**Swansboro Parks and Recreation Advisory Board: Strategic Plan**

## Department Mission and Vision Alignment

### Mission

To enhance the quality of life for residents of the Town of Swansboro through quality parks, programs, and multi-purpose indoor and outdoor recreational facilities and spaces.

### Mission Statement

"To enhance the quality of life for the citizens of Swansboro through recreation programs, facilities, and experiences designed to meet the leisure needs of the community, and to provide people of all ages, backgrounds, and abilities opportunities to come together, participate, create, and share positive life experiences."

### Core Values

The Board supports and promotes the following values:

- Promote diversity, inclusion, wellness, and quality of life
- Ensure safe, welcoming, and family-friendly environments
- Foster a strong sense of community
- Encourage positive and meaningful recreational experiences
- Promote the benefits and impact of parks and recreation services
- Advocate for initiatives that strengthen local, regional, and state parks and recreation services

## Parks and Recreation Advisory Board

### Mission

To support the development of an informed, effective, and engaged Parks and Recreation Advisory Board operating within its advisory role.

### Goal

Strengthen Board effectiveness through training, structure, and ongoing development.

### Strategic Actions

- Develop and maintain a comprehensive **Board Orientation Manual** aligned with bylaws and Town policies
- Provide onboarding for new members, including roles, responsibilities, and legal considerations (e.g., open meetings requirements)
- Encourage ongoing education related to parks and recreation trends, governance, and community needs
- Promote active participation, preparedness, and professional conduct consistent with Board expectations

## Programming and Community Impact

### Mission

To advise on the enhancement of quality-of-life services for Swansboro residents through diverse and impactful recreation programming.

### Goal

Provide informed, strategic recommendations that support the development of diverse, inclusive, and innovative recreation programs that benefit the community.

### Strategic Actions

- Remain informed on current Parks and Recreation programs, services, and participation trends
- Recommend and propose new programs, events, and services that align with community needs and Board priorities
- Provide constructive feedback on program effectiveness and community impact
- Advise the Parks and Recreation Director on opportunities for sustainable programming, including revenue-neutral or revenue-generating initiatives when appropriate
- Support and advocate for Department programs within the community
- When feasible, attend or volunteer at Department-sponsored programs and events to enhance Board awareness and visibility