

2024-2026

Strategic Plan



Visit Us Online

www.LancasterRec.org



ABOUT LANCASTER REC

Operating since 1906 and founded in 1909, Lancaster Rec continues to provide neighborhood based recreation and learning opportunities for all ages - with an emphasis on affordable programs for children - at schools, parks, playgrounds and other indoor and outdoor facilities.

For More Information

717.392.2115

525 FAIRVIEW AVENUE
LANCASTER, PA 17603

OUR MISSION

- **Affordable, Quality Programming**

Our mission is to provide quality and affordable recreation and learning opportunities to Lancaster residents.

- **Recreation Opportunities for All**

We have a wide variety of offerings for Youth, Families, Adults and Seniors.

- **Strengthening our Community**

As a community partnership of the City of Lancaster, School District of Lancaster and Lancaster Township, Lancaster Rec is a non-profit that provides hundreds of recreational and educational programs annually at minimal cost to the community.



2024-2026 STRATEGIC PLAN

> Strategic Pillars

Quality

Quality of completeness of administrative processes and policies, serving as a quality employer, program quality and feedback, quality customer service and quality partnerships

Diversity

Recruiting and retaining a diverse workforce to represent the population we serve, offering diverse program opportunities, engaging and reaching out to diverse populations in our community and diversifying our funding sources

Growth

Growing and expanding programs, growing physical site locations, growing staff and customer base and growing our endowment



> By Department



Administration and Operations

- Developing Efficient, Effective and Exceptional Administrative Management for Agency
- Overseeing Sustainable Growth for Program and Administration Departments
- Maintaining Fiscal Responsibility to the Agency and Partners

Marketing and Development

- Diversity in Audience, Language Access and Funding Sources
- Growth in Audience, Social Media Engagement, and Fundraising Efforts
- Investment in Community Support of Parks and Recreation, Growing the Lancaster Rec Foundation and Ensuring every Dollar is Stretched



Recreation

- High Quality Programming through Feedback Surveys and Setting Expectations
- Diversity in Program Offerings, Participants, and Older Adults
- Partnership Focus with Lancaster Township and our Program Contractors

Early Childhood Education

- Program Quality Strengthening through SDoL Admin, Parent Rep Groups and Lancaster Science Factory (STEM/STEAM)
- Recruitment, Onboarding and Retention of Staff Improvements
- Program Growth by Opening More Classrooms



School Age Care

- Program Quality Strengthening by Incorporating Technology, 21st Century Skills and More Activities/Field Trips
- Recruitment, Onboarding and Retention of Staff Improvements
- Program Diversity and Growth through Teen Programming, STEM/STEAM Summer Camps and More Program Locations

> Our Commitment

The 2024-2026 strategic plan reflects new opportunities for expansion and requires a unified commitment from staff, board members, volunteers, and supporters. Preparation included director meetings, feedback from staff and board surveys and interviews with program participants and partners.

The plan's implementation and performance metrics are designed to guide the agency's efforts toward continued growth, adaptability and long-term impact as a key community resource.

These are the guiding principles for Lancaster Rec for 2024-2026. When opportunities or challenges arrive, we will look to these pillars for guidance for our focus areas for the next two years.

A final 2024-2026 Strategic Plan Report will be created in the first quarter of 2027.