

# Vision, Mission, and Goals

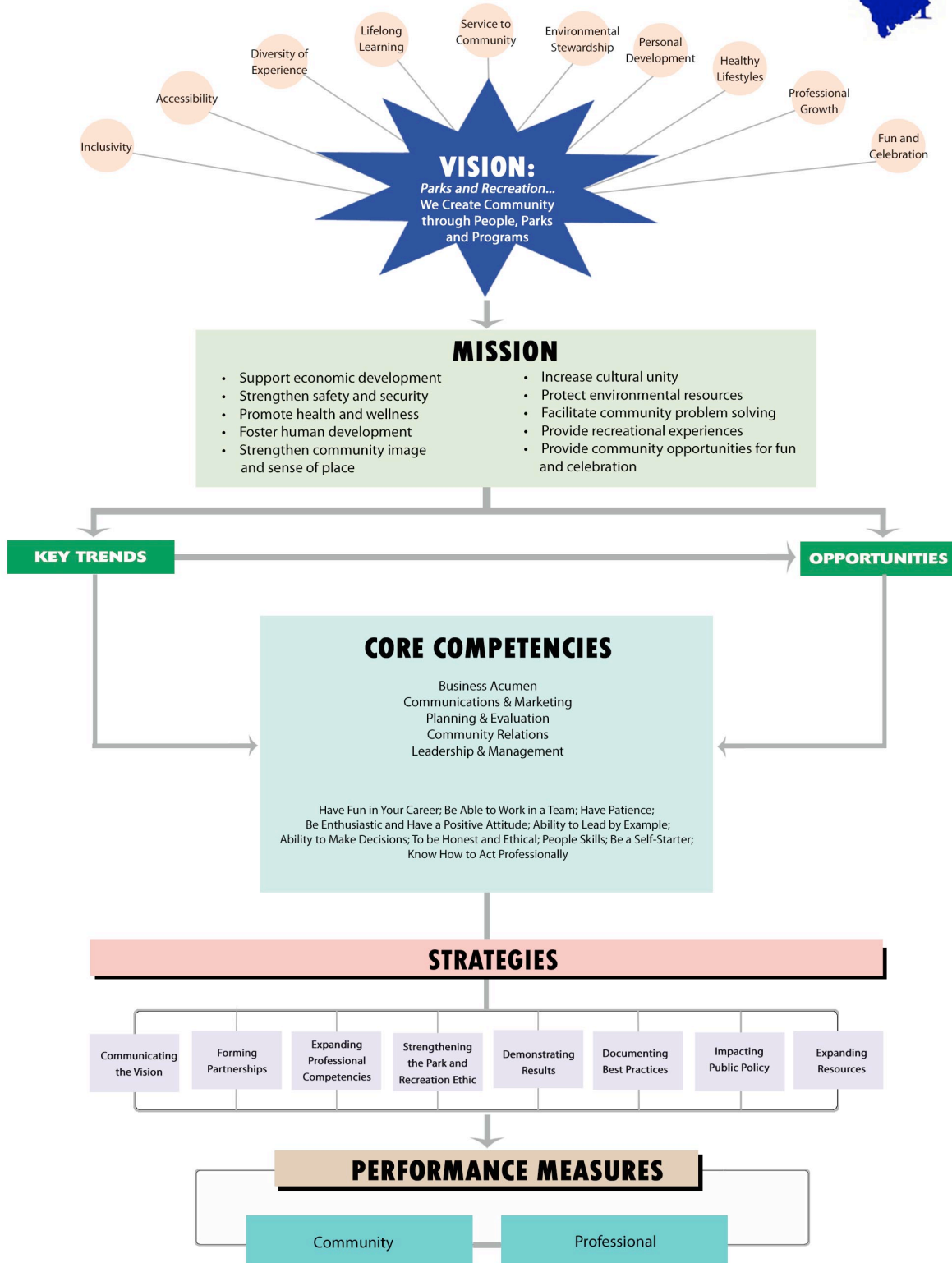
## Description

It is recommended that the City of Newberry Parks and Recreation Department adopt and implement the South Carolina Vision Plan for Parks and Recreation. The South Carolina Recreation and Parks Association adapted this plan based on the California VIP Plan and research conducted in South Carolina.

This plan is intended to act as a management and marketing model for public recreation agencies in the state. Agencies should use the vision statement, values, and mission areas as the foundation for decision making and couch all evaluation efforts within the context of the plan's principles. In addition, the plan includes core competencies that agencies should work to develop among staff, strategies to assist in implementing and supporting the plan, and performance measures as the base of the plan.

The next page is the graphic illustration of the plan which is followed by a more detailed description of the plan and its principles. The plan and any of its components can and may be adapted or changed to fit the needs of the City of Newberry.

# South Carolina Vision Plan for Parks & Recreation



## **The Vision Plan for the City of Newberry Parks and Recreation**

Creating a vision for any agency or business is a vital first step which serves as the basis for future decision making.

The South Carolina Vision Plan is intended to:

- Place the parks and recreation department at the table when critical issues are framed and decisions are made in the City of Newberry.
- Proactively address future needs.
- Meet the needs of a rapidly changing population.
- Provide a common vision leading to a preferred future.
- Demonstrate outcomes provided by the parks and recreation department.

### **Core Values**

Core values are the qualities and beliefs that form the foundation of parks and recreation.

### **The Vision**

The vision statement describes the preferred future of parks and recreation in the City of Newberry. The vision is the cornerstone of future planning efforts:

“Parks and Recreation: We Create Community Through People, Parks, and Programs”

- Create - to bring into being or to cause. This word emphasizes the active role of parks and recreation in the task of creating community.
- Community - is a sense of belonging, ownership, and common purpose that develops among people who live or work together. It includes coworkers and the citizens you serve.
- People - our staff and volunteers make connections with our residents to improve lives. Person-to-person contact might relieve the loneliness of our senior citizens, reduce the stress of working adults, and inspire and teach our youth to become productive members of society.
- Parks - create a green infrastructure that is essential to the city's, county's, and the state's economy. Parks and open space provide relief from over-development, preserve the environment, and provide opportunities for recreation through our facilities.
- Programs - are the recreation activities, services, or organizational structures designed to produce specific outcomes or benefits to our citizens.

### **Mission Statements**

The mission statements describe why parks and recreation exist - the benefits provided by our services. These benefits are necessary to develop health individuals and communities when the economy is strong and are even more important when we face economic and social challenges.

The primary mission or “business” of parks and recreation is to:

- Strengthen community image and sense of place - Parks, recreation facilities, programs, and community events are key factors in strengthening community image and creating a sense of place.
- Protect environmental resources - By acquiring, managing, and restoring valuable resources as open space, such as rivers, streams, greenways, view sheds, forest, and other habit areas, natural resources are protected.
- Foster human development - Parks and recreation services foster social, intellectual, physical, and emotional development of children, youth, and adults.
- Strengthen safety and security - Park and recreation professionals provide safe environments for recreation and design programs and services specifically to reduce criminal activity.
- Support economic development - Recreation programs and facilities attract and retain businesses and residents, as well as attract tourists. Parks and recreation provides jobs and generates income for the community and local businesses. Your park maintenance staff maintains parks and community facilities to protect public investments.
- Provide recreational experiences - Through programmed and self-facilitated recreation, a variety of benefits to individuals and society are achieved. Recreational experiences are also important as an end in themselves for personal enjoyment.
- Increase cultural unity - Parks and recreation increases cultural unity through experiences that promote cultural understanding and celebrate our growing diversity.
- Promote health and wellness - Participation in recreation improves physical and emotional health and is an important component of the solution to our growing obesity problems.
- Facilitate community problem solving - Park and recreation professionals have skills in facilitation and leadership that can be applied to resolve community problems and issues.
- Provide community opportunities for fun and celebration - Parks and recreation departments have the expertise to create and enhance community wide events.

### **Core Competencies**

Core competencies are the special skills and abilities of parks and recreation professionals. In order to compete in an ever-changing market, we must have the skills needed to deliver services. The world is rapidly changing around us - the City of Newberry is a prime example.

Parks and recreation professionals must be willing to develop skills and have the courage to lead the profession and their communities through these rapidly changing times. Having the ability to respond to issues in a proactive way and provide services the community values will be the key to survival.

The City of Newberry should support the professional development of the parks and recreation staff (and all staff for that matter) to create and develop:

- Professionals who understand and can articulate their role in creating community.
- Individuals who master the political process to achieve community goals.

- Individuals who have compassion for people.
- Professionals who not only respond and react to changes and trends, but who become trendsetters.
- Innovative professionals who have relevant, finely honed skills.
- Multifaceted individuals who can broker resources and bring coalitions together.
- Leaders who are called to the table when important decisions are made.
- Those who prefer the status quo and do not recognize the forces that shape their community will flounder.

#### Business Acumen

- Strategic/ action planning, human development, resource development, strategic thinking, technology

#### Communications & Marketing

- Communications, facilitation, mediation

#### Planning & Evaluation

- Creator of experiences, outcome driven management, prevention models (knowledge of and use), research and evaluation

#### Community Relations

- Community knowledge, community building, partnering and coalition building, people orientation, political dynamics/ acumen

#### Leadership & Management

- Flexibility, leadership, multi-tasking, resourcefulness

#### Strategies

To accomplish the mission of parks and recreation, seven prime strategies should be employed. These are the methods, resources, processes, and systems the City of Newberry should undertake to achieve success.

- Communicating the Vision - Communicating the vision and value of parks and recreation and the vision plan to the community and decision makers.
- Forming Partnerships - Communicating the vision and value of parks and recreation to allied professionals, citizens, the media, and policymakers to develop partners and allies.
- Expanding Professional Competencies - Building capacity within the parks and recreation staff by providing professional and continuing education opportunities that increase skills in the core competencies that will be needed for future success.
- Demonstrating Results - Conducting research to document the value of parks and recreation and to influence public opinion and policy.

- Documenting Best Practices - Identifying, developing, and documenting new or current practices that clearly demonstrate the value of parks and recreation.
- Strengthening the Parks and Recreation Ethic - Integrating the park and recreation ethic into all aspects of the K-12 educational experience.
- Impacting Public Policy - Impacting public policy at the local, state, and federal level to promote the value of parks and recreation.
- Expanding Resources - Identifying new resources and strategic partnerships to move parks and recreation towards professional and community goals.
- Identifying Key Trends and Opportunities - The City of Newberry must identify the trends that will have a major impact on parks and recreation in the future. Obviously the growing population and subsequent development are the two major trends that will have the most impact on the city over the next 5-20 years. These trends will necessitate the growth and enhancement parks and recreation facilities, programs, and services.

The South Carolina Vision Plan and description included in this report was modeled on the work of Mr. Idris J. Al-Oboudi, Mr. Keith Fulthorp, Ms. Michelle Lacy, and Mr. Barry Weiss of Manhattan Beach, CA and the California Recreation and Parks Association.