

#### 1.4.1 – Goals and Objectives

<b>Standard: 1.4.1 – Goals and Objectives</b>
Maintained By: Director of Parks & Recreation
Signature:
Kari Warren, CPRP Interim Director of Parks and Recreation
Approved Date: January 7, 2022
Reviewed and Updated: January 27, 2022

Kari Warren  
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Interim Director of Parks and Recreation

1/27/2022  
Date

## **New Bern Parks and Recreation Goals and Objectives**

### **All Divisions**

- **Goal:** To provide excellent customer service.
  - **Objective:** Provide staff trainings and meetings to ensure staff are well trained and knowledgeable to best assist customers.
- **Goal:** To post meaningful and timely information on social media and our website.
  - **Objective:** Provide relevant information in a timely manor so the community will stay informed on new programs, special events, projects, and/or weather-related information.
- **Goal:** To embrace technology and new trends in our field.
  - **Objective:** Pursue continuing education courses on technology improvements and new trends in the field to stay engaged and connected with the community and their needs.
- **Goal:** To partner with members of the community to improve on our parks and recreation amenities and to seek funding opportunities.
  - **Objective:** Work with partners to update the Comprehensive Master Plan and Bike and Pedestrian Plan to address the need identified by the citizens for more walking, hiking, and biking trails.
- **Goal:** To partner with community organization and non-profits.
  - **Objective:** Collaborate with local organizations and non-profits to provide special events and programs for the community.

### **Parks Division**

- **Goal:** To provide well maintained parks and public spaces.
  - **Objective:** Increase funding to improve appearance and safety of facilities, parks, and equipment.
- **Goal:** To provide unique playground opportunities for our citizens and visitors
  - **Objective:** Update playgrounds and parks to meet new trends and ADA standards for inclusive play.
- **Goal:** Improve Landscaping.
  - **Objective:** Train staff in proper pruning, weeding, feeding, planting, mulching and general maintenance of landscape beds.

#### 1.4.1 – Goals and Objectives

##### **Recreation Division**

- **Goal:** To remember the three pillars of recreation when planning out parks and programs – Conservation, Health and Wellness, and Social Equity.
  - **Objective:** Provide programs and educational activities to promote a healthier lifestyle for the citizens of New Bern.
- **Goal:** To provide recreation centers that offer a clean, friendly atmosphere that will offer a variety of drop in, informational, cultural arts, environmental, health and wellness programs aimed at youth, teens, adults, seniors.
  - **Objective:** Renovate/update the recreation centers and add additional program space to accommodate all age groups and abilities.
- **Goal:** To offer well-rounded special events to citizens and visitors on a year-round basis.
  - **Objective:** Provide special events at locations/parks that are accessible for all and offer a variety of entertainment options throughout the year.

##### **Aquatics**

- **Goal:** Promote Aquatic opportunities offered at the New Bern aquatic Center and promote the Splash Pad as a free amenity for the public to enjoy.
  - Objectives:
    - Provide Aquatic programming opportunities, (swim lessons, water exercise, water safety).
    - Provide youth and adults the opportunity to develop specific water safety and swimming skills, independence, and skill development.
    - Provide educational opportunities to promote water safety around pools and open bodies of water.

##### **Athletics**

- **Goal:** Provide quality leagues and tournaments for a variety of sports programs.
  - Objectives:
    - Encourage a healthy lifestyle, good sportsmanship, teamwork, and make playing sports/exercise a part of daily life.
    - Provide opportunity for physical activity.
    - Provide opportunities for participants to develop specific skills and gain a sense of accomplishment and teamwork.

#### 1.4.1 – Goals and Objectives

##### Health and Fitness

- Goal: Provide a variety of programs and recreational opportunities which encourage healthy living and an active lifestyle that meet the needs and interests of the community.
  - Objectives:
    - Reduce obesity, combat health conditions and diseases, and promote healthy habits through activity.
    - Provide group exercise classes and fitness centers for residents and guests.
    - Offer a variety of fitness classes that promote quality of life by increasing self-esteem, mental health, positive self-image, stress reduction, and energy levels.

##### Youth Recreation

- Goal: Provide structured, enriching activities for youth that meet departmental, local, and state standards, promote the development of leisure and social skills, and meet family childcare needs.
  - Objectives:
    - Provide children with physical development through hands-on exploration and play.
    - Provide cognitive development through experimentation, education, and new experiences.
    - Build social skills through interactions with new people and by modeling appropriate social manners.
    - Promote healthy lifestyle choices through character development, nutrition, fitness, and environmental education.
    - Provide safe, quality, and affordable childcare during the school year, school holiday closures, and summer break – using the summer day camp scholarship to assist some families.
    - Provide fun, recreational activities including diverse field trips, partner programs, and guest speakers.

##### Recreation Facilities and Special Events

- Goal: Provide a wide variety of events and community services which facilitate community unity, engagement, and cultural participation.
  - Objectives:
    - Increase personal and family enjoyment.
    - Provide information on community resources and services.
    - Increase social, recreational, and developmental growth.
    - Enhance quality of life through community participation and group interaction.



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- Provide quality rental space:
- Provide clean, well-kept facilities. Addressing facility maintenance and housekeeping needs in a timely manner.
- Coordinate with lessee to ensure needs are met access to facility and equipment, understanding policies, procedures, and rental contracts.
- Provide trained, competent, polite staff to assist with lessee needs during rental and oversee compliance of rental guidelines.
- Provide youth and adult activities and classes that have high interest.
- Coordinate events that offer affordable and unique experiences in a safe and nurturing environment.
- Partner with local groups to provide enriching programs and services.

#### **Outdoor Recreation and Outdoor Education**

**Goal: Provide professional, natural, and environmental resource management services, nature interpretation, nature education, outdoor recreational opportunities, team building and life skill training, and a variety of parks and facilities for all people to enjoy at their leisure.**

- Objectives:
  - Provide and expand overall adventure/outdoor/nature-based program offerings by providing a variety of programs and events for those with similar interests and schedules.
  - Partner with local groups to provide enriching programs and services.
  - Provide a deeper appreciation and awareness of nature, the environment, and the benefits of conservation and environmental stewardship.
  - Encourage individuals to incorporate outdoor recreational activities into daily life.

#### **Senior (50+) Programs**

- **Goals: Provide programs to the 50+ population at a reasonable cost that meets the needs and interests of a diverse population.**
  - Objectives:
    - Increase knowledge and awareness of local and regional places of interest.
    - Develop friendships and increase social interactions.
    - Provide travel in a safe, positive, and friendly environment.
    - To provide a better quality of life and aging in place strategies for adults aged 50+ through recreation, socialization, education, support, and information.
    - Provide information on community resources and services.

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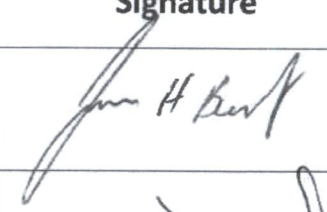
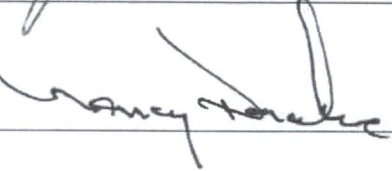

##### **Therapeutic Recreation**

**Goals:** Facilitate, volunteer, and provide recreational opportunities for individuals with disabilities that promote an optimal leisure lifestyle.

○ Objectives:

- Partner with local groups to provide inclusive programs and services.
- Improve physical abilities, social skills, and overall health.
- Increase social interactions, independence, self-awareness, and emotional well-being.
- Enrich quality of life through increased community involvement.
- Enhanced development of knowledge, skills, and abilities in leisure activities.
- Decrease social isolation.

**Staff Update Meeting**  
**Agency Goals and Objectives Update**  
**January 27<sup>th</sup>, 2022**

Name (Print)	Signature	Date
James Bullock Jr		1-27-22
Nancy Donahue		1-27-22
Veronica E. Matthews	Veronica E. Matthews	1-27-22
Kati Warren	Yhari Warren	1-27-22
James Hicks		1-21-22