



STRATEGIC PLAN 2018 - 2022

MISSION

We offer a diversity of recreation opportunities and sustainably manage resources.

VISION

Enriching generations through experiences that connect people and places.

CULTIVATE PARTNERSHIPS ACROSS THE LANDSCAPE

IDENTIFY STRATEGIC PARTNERSHIPS AND BUILD RELATIONSHIPS

CREATE STATE-WIDE OPPORTUNITIES FOR COLLABORATION ACROSS ALL PROVIDERS OF PUBLIC RECREATION AND RELEVANT PARTNERS

ELEVATE THE ROLE OF PARK STAFF AND REGIONAL MANAGERS IN THEIR COMMUNITIES AND REGIONS

FORMALIZE PARTNERSHIPS WHERE THEY EXIST

OPTIMIZE PLANNING

CREATE CONSISTENT PLANNING FRAMEWORK

DEVELOP A CYCLICAL PLANNING STRATEGY

DEVELOP TRACKING SYSTEM FOR IMPLEMENTATION OF PLANS

CREATE A CULTURE OF CONTINUOUS IMPROVEMENT

DEVELOP AND IMPLEMENT A DEPARTMENT WIDE TRAINING PROGRAM

IMPLEMENT A PROGRAM TO IMPROVE AGENCY PROCESSES

RECOGNIZE EMPLOYEE CONTRIBUTIONS TO THE IMPROVEMENT OF AGENCY EFFECTIVENESS AND EFFICIENCY

STRENGTHEN COMMUNICATIONS

DEVELOP AND IMPLEMENT A DEPARTMENT MARKETING STRATEGY

EXECUTE A PLAN FOR NON-MARKETING EXTERNAL COMMUNICATIONS

IMPROVE INTERNAL COMMUNICATION METHODS

CONNECT GENERATIONS THROUGH EXPERIENCES

UNDERSTAND CUSTOMERS AND IDENTIFY THEIR NEEDS

INVENTORY EXPERIENCE OPPORTUNITIES

PRIORITIZE AND IMPROVE EXPERIENCE OPPORTUNITIES

EMBRACE OPPORTUNITIES & SUSTAIN RESOURCES

MAINTAIN AND IMPROVE RESOURCES

INVESTIGATE ALTERNATIVES FOR ASSET MANAGEMENT SYSTEMS

EXPLORE DEVELOPMENT OPPORTUNITIES

VALUES

Stewardship · Service · Experiences · Leadership · Partnerships

CURRENT AS OF: MAY 22, 2018