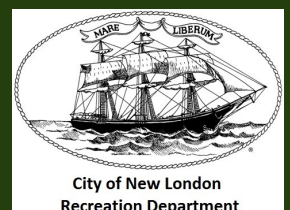


# New London Recreation Department Strategic Plan 2020-2023



Recreation Division  
Youth Affairs Division





## Mission:

To connect the community with resources that will enrich and enhance the quality of life of all individuals through healthy lifestyle initiatives, inclusive prevention services, and programs that encourage civic involvement and community partnerships. Safety of participants and staff is our number one priority.

### Problem Statements:

- New London compared to Connecticut state average:
  1. Median household income below state average.
  2. Median house value below state average.
  3. Unemployed percentage below state average.
  4. Hispanic race population percentage above state average.
  5. Median age significantly below state average.
  6. Renting percentage above state average.
  7. House age above state average.
  8. Number of college students below state average.
- 90% of families in New London qualify for free or reduced lunch while 31% of CT families meet this criteria.
- Estimated median household income for New London- \$46,298 vs CT \$71,346
- Unemployment– New London 4.1 % vs State 5.8%
- Percentage of residents living in poverty in 2020: 24.51% (15.7% for White Non-Hispanic residents, 25.5% for Black residents, 44.6% for Hispanic or Latino residents, 49.9% for other race residents, 17.6% for two or more races residents)
- Current CT adult obesity rate 21.5% New London-22.4% Low income preschool obesity CT– 15.8% New London 16.5%
- New London has a 65-69 % graduation rate vs 83% in CT.
- Access to resources, socio-economic constraints, and language barriers impact family involvement in school/community options.

### VISION STATEMENTS

- All children and adults will have the opportunity and education to lead healthy lives and make positive decisions.
- Our community will seek the knowledge and enrichment benefits of a healthy environment.
- All youth and families will be able to meet their basic health and human service needs by access to related resources, services, and items.

## STANDARD: 1.4

### 1.4 - Mission

Standard: There shall be an established mission statement that defines the direction and purpose of the agency. The agency mission is the purpose or reason for the existence of the agency and establishes the long-term direction for the agency services and activities.

## STANDARD 1.4.1

### 1.4.1 - Agency Goals and Objectives

Standard: There shall be established, measurable goals and objectives for the agency and for each organizational component within the agency. Such goals and objectives shall be directed toward accomplishing the agency mission, be reviewed periodically, and distributed to all appropriate personnel.

## STANDARD 1.5

### 1.5 - Vision

Standard: The agency shall provide an adopted Vision Statement that is aspirational, far reaching, and states where the agency is going. It should be available to the approving authority, staff, and participants.



## GOALS AND OBJECTIVES

### Short Term Goals

#### I. Improved Communication in Spanish

Strategy 1.1– Use volunteers and summer employment teen workers to translate flyers, information as needed. Use a folder on the Recreation common folder to store items ready for translation.

Strategy 1.3 Increase communication in Spanish on flyers, with staff, and through programs. Collaborate with other Spanish organizations inviting them to the COFY meetings.

EVALUATION: Survey Spanish speaking community to see if they notice an improvement.

#### II. Increase Marketing Visibility in the Community

Strategy 2.1 Brand department or divisions separately by seeking out marketing company or at local college. Use for new vehicles.

Strategy 2.2 Quarterly meeting with all levels of staff.

Strategy 2.3 Shirts for all staff members.

Strategy 2.4 Video all Rec/YA programs. Create promo videos. Use college interns for this.

EVALUATION: Video tape 100% of all programs; 100% of special events and post online through You Tube, website, and emails. Find company and/or class willing to assist with branding. Meeting quarterly with all staff for marketing.

STANDARD: 2.5

2.5 - Strategic Plan

Standard: An agency shall have a strategic plan, approved by the approving authority, stating how the agency will achieve its mission, goals, and objectives over an extended period of time, typically three to five years. The strategic plan shall be reviewed annually.



**GOALS AND OBJECTIVES**

**Short Term Goals Continued**

**III. Increase Internal Partnerships within Rec Dept**

Strategy 3.1– Create pop-up joint registration times.

Strategy 3.2– Create committee for joint collaboration between Divisions. (Ex: evening preschool programs)

Strategy 3.3– Create info board in the hallway to increase communications as to what is going on.

EVALUATION: Document participation in committee with sign in sheets. Document increased programming as a result. Add 1-4 new programs in 2020 from committee.

**IV. Increase Department Visibility**

Strategy 4.1– Add digital display board for messages.

Strategy 4.2– Get additional signs/banners for building and bin area.

EVALUATION: Take photo of new signs once in place.

**V. ADA compliance for Parks and Programs**

Strategy 5.1– Provide additional staff training support

Strategy 5.2– Continue to seek funding for parks and update as per ADA inventory and assessment conducted.

EVALUATION: Metric showing 10% improvement each year.



Recreation Division

Youth Affairs Division

## GOALS AND OBJECTIVES

### Long Term Goals

#### I. Consistent **Funding**

Strategy 1.1– Increase grants and donations to each Division. Work together to prevent duplication of submittals.

Strategy 1.2– Create non-profit status to assist with number of grants we can apply for.

Strategy 1.3– Increase community partnerships with community organizations through quarterly meeting by creating non-profit network. Increase collaborations.

EVALAUTION: Consistent funding each fiscal year– document all grants.

#### II. **Improved Facility**

Strategy 2.1– Development of new facility Recreation Department will use.

EVAULATION: Document any improvements or plan for new facility.

#### III. **Connecting with other City Dept., Businesses and Schools**

Strategy 3.1–All school and staff meeting. Develop list of each school and Department Facebook contact person.

Strategy 3.2– Connect personnel in City Departments and local businesses.

EVALUATION– Connect at minimum of 1 meeting– non-department heads 2020. Add in another meeting each year. Document meetings and new contacts.

#### IV. **Improved Data Collection**

Strategy 4.1– Implement and use new IDASHBOARD data collection, tracking, and showcasing software.