

LILSA 5 Year Strategic Plan



Achievements

1. Started a website - lilsa.org
2. Social media
 - a. Twitter
 - b. Facebook
3. Half Day TR conference
4. Full Day conference
5. Two leisure service lunch meetings
6. Winter and summer socials



Goals

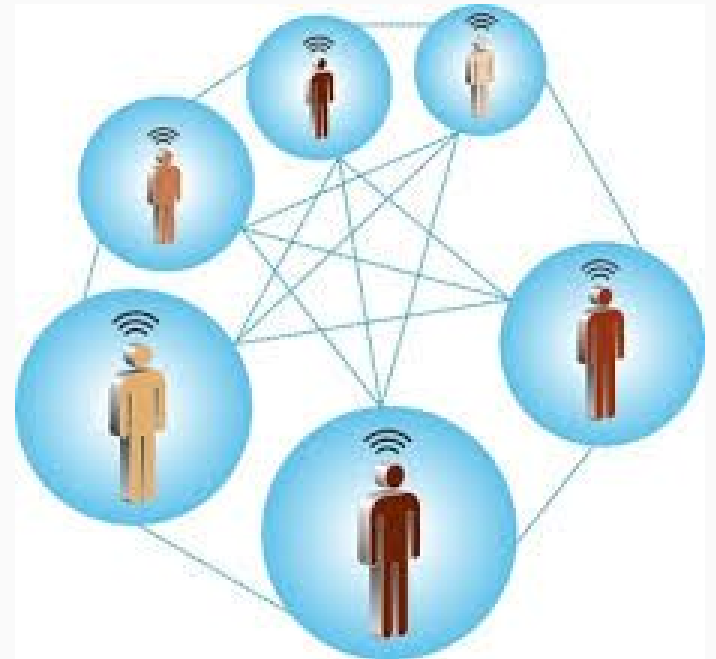
1. Increase membership
2. Continue social events
3. Continue educational sessions
 - a. Annual One Day Conference
 - b. Potential webinars
 - c. ½ Day sessions
4. Institute general membership meetings
 - a. 2 Per year
 - i. Facility Tours
5. Add a donate button to the bottom of the web page.



Goals

6. Add hoc committee's

- a. Finance review
 - i. Meeting quarterly
- b. CEU review
 - i. Meeting bi-annually
- c. Social Media - Meeting monthly
 - i. Website
 - 1. Action alerts
 - 2. Online member resources
 - ii. Twitter
 - iii. Facebook



Goals

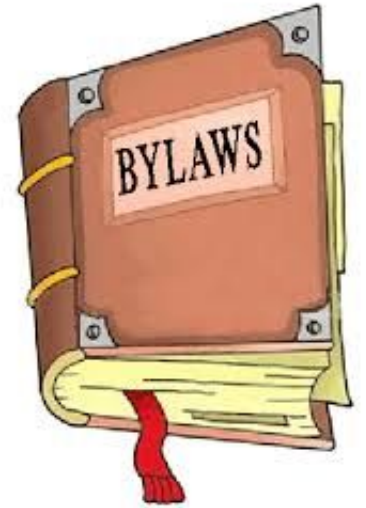
6. Add hoc committee's

- a. Scholarship and awards - meeting bi-annually
- b. Membership / Professional Development
 - i. Meeting quarterly
- c. Legislature
 - i. Meeting quarterly
 - ii. Collaborate with Licensure committee
 - iii. Collaborate with professionals
 - 1. Current trends and needs



By Law Changes

1. All checks written with minimum of two executive board member approval
 - a. President, Vice president, secretary and or treasurer
2. Complete treasurer report quarterly line item budget
3. Student position on board to be appointed by
 - a. President/Vice President
 - b. Non voting position
 - c. May have up to three fill in's for absences
 - d. Attends conferences annually for free
4. LILSA District to affiliate
5. Invite any student to join with special student rate.
 - a. SJC, Adelphi, Cortland, Lehman



By Laws

<https://drive.google.com/file/d/0B3vcnZLFC3q2Y2VycDg2Q2owZ3ZweHZmN1dNU3pONnpFVldB/view?usp=sharing>



Fiscally Sound

1. Deal with the IRS to bring LILSA current legally
 - a. Lisa Goldberg
2. Discuss future partnership with NYSRPS
 - a. Perhaps LILSA becomes independent
 - b. Send survey to LILSA, METRO and Westchester
 - i. Focus on satisfaction with NRPA
 - c. Perhaps collaborate with aforementioned to grow



Professional Development & Membership

1. Continue to recruit new members

- a. Potential to create ad hoc committee for the purpose of membership
- b. Potential to add student board position to increase involvement of students within the organization
- c. Discuss partnership with TRASC
- d. Survey's
 - i. Membership
 - ii. Non membership
- e. Generate list of TR/Leisure Services facilities and addresses
- f. Awards



LILSA Brochure

1. Revise brochure to reflect LILSA's current status
2. Mass mailing of brochure
3. Emailing of brochure



Continue Current Social Schedule

1. January Black Forest Social



Social Events

1. Potential to have additional social events for members such as:
 - a. USTA
 - b. NY Parks
 - c. Fishing



Professional Newsletter

1. Creation of ad hoc committee
 - a. Leisure services section
 - b. TR section
2. Theme is educational and informative
3. Re-publish Journal articles



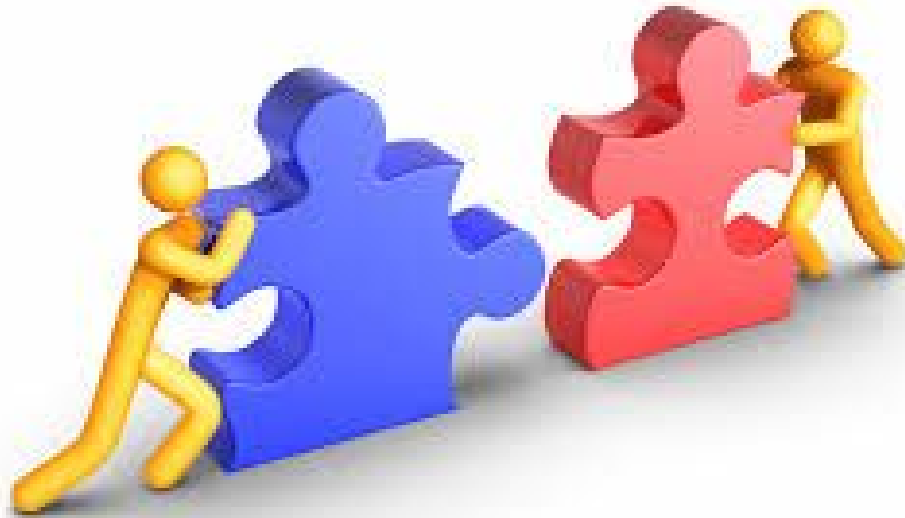
Additional Partnerships

1. Travel and Tourism
 - a. Collaborate
 - b. LICVB
 - c. NY Camp Directors
 - d. American Camping



Continued Collaboration

1. TRASC
2. TRALI
3. NYSTRA
4. Licensure



Continue and Add to Current Education Sessions

1. SJC One Day Annual Conference
 - a. Add a social component
 - b. Potential to change location
 - c. Potential to make two days
 - d. Continue collaboration with students as a student driven conference
2. TR Half Day
 - a. Add one more
3. Leisure Services Half Day
 - a. Add two per year



CEU Process

1. Decide on a separate process from NYSRPS
 - a. ATRA
 - b. LILSA becoming certified to approve CEU's
 - c. NRPA
 - i. TR not a fit
 1. Robin Wexler did research



Google and more

1. Continue use of google account for communication
2. Discuss constant contacts as a means of tracking
 - a. Membership
 - b. Conference attendees and payees
3. Discuss bank account
 - a. Perhaps get a debit card
 - b. Apple credit card swipe or other entity to accept credit cards for conferences (Pay Pal)



Transitioning Guidelines

1. Create a document of transitioning guidelines to include:
 - a. Bank account information and transition instructions
 - b. Website information
 - c. Google account information
 - d. Any other accounts acquired and their access information



Transitioning Document

<https://docs.google.com/document/d/1jCO6CzPa1ovbKLJdV3rT-LSyOp9Ufi6AuiLaAVPe1uk/edit?usp=sharing>