



STRATEGIC

PLAN

2023-2026

INTRODUCTION

The Turner Recreation Commission has created a new plan to strategically focus its resources on identified wants and needs of the Turner community and surrounding metro areas. This plan will be ongoing as Turner Recreation Commission moves into the future. This strategic plan is intended to assist Turner Recreation Commission in focusing its resources in a manner that will best benefit the people of this community and the surrounding metro areas.

The Turner Recreation Commission Board, Staff Leadership Team, TUSD 202 School Board, and community members developed the strategic planning and thinking process necessary to fit with its commitment to community engagement, to quality of life and to the people of this community.

As part of its preparation for strategic planning, Turner Recreation Commission engaged in community wide surveys, stakeholder meetings and critical thinking sessions from leadership and staff.

On December 8, 2022, the Turner Recreation Commission Board formally adopted its new strategic plan.

Turner Recreation Commission Board and TRC Leadership view the process of strategic planning as an ongoing process within the community. This is not a project that is to be completed. Adoption of a plan is an affirmation of the general intent and direction articulated by the Core Ideology, Envisioned Future and Goals, and Strategic Objectives. It is understood that progress toward achieving plan strategic objectives will be assessed quarterly, and the plan will be updated annually based on achievement and changes in the needs of the community served by Turner Recreation Commission.

A handwritten signature in black ink, appearing to read 'Robbie Spencer', written in a cursive style.

Robbie Spencer
Executive Director

OUR STORY SO FAR

OUR MISSION

The Mission of the Turner Recreation Commission is to offer exceptional recreational service opportunities that contribute to maximizing our user's health and wellness while partnering with service providers to build economic vitality.

OUR VISION

The Vision of the Turner Recreation Commission is to be recognized as the leading provider of high quality recreation programs and facilities, making Turner the best place to live, work, and play.

OUR 23-26 GOALS

1

Communications

TRC will increase the consistency and effectiveness in which we communicate with patrons, parents and the community as a whole.

2

Partnerships

TRC will continue to engage in and create partnerships with organizations and stakeholders that will enhance and promote recreational opportunities and a better quality of life.

3

Facilities

TRC will maintain and upgrade current facilities that will meet the needs of our current and future programs and community events. The overall maintenance and upgrades will assist in carrying out our mission and vision statement.

4

Staffing

TRC will recruit, hire, train and retain a highly qualified diverse staff.

5

Programming and Community Events

TRC will work to increase the quality and quantity of recreational opportunities in order to meet the needs and expectations of all ages and interests of the community as well as increase the quality of community events offered to our people.

1

COMMUNICATIONS

Goal Statement: TRC will increase the consistency and effectiveness in which we communicate with patrons, parents and the community as a whole.



COMMUNICATIONS

GOAL STATEMENT

TRC will increase the consistency and effectiveness in which we communicate with patrons, parents and the community as a whole.

STRATEGY I

TRC will provide efficient and consistent communication throughout our community and Kansas City Region

ACTION STEP I:

Increase advertising and marketing budget to provide a more efficient and effective means of communicating about our organization

ACTION STEP II:

Increase followers, readers and engagement by creating more communication avenues (monthly newsletters, seasonal mailers, promotional videos, regional magazines, social media, etc.)

COMMUNICATIONS

GOAL STATEMENT

TRC will increase the consistency and effectiveness in which we communicate with patrons, parents and the community as a whole.

STRATEGY II

TRC will provide more consistent communication with our patrons and parents participating in our programs

ACTION STEP I:

Sending more consistent emails/notifications for any important pre/present/post information. Making sure all patrons and parents are constantly informed of any important information within the program

COMMUNICATIONS

GOAL STATEMENT

TRC will increase the consistency and effectiveness in which we communicate with patrons, parents and the community as a whole.

STRATEGY III

TRC will update and solidify safety procedures and plans

ACTION STEP I:

Update and/or install new intercom system throughout the building for better communication in case of emergency

ACTION STEP II:

Create and put up maps of emergency access points in all rooms throughout the building

ACTION STEP III:

Develop communication procedures for parents of children participating in our programs in case of emergency

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PARTNERSHIPS

Goal Statement: TRC will continue to engage in and create partnerships with organizations and stakeholders that will enhance and promote recreational opportunities and a better quality of life.



PARTNERSHIPS

GOAL STATEMENT

TRC will continue to engage in and create partnerships with organizations and stakeholders that will enhance and promote recreational opportunities and a better quality of life.

STRATEGY I

TRC will Increase communication efforts as well as partnership opportunities with the Unified Government

ACTION STEP I:

Engage in more communication and meetings with Unified Government's Parks and Recreation

ACTION STEP II:

Utilize the connections within the Unified Government to increase partnership opportunities

PARTNERSHIPS

GOAL STATEMENT

TRC will continue to engage in and create partnerships with organizations and stakeholders that will enhance and promote recreational opportunities and a better quality of life.

STRATEGY II

TRC will help establish a positive mutually beneficial partnership with the Turner Unified School District 202

ACTION STEP I:

Continue sponsoring school programs that create positive impacts on the children of the community

ACTION STEP II:

Continue working with School's Athletic Department to increase TUSD involvement in Turner Recreation's youth sports and activities

ACTION STEP III:

Establish more productive and consistent meetings between both TUSD and TRC Boards

ACTION STEP IV:

Work with TUSD to expand the use of TUSD facilities

PARTNERSHIPS

GOAL STATEMENT

TRC will continue to engage in and create partnerships with organizations and stakeholders that will enhance and promote recreational opportunities and a better quality of life.

STRATEGY III

TRC will expand ways for the community to become more invested

ACTION STEP I:

Establish a Turner Resident volunteer committee to expand our voice in the community

ACTION STEP II:

Work to increase our network of volunteers

ACTION STEP III:

Increase the sponsorships of local businesses to TRC

PROGRAMMING & EVENTS

Goal Statement: TRC will work to increase the quality and quantity of recreational opportunities in order to meet the needs and expectations of all ages and interests of the community as well as increase the quality of community events offered to our people.



PROGRAMMING & EVENTS

GOAL STATEMENT

TRC will work to increase the quality and quantity of recreational opportunities in order to meet the needs and expectations of all ages and interests of the community as well as increase the quality of community events offered to our people.

STRATEGY I

TRC will provide more various non traditional recreational programs and community events

ACTION STEP I:

Create and offer new non traditional recreation programs that TRC does not currently offer based off the needs and wants of the community

ACTION STEP II:

Create and offer new community events that will provide new experiences for the community

PROGRAMMING & EVENTS

GOAL STATEMENT

TRC will work to increase the quality and quantity of recreational opportunities in order to meet the needs and expectations of all ages and interests of the community as well as increase the quality of community events offered to our people.

STRATEGY II

TRC will increase exposure and registration numbers in both programming and community events

ACTION STEP I:

Create ways to programs affordable without losing the quality of the program

ACTION STEP II:

Establish new avenues for advertising and marketing to increase awareness and exposure

ACTION STEP III:

Implement new additions to the current programs and community events that will increase the quality of each program or event

PROGRAMMING & EVENTS

GOAL STATEMENT

TRC will work to increase the quality and quantity of recreational opportunities in order to meet the needs and expectations of all ages and interests of the community as well as increase the quality of community events offered to our people.

STRATEGY III

TRC will provide supportive, educational and fun sports programs while still providing competitive feeder programs for TUSD 202

ACTION STEP I:

Provide resources to better educate and train the volunteer coaches who coach in our programs

ACTION STEP II:

Create ways for parents to become more invested in their child's program

ACTION STEP III:

Continue to work with the high school Athletic Director on ways the high school coaches and their program can become more invested in the youth programs

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STAFFING

Goal Statement: TRC will recruit, hire, train and retain a highly qualified diverse staff.



STAFFING

GOAL STATEMENT

TRC will recruit, hire, train and retain a highly qualified diverse staff.

STRATEGY I

TRC will create more avenues to promote and recruit qualified applicants as well as continue to follow current hiring practices

ACTION STEP I:

Evaluate, update, and create recruitment materials for all full time, part time and seasonal positions

ACTION STEP II:

Expand recruitment locations

ACTION STEP III:

Continue implementing hiring protocols to better interview and evaluate potential candidates

STAFFING

GOAL STATEMENT

TRC will recruit, hire, train and retain a highly qualified diverse staff.

STRATEGY II

TRC will promote professional development and ways to train and educate staff to become a more qualified, efficient workforce

ACTION STEP I:

Each employee will be required to achieve a minimum amount of professional development annually

ACTION STEP II:

Update and solidify safety procedures and plans so staff can be trained and ready for emergency situations

STAFFING

GOAL STATEMENT

TRC will recruit, hire, train and retain a highly qualified diverse staff.

STRATEGY III

TRC will retain employees by cultivating an atmosphere of appreciation, support and opportunities to grow professionally

ACTION STEP I:

Cultivate a supportive environment by ensuring teamwork and allowing employees to express their creativity through their programs and/or events

ACTION STEP II:

Recognizing the employee's achievements annually by rewarding incentive based programs

ACTION STEP III:

Provide effective, individual feedback through quarterly evaluations as well as weekly meetings throughout the year.

ACTION STEP IV:

Compete with surrounding agencies by subsidizing pay with competitive benefits and incentives

FACILITIES

Goal Statement: TRC will maintain and upgrade current facilities that will meet the needs of our current and future programs and community events. The overall maintenance and upgrades will assist in carrying out our mission and vision statement.




HIGHLAND
PARK



RIVERVIEW
BALL
COMPLEX



SWARTZ
FIELD



ARTHUR C WAUGH
COMMUNITY
CENTER



TURNER
COMMUNITY
GARDEN



TURNER
WALKING
PARK

FACILITIES

GOAL STATEMENT

TRC will maintain and upgrade current facilities that will meet the needs of our current and future programs and community events. The overall maintenance and upgrades will assist in carrying out our mission and vision statement.

STRATEGY I

TRC will maintain current facilities to accommodate current programs within limits of staff and funding

ACTION STEP I:

Create a seasonal maintenance plan for each park and facility

ACTION STEP II:

Hire more seasonal maintenance staff to keep up with the heavy work load during summer and fall months

ACTION STEP III:

Budget for replacement equipment

FACILITIES

GOAL STATEMENT

TRC will maintain and upgrade current facilities that will meet the needs of our current and future programs and community events. The overall maintenance and upgrades will assist in carrying out our mission and vision statement.

STRATEGY I

TRC will create an overall Master Plan for capital improvements that plans each year an annual budget that will fit within budget each year and will meet the needs of current and future programming

ACTION STEP I:

Create a Long-Range Master Plan that TRC wants to work towards completing

ACTION STEP II:

Provide an Annual Plan each FY to fund projects that will meet the needs of current and future programming, fit within budget and work towards completing the overall Master Plan



WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
OUR PROGRAMS