



WPRRA

WISCONSIN PARK AND RECREATION ASSOCIATION

SO EVERYONE CAN PLAY

Association & Membership Analysis and Strategic Plan

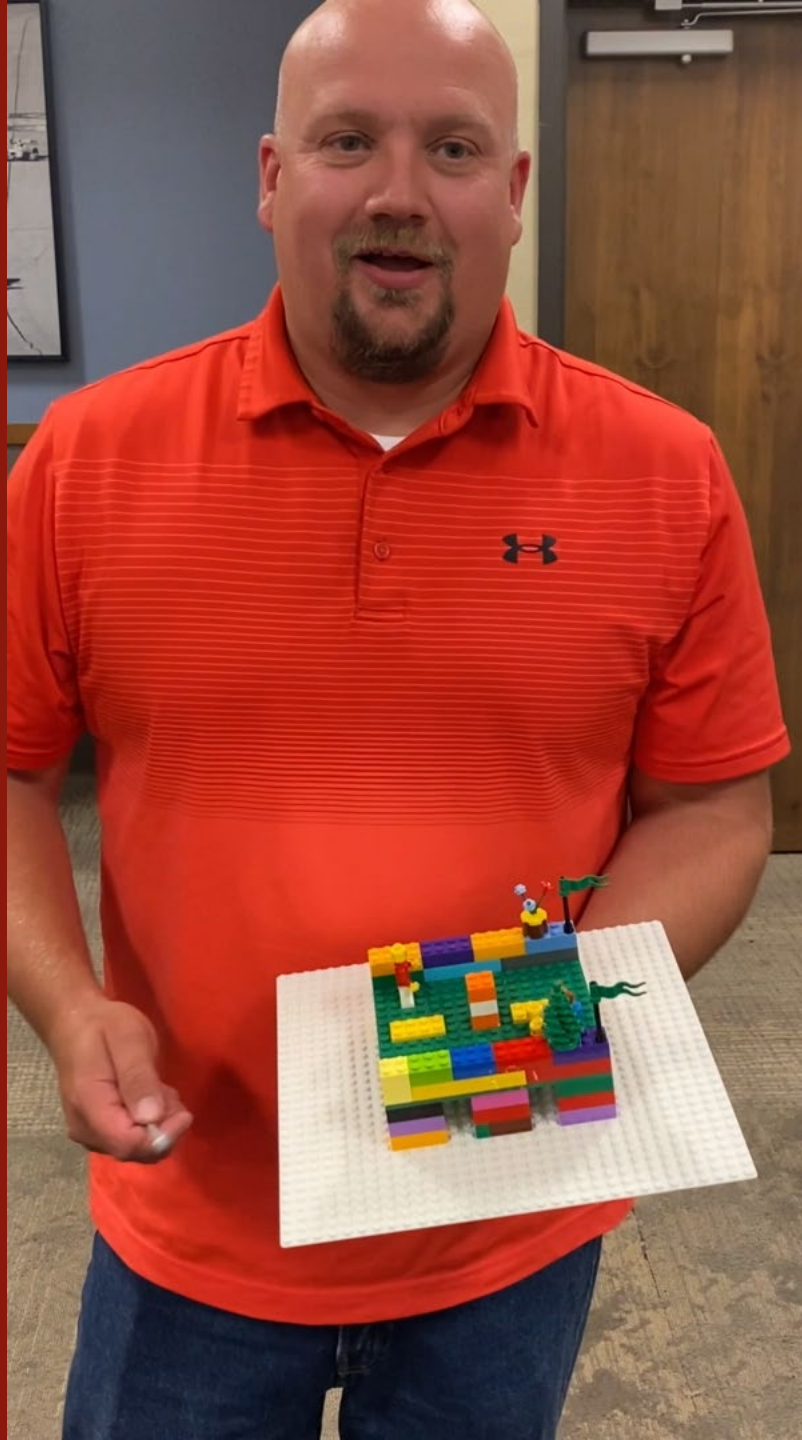


Executive Board, Region and Division Representatives Planning Session



LEGO SERIOUSPLAY™





Derek Donlevy

*on the story and
importance of the*

**WPRA Association and
Membership Analysis &
Strategic Action Plan.**



Joleen Stinson

*on the story and
importance of the*

**WPRA Association and
Membership Analysis &
Strategic Action Plan.**





MEMBERSHIP SURVEY RESULTS

PARTICIPATION



45 Region I
 69 Region II
 107 Region III
 117 Region IV
 17 Non-member

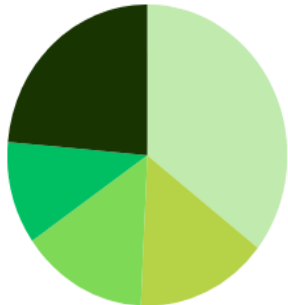
352
 RESPONSES
 = 5 RESPONDANTS

sections



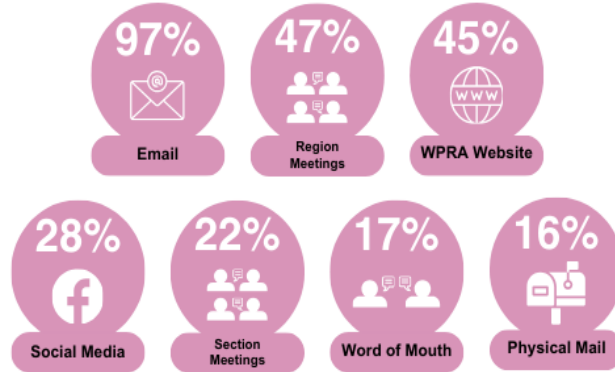
length of membership

35% 1-5 years
 15% 6-10 years
 15% 11-15 years
 11% 15-20 years
 24% 20+ years



COMMUNICATION

best channels



STRENGTHS & WEAKNESSES



SERVICES

used a service in the past 12 months



most used (top three)



least used (bottom three)



SATISFACTION & FAMILIARITY



feeling about WPRA as state membership association: 3.9

familiarity with WPRA services: 3.8

overall satisfaction with WPRA services: 4.1

feel proper representation and inclusion within WPRA

95% Yes

5% No

most valued (top three)



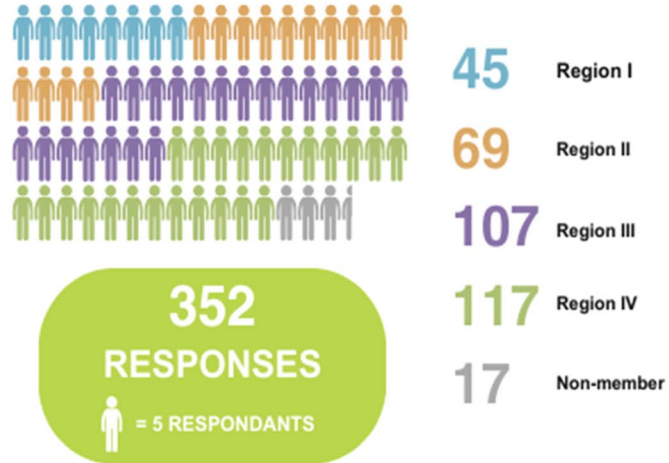
least valued (bottom three)



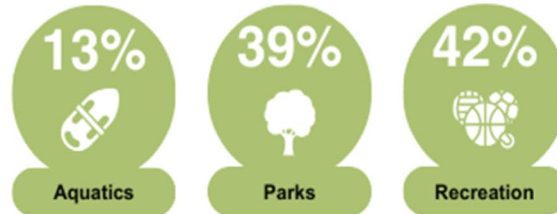


MEMBERSHIP SURVEY RESULTS

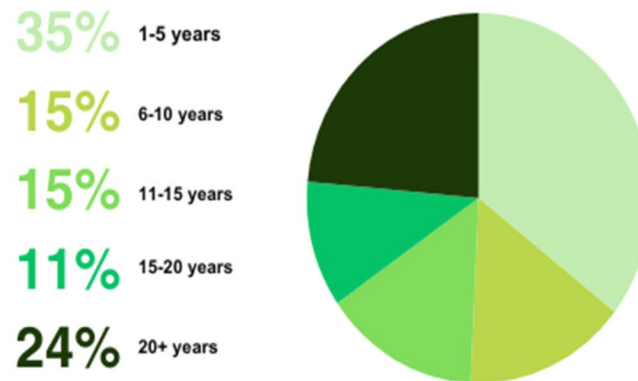
PARTICIPATION



sections



length of membership



COMMUNICATION

best channels

97%



Email

47%



Region
Meetings

45%



WPRA Website

28%



Social Media

22%



Section
Meetings

17%



Word of Mouth

16%



Physical Mail



MEMBERSHIP SURVEY RESULTS

STRENGTHS & WEAKNESSES

84%



Annual Conference
& Trade Show

7%

66%



Networking
Opportunities

10%

57%



Education & Professional
Development Opportunities

17%

40%



Publishing Relevant
Resources

9%

34%



Communication, Marketing
& Member Outreach

24%

32%



Highlighting Achievements
of Professionals & Agencies

16%

23%



Leadership or
Organizational Structure

15%

21%



Perceived Value for
Price of Membership

21%





MEMBERSHIP SURVEY RESULTS

SERVICES

used a service in the past 12 months

84%
Yes

16%
No

most used
(top three)



least used
(bottom three)



most valued
(top three)

1 
Education & Professional
Development Opportunities

2 
Advocacy for
the Profession

3 
Networking

least valued
(bottom three)

1 
Volunteer
Opportunities

2 
Awards
and Recognition

3 
Resources and
Publications

And the lucky winners are...



1.Loren Dieck - Director of Parks, Outagamie County Parks System

2.Chad Holpfer - Rec Supervisor, Jefferson Parks, Recreation, & Forestry

3.Jekka Alt - Parks Operations Coordinator, Sauk County Parks & Rec

4.Kamron Nash - Public Works Director, Village of Summit

5.Craig Klinke - City Forester, City of Madison





Please tell us what YOU think?





**“I would like to see _____
happen for WPRA and its members
in the next year or two.”**



What's next?
More member engagement!

Stay tuned for the WPRA Road Show

locations/dates TBD

*(Milwaukee, Madison,
Green Bay, Eau Claire)*



WPRA

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SO EVERYONE CAN PLAY

“I appreciate WPRA because...”

*it connects
me to
others.*

*it advocates
for our
profession.*

*WPRA
cares!*

