

MRPA 2010 BUSINESS PLAN
Approved: January 8, 2010

A. Expanding Professional Development Opportunities

Resources needed and the viability of on-line training options that may include podcasts, video replay of sessions and other forms of on-line training:

- REGIONAL GROUPS AND DIRECTORS TAKE LEAD
- RESEARCH WEBINARS AND PODCASTS FOR TRAINING
- PARTNER WITH OTHER AGENCIES/ASSOCIATIONS
- OFFER MRPA TRAINING OUTSIDE OF MRPA MEMBERS, e.g., TO NON-MEMBERS, YMCAs, COMMUNITY EDUCATION, ETC.

Primary: MRPA Staff (Schornack, Lippe) to evaluate the process, cost/fees/expenses, hardware and software support, etc. March 2010.

Secondary: Regional groups and directors for topics and speakers. September 2010

B. Enhancing Website Services

- BUILD “MEMBERS ONLY” AREA OF WEBSITE AND USE IT TO MARKET MEMBER BENEFITS
- FILL THE “RESOURCE CENTER TOOLBOX”
- POST RFPs FROM MEMBERS
- CREATE LISTSERVE DISCUSSION BOARDS
- MARKET ADVERTISING OPPORTUNITIES ON INTERIOR WEB PAGES
- ADVISE MEMBERS ON THE AVAILABILITY OF GRANTS

Primary: MRPA Staff (Makolin)

Completion Date: April, 2010

C. Increasing Sponsorships

- DEVELOP AN INTERNAL STRUCTURE TO SECURE SPONSORSHIPS
- HIRE AN INDIVIDUAL WHO IS PAID A PERCENTAGE OF THE SPONSORSHIPS THEY SECURE
- GOAL: HAVE A TITLE SPONSOR FOR ALL ANNUAL PROGRAMS

Primary: MRPA Staff (Lippe)

Completion Date: May 2010 – Conference needs to know what they have to work with by September

D. Grants

- PROVIDE LIST OF AVAILABLE GRANTS IN “MEMBERS ONLY” AREA
- WORK WITH MRPA FOUNDATION TO ACHIEVE GOALS

Primary: MRPA Staff (Lippe)

Completion Date: February 2010 – adding at least 1-3 each month

E. Cost Recovery on Internal MRPA expenses

- **Completed each October in preparation of the budget. Done in December '09 to catch up**