual membership \$20, will be \$25 for 2020 as approved at the Fall Summit 2019.
- What does membership get you beyond the event? Highlight why someone would want to be a member.
- Need larger social media presence, promote RRA more, data on who members are.
- Heather to attempt to locate old memberships lists dating back 3 years and create a listing.
- Priority: Create a quality newsletter – Cassandra and Heather to work on it.

Stakeholder input

Seek further information from our stakeholders:

- Municipal
- Health related agencies
- Sponsors
- Partners
- Service clubs
- Schools

Where do we want to be?

- 3 Priorities: Economic development, Physical Health and Mental Health (quote our guest speakers)
- 3 Priority Issues in our Communities: affordability, accessibility, intergenerational connections
- Sustainable recreation – people will move into areas where activities are available
- Discussion about facility management – re: revenue potential

Where do we want to be?

- Themes from the Pro Forum
(www.proontario.org/training/proforum - Where Have the Youth Gone?, Bringing New Life into Communities, How to Engage Small Town Ontario)
- Things to do: increase our communication, connect with School Coordinator at HU, quarterly newsletter, create membership list over 3 years and include organizations represented. Before we recruit, develop benefits of membership.
- Fall membership to include highlights with links, and photos from Spring Event, keep 1 page or less.

Where do we want to be?

- Build relationships with people, visit people
- Relationships to people to add value to RRA
- Send links to Conservation reps, MDS nurses, Recreation Departments in each municipality

Identified Highest Priority Issues

2019-2022

- 1. Have a presentation for Municipalities: What we have done, Economic development, Physical Health, Mental Health, promote RRA-show stats.
- 2. Spring Event
- 3. Fall Event
- 4. Newsletter

How we get there

- Formulate strategies
- Develop an action plan
- Evaluate/report/measurement



Formulate Strategies

- Strategies: the means by which you intend to accomplish each objective. They must:
 - Address priority issues
 - Help the committee fulfill its mission
 - Be described in detail
 - Be ranked

Develop an Action Plan

- Develop an annual action plan
- Specific actions described and prioritized
- Expected results defined
- Who is responsible
- Where/when will actions be taken
- What resources are needed
- Communication process

Evaluation/Reporting/Measuring

- Monitor implementation strategies
- Reassess strategies and adjust
- Report annually to stakeholders
- Decide on new strategies/new strategic plan
- Measure the results of our impact

