



SOCIETY OF  
OUTDOOR  
RECREATION  
PROFESSIONALS

# SOCIETY OF OUTDOOR RECREATION PROFESSIONALS

## Annual Member Meeting

June 3, 2021



# Agenda

4:30pm PST	Welcome + Board Introductions
4:40pm PST	State of SORP
4:50pm PST	New Logo Preview
4:55pm PST	Upcoming NORCs
5:00pm PST	2021 - 2025 Strategic Plan
5:20pm PST	Happy Hour / Networking Break
5:40pm PST	Supporting SORP
5:55pm PST	Q+A / Wrap Up



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# BOARD INTRODUCTIONS

Rachel Franchina,  
Past Board President



# Outgoing Board Members

Josh Nadas  
2015-2021



Chad Schneckenburger  
2012-2016  
2018-2021

Rachel Franchina  
2013-2021



Ryan Sharp  
2019-2021



# Executive Board

**President**  
Betsy Emery  
Non-profit, Oregon



**Vice President**  
Aleks Pitt  
National Park  
Service, Nebraska



**Treasurer**  
Abe Medina  
Colorado State Land  
Board, Colorado



**Secretary**  
Kyung Koh Willis  
U.S. Forest Service,  
Washington

# Continuing Board Members



Jamie Fields  
BLM, Nevada



Chris Zajchowski  
Old Dominion  
University, Virginia



Sandi Miller  
NIC, Colorado

# New Board Members



Bess Perry  
Assistant Professor,  
Michigan State  
University



Noel Lopez  
Cultural  
Anthropologist, NPS



Monika Darrien  
Research Social  
Scientist, USFS

Axie Navas  
Director, NM Outdoor  
Recreation Division

# Student Delegates



Rowan Williams  
Old Dominion  
University



Everly Jazi  
Ohio State University



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# 2019 - 2020 STATE OF SORP

Laurel Harkness, Executive Director

Rachel Franchina, Past Board President



# 2019 - 2020 FINANCIALS

## Current Balance

FY End 2020  
(9/30/2020): \$157,137

## Historical Balance

End of FY 2019: \$184,988  
End of FY 2018: \$166,818  
End of FY 2017: \$142,664  
End of FY 2016: \$110,129  
End of FY 2015: \$87,221



# 2019 - 2020 FINANCIALS

## Profit & Loss

October 1, 2019 - September 30, 2020

### Annual Revenue

Education & Training \$94,615

Membership \$45,632

Miscellaneous \$12,199

(donations, professional services, investment  
income, interest income)

TOTAL \$152,446

### Expenses

Conference \$48,877

Training Scholarships \$1,500

Staff & Professional Services \$98,626

General Operations \$48,487

TOTAL \$197,490

**NET INCOME (\$44,291)**



# 2019 - 2020 ACCOMPLISHMENTS

- Shifted from .75 to 1.0 FTE Executive Director
- Pivoted to virtual conference due to COVID, including 25 sessions and 100+ presenters
- Joined the Outdoor Recreation Roundtable
- Hosted 26 training webinars in FY2020 (compared to 7 in FY2019)
- Increased membership by 15%



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# NEW LOGO PREVIEW

Laurel Harkness,  
Executive Director



# PRIMARY LOGO



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# SECONDARY LOGOS



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# NORC LOGO VARIATIONS





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# UPCOMING NATIONAL OUTDOOR RECREATION CONFERENCES

Laurel Harkness, Executive Director



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# 2021 - 2025 SORP STRATEGIC PLAN

Betsy Emery, Board President



# Vision

The Society of Outdoor Recreation Professionals creates ***sustainable outdoor recreation*** opportunities ***for all.***



# Mission

The Society of Outdoor Recreation Professionals provides *leadership* for the outdoor recreation profession through *skill development, networking, and technical guidance.*



# Values

- Justice, Equity, Diversity + Inclusion
- Sustainable Recreation
- Skill Development
- People + Community
- Collaboration



# Goals

**Membership, Collaboration + Partnerships**

**Knowledge, Skills + Professionalism**

**Communications, Outreach + Policy**

**Organizational Sustainability**



# Membership, Collaboration + Partnerships

- Promote, support, and maintain a diverse membership.
- Improve member retention + grow membership.
- Provide opportunities for a wider audience to connect + collaborate.
- Build, maintain + grow partnerships.



# Knowledge, Skills + Professionalism

- Celebrate the many types of work that constitute an “outdoor recreation (O.R.) professional”.
- Expand information + knowledge transfer among O.R. professionals.
- Provide training + resources for O.R. professionals.



# Communications, Outreach + Policy

- Highlight and promote SORP's vision + mission.
- Increase awareness of our activities, programs + resources.
- Focus on outcome-based policy goals that benefits the widest audience.



# Organizational Sustainability

- Diversify + grow financial revenue streams + reserves.
- Expand service offerings to increase the value and exposure of the organization.



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# HAPPY HOUR / NETWORKING BREAK

Laurel Harkness, Executive Director



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# SUPPORTING SORP

Aleks Pitt, Vice President  
Kyung Koh Willis, Secretary

# SUPPORTING SORP



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# SERVE ON A COMMITTEE

## **Governance**

Responsible for the health and functioning of the board, such as recruiting new board members, conducting orientation, producing board materials, and evaluating performance of the board itself. Responsible for ensuring the effectiveness of the current board and for recruiting tomorrow's leaders.

## **Internal Affairs**

Responsible for all internal and operational issues, including finance, human resources, and future conferences.

## **External Affairs**

Responsible for all external things, including development/fundraising, membership, communications, awards, and member education and professional development.

## **JEDI**

Responsible for ensuring that we are incorporating JEDI in our work; hold SORP to JEDI principles.





# VALUE OF YOUR MEMBERSHIP

## Benefits Include:

- Webinars (non-members pay a fee per webinar), and access to past webinars
- Reduced Conference registration fees
  - Access to past conference presentations
- Scholarships
- Outdoor gear pro deal
- Biweekly E-newsletter
- Access to a variety of recreation planning and management resources
- SLACK space

## Continually working to improve member benefits, such as:

- Increased number of webinars
- Communities of practice





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# Q+A / Wrap Up

Betsy Emery, Board President