

New London Recreation Department Strategic Plan 2023-2026



Recreation Division
Youth Affairs Division

Approved in June 2023 by:



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.

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.

STANDARD 1.4

1.4 - Mission : 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 Visibility in the Community

Strategy 1.1– Make and follow a set monthly schedule for the RecMobile to be out in the community at various parks and events.

Strategy 1.2 Procure new shirts for staff recognition and distribute new swag with new logo at events

Strategy 1.3– Increase video and pictures of programs and events

Strategy 1.4– Youth Affairs Marketing Plan into action

Strategy 1.5– Begin registering events in the community

EVALUATION: Develop counting tool to see if current visibility vs 2023-2024 visibility increases (monthly count of interactions). Goal increase 25% FY 24 and 50% by FY 25.

II. Increase Programming for 11-14 ages

Strategy 2.1– Bring back summer camp for 11-14

Strategy 2.2– Jr. Councilor and jr lifeguard positions offered

Strategy 3.3– Teen links, girls circle, Boys community service, mentoring youth, etc are possibilities

EVALUATION– Increase 5 teen programs (11-14)

III. Joint Marketing between Youth Affairs and Recreation

Strategy 3.1– link registration system

Strategy 3.2– Advertise scholarships

EVALUATION– Increase # of visitors to website; clicks, saves, likes, comments by 20%.

IV. Increase staffing

Strategy 4.1– Advertise for new instructors and contractors via emails, Facebook, etc.

Strategy 4.2– Use new partnerships to help spread the word

EVALUATION– Increase instructors by 6 classes in FY 24; 10 classes by FY 25

VII. Facility Improvements

Strategy 5.1– Continue to help facilitate the new community center

Strategy 5.2 Continue to work together to meet office needs as it evolves

EVALAUTION– Community center opens in 2025

Long Term Goals

I. Improved Facility and Program Plan completed for new Community Center/ Wellness Hub

Strategy 1.1- Continue participation development

EVALUATION- Customer survey, repeat users, IDASHBOARD statistics.

II. Continue Accreditation with all staff involvement.

Strategy 2.1- Power DMS training

Strategy 2.2- Regular staff meetings to include Accreditation discussion; regular updates

EVALUATION- Each year a report will be generated as to the status of annual updating and anything overdue.

III. Increase the Connection with the City

Strategy 3.1- develop team or subcommittee to recommend ideas as to how to develop more engagement with other departments

Strategy 3.2- Departmental competitions or challenges

EVALUATION- Survey staff for understanding of feeling of connectedness.

IV. Develop 501 3 c Status

EVALUATION- 501 3 c status completed



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