



# Alberta Association of Recreation Facility Personnel 2022 – 2025 Strategic Plan



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### RFP Vision, Mission, and Values Statements

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Established in 1978, the Alberta Association of Recreation Facility Personnel (RFP) is a not-for-profit association that trains over 1,000 recreation facility operators each year in Alberta, Saskatchewan, British Columbia, Nunavut, and the Northwest Territories. RFP is made up of a volunteer Board of Directors, three staff members, over 60 Associate members, and more than 1,200 dedicated members.

Each year the Association provides arena, pool, parks and sport fields, custodial, building maintenance and leadership courses, conferences and seminars. RFP manages services and training programs through a balanced budget.

#### **Vision**

*To be leaders in recreation facility operations, contributing to an active Alberta*

#### **Mission**

*Providing education, consultation, and advocacy in Recreation Facility Operations*

#### **Values**

**Leadership:** *Furthering our level of professionalism, integrity, and respect in the field of Recreation Facility Operations*

**Fellowship:** *Sharing knowledge, providing support and networking opportunities to our members and their communities*

**Passion:** *Passion for what we do and how it contributes to 'Active Living' in a healthier Alberta*

**Social Inclusivity & Diversity:** *Dedicated to providing a safe and inclusive environment that embraces diversity at all levels*

## Core Functions of RFP

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Core functions of the RFP organization comprise **4 key areas** which encompass the primary work of the organization.



### RFP Core Products and Services

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#### Products:

- Education Courses & Manuals
  - Arena Stream
  - Aquatics Stream
  - Building Maintenance Stream
  - Parks and Sport Fields Stream
  - Client Services Stream
- Annual Conference & Trade Show
- Quarterly Leisure Lines Publication: Keeping those in the Recreation Facility industry informed on the latest technologies and innovations in the industry. Along with archives of previous issues, the most recent issue is now available.
- Facility Logbooks
  - Arena Operations
  - Pool Water Tests
  - Ice Thickness
- Supplier's Guide: Focusing on providing our members, and the industry, with relevant information to enable individuals and/or organizations to make informed operational decisions and investments. For this reason, our Associate Members have opportunities to share information to our general membership

#### Services:

- Advocacy
- Organization Consultation
- Networking Opportunities
- Referrals to Suppliers
- Sponsorship
- Membership Services (Individual, Facility & Associate)
  - Website
  - Job Board
  - Facebook Groups
- Awards & Scholarships

## RFP Strategic Areas of Focus

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### **Focus # 1: Education**

Development of Education Programs that meet the changing needs of the Recreation Facility Industry. This will be achieved through new courses, re-certifications, and standardization.

### **Focus #2: Marketing Plan**

Create a functional plan that improves our reach to current and potential audiences through multiple platforms with an annual increase to 2025.

### **Focus #3: Membership Growth & Improvement**

Determine and apply benefits to membership that will cause an increase ALL memberships by 2024.

Determine the level of satisfaction members, supervisors, and non-members have with member benefits. Do they find value in having a membership? Do they feel that the fee is appropriate for benefits that they receive? Are there additional benefits that would bring value to them? By 2023

### **Focus # 4: Politically Active**

Establish a process to contact Municipal and Provincial Government officials to communicate our programs and services that will be to their benefit by 2023.

### Additional Tasks

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The below items will be worked into the strategic plan as RFP works through and accomplishes our primary strategic goals:

- Investigate new partnerships while still maintaining industry leadership (2)
- Communication Plan/Strategy (1)
- How are we offering our materials (3)
- Examine options related to conference administration (0)
- Western recognition of association, courses, and conference (BC, AB, SK, MB, NT, YK) (5)
- All recreation facilities have trained RFP staff (0)
- Professional office and training center (0)
- High Schools are offering RFP courses through their CTS programs (0)
- New Board member onboarding (0)
- SOP for arena operations (0)

### Next Steps

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- Create and Implement a Strategic Action Plan
- Create chart access once the Action Plan is developed