

Results from the NARRP Name Change Survey

January 17, 2012

1. What advantages might there be from a name change for NARRP?

79 answered question, 10 skipped question

Broader appeal and recognition

It is a professionals circle.

More inclusive and representative of the membership's goals and duties.

I like the move to a name that favors international participation.

Modernizing. It comes with the times.

Heightened awareness since name changing would need to be advertised.

It could be more inclusive for other types of outdoor recreation professionals

I have always thought the acronym was too close to AARP

Agree with point that many positions have planning duties along with other management responsibilities.

Better represent the organization, Shorter name, easy understanding of what the organization does.

A shorter more encompassing name would be less cumbersome and easier to vocalize. It could possibly encourage more recreation resource professionals to join. It might indicate a new and emerging emphasis on the importance of outdoor recreation in overall society.

Stronger inclusiveness, esp. with younger professionals

I agree that the current name and acronym are somewhat cumbersome.

I don't see any.

Agree with those listed above. Distinction between NRPA (acronyms are very similar and there could be confusion between)

More accurate description of new focus

Broader appeal

Broadening the focus of the organization will attract more members in the long term. It will provide a professional organization for all outdoor recreation managers.

National Association of Recreation Resource Planners is quite long and doesn't quite roll off the tongue. In fact, it's easy to get lost at the Recreation Resource (or was that resource recreation, no it's recreation resource) part of the name.

Broader membership

Potential opportunity to clarify the role of the organization and promote membership.

Easier to remember the organization name.

Better recognition

Expand Membership potential Better Recognize Interdisciplinary Nature of Planning

It would allow us to break the stereotype of adjunct LWCF planners based on national state funds. I do not think we have grown beyond just planning and we do need to define the realm of designing managing and planning public recreational use of open spaces.

Something easier to pronounce and remember

Fresh and improved professional appearance and chance to increase membership and status.

Professionals other than Planners could feel more included

More distinction for the organization. As it is, both the AARP (association for retired persons) and NAACP (civil rights) come to mind since they have similar acronyms. have great opportunity to redesign logo and rebrand organization to fit current mission and activities

1. A name change could appeal to a broader more diverse constituency, those recreation professionals that are employed with non profits, commercial recreation providers, local outdoor recreation providers (this category represents a fraction of NARRPs current membership), and the recreation equipment and apparel industries. 2. An increased more diverse membership may give outdoor recreation a stronger voice in funding decisions pertinent to outdoor recreation resources.

Change for the sake of change is never a good idea, but change for a reason at least has merit. I believe an advantage to a new name would be a fresh look...this may equate to being progressive. How do you transition from the old to the new is a challenge.

To broaden membership appeal to a broader field of managers at the state level. "Resources" is a word that fits in a category somewhere between erudite and redundant.

Articulated in the discussion paper

An organization with a clearer, less clunky name would be easier to promote- whatever it is should be no more than 3-4 words max

Clarity of vision and intent

I think that shortening the name would help make the association easier to identify with.

It could sound better as an acronym, potential for greater name-recognition and membership increase.

More inclusive and inviting to 'non-planners'

I agree with all of the above reasons to change it.

More focus on recreation as a whole, not just planning

As your paper discussed, your organization has a wider scope than its origins and the name should reflect that. It is also currently a mouthful without a simple acronym. I also like the goal of going international....

Opportunity to rebrand the organization and its mission.

Clarity, accuracy, shorter acronym.

None. The disadvantages far outweigh whatever small advantages might exist. Aren't there more important things for NARRP's leadership to discuss than this?

More inclusive membership, stronger identity among members

A 3-4 letter acronym is much catchier & easier to remember. Removing the word "National" would create a sense of global connectivity.

I see very little value. The brand is established and is known as such. Based on the concerns outlined in the synopsis above, it seems as if the main issue is with the term "planners". I would suggest changing "planners" to "professionals". NARRP is long and cumbersome but I see very little value in changing that now. And while long, the acronym can be spoken as opposed to being spelled out, which also provides brand recognition.

Better address the diversity of membership and range of issues related to recreation planning and management

A shorter, more accurate name would greatly enhance the org. The current name is too long, and the acronym is utterly unwieldy.

Move the group's image from just planning to practice, planning, etc.

A change away from planners would encompass all disciplines that are and would be future members.

Better connection with/identity Outdoor Recreation, both resources and experiences

I do believe there is much more to outdoor recreation than planning (e.g. research and management). Our organization should include these focuses.

Unsure

Plenty, broader focus, increased research, more students & university faculty; could become the best natural resource related organization involving both practitioners & academics: will fill a niche, great idea

To ID a distinctive niche, separate from but complementary with that served by NPRA

It would no longer sound so close to AARP.

Represent a broader field of professionals

Doesn't seem to be a huge issue to me.

I agree with what you've said. This association is far more than just planners (although that is what I currently am, but I have been a recreation manager for far more of my career). I do agree that professionals in the Outdoor Recreation field do not get the recognition, respect or credence due that other professions seem to be able to easily garner (foresters, wildlife biologists, cultural historians, etc). Also, you may want to think further outside the box than just Recreation planners and managers. What about those in the recreation industry? While there are certainly organizations for these folks (American Recreation Coalition is one), these are mostly lobbying/promotional organizations. These same people/groups/industries could benefit from professional association and cooperation with recreation planners and managers. (Think how important it may be for Coleman, REI, Cabalas, RVIA and others to work with planners and managers and what they can learn from us and us from them)

A shorter and less complicated acronym would be nice.

This would broaden the reach of the organization and position us to pick up membership from organizations such as NRPA that tend to focus almost exclusively on municipal recreation.

Appeal to a broader scope of Park and Recreation Resource professionals. Allow for the expansion of the NARRP mission to provide a broader scope of service to Park and Recreation Resource professionals

Brevity, easier recognition, better brand, increased marketability

More inclusive to others.

A name change may increase the "inclusivity" of the organization, allowing for more people to be associated with the mission of the organization.

Less cumbersome, less restrictive NARRP bears a scary resemblance to AARP when a piece of mail hits my mailbox

I do not see advantages for a name change

1. More accurately reflect the interests of the membership 2. Appeal to a broader audience

None

The shorter the acronym the better. It would be great if the acronym spelled a related word

Nothing that I can see... Everyone in the group listed above, planners, managers, academics, etc... plan. It's what has to be done.

Appeal to the broader membership beyond planning

The opportunity to market the organization more, saying that we are growing and recognizing the interconnection with other areas. Other professionals may be encouraged to join.

I have found that inclusion of "Recreation" in the name to be a little problematic in dealing with conservation groups, park managers and some other professionals. The planning principles are really good, but go well beyond recreation. Perhaps the Board could consider dropping recreation to name the org. the National Association of Resource Planners. Still would be pronounced NARP. Still name recognition, I think.

Those listed in the discussion paper.

You've already addressed the principal reasons.

To make the name feel less restricted to a subset of recreation management professionals

2. What concerns do you have about a name change for NARRP?

78 answered question, 11 skipped question

None (17 responses)

As a planner, its tough for me to NARRP broaden its mission too widely. Making sure that planning doesn't diminish as a focal point of the mission will be important.

Well-listed in discussion paper.

I think the term "planning" or "planners" is an important component of the name, though perhaps Leader or Leadership would also be okay. Planners need their own group for recreation. NRPA does a lousy job representing the planning profession and the APA does a lousy job representing the parks planning profession.

Dropping 'National'

Some loss of momentum, but that can be overcome with committed leadership (see below).

There is always a painful period of dealing with a name change but if done correctly it is worth it in the end.

Cost of professional memberships is something to consider; would a name change affect membership?

Name awareness

I don't have concerns. I don't think the organization would lose members with a name change.

I would want to see our organization keep the focus on outdoor recreation/park planning and don't really see an issue with having 'American' or 'North American' in the name.

If you change the name, I might have trouble justifying membership and attendance to the conference. It will also lead to a change in focus, which for me, would be very disappointing and would more than likely decrease my involvement with the organization.

Need to continue to reference planning as it is an important part of the organization

Initial confusion

Need to be mindful that it's not just a name change. It's a change in the focus/mission of the organization. So the mission statement (or whatever embodies the focus of the organization) should be changed first or at the same time. Broadening the focus will lose some of the attention to recreation planning.

My concern would be that a name change which is sought to draw membership from what might be considered "non-planning" professions would eventually eliminate the very thing (strong planning principles) that attracted professionals from other disciplines to begin with.

Potential for confusion

Immediate need at the state level to renegotiate the membership and potential loss of that membership.

Need to Create an Identity - but could be done

Those mentioned by committee were good ones. I also have concern that new one must capture that niche I talked to above.

Cost. Resistance to change.

Something just as wordy...

Time, money and confusion regarding name recognition

1. a change in name may cause a decrease in membership among members who strongly identify with the NARRP name. 2. There may be other losses of prospective members who are searching online for NARRP. 3. Does the name change imply the organizational structure and activities of the re-named organization need to change as well? For example, does a name change require that NARRP change its mission, vision statement, goals and objectives, bylaws, and policies and procedures? Just making these administrative/clerical types of changes are time consuming. An even bigger question is does a name change imply a change in how the new NARRP conducts its day to day business. Will the Board need to expand? Will the Board need to add new, standing committees. Will a new organization require greater funding? Since NARRP is largely a volunteer run organization, these types of necessary changes will impose more work on the Board (at least temporarily).

My biggest concern centers around that transition period where people will be looking searching for the old name. Another concern is about the cost to change the name, all the way from education about a new name to printing and stationary.

I think that for many it is understood what NARRP represents; otherwise, the membership would not have increased with so many diverse disciplines. So why change what isn't broke. I believe it will be impossible to find a name that embodies everyone and everything associated with this organization.

Please do not leave Resources out in the name!!!

Very few- I think a new identity could help elevate the issues we discuss

I believe it to be imperative to maintain "Recreation Resource" in the organizations name. Throughout Canada, there is a lack of appreciation and understanding that natural and human made elements are "recreation resources". Professionals in the forest, oil and gas and other "resource" based industry do not typically associate those "resources" as "recreation resources". This is true of the many public land managers within the provincial land managing departments. "National" is somewhat limiting in its scope if the true intent is to be broader - North American? Any change in the name should still entice membership beyond that of just state or provincial agencies.

Confusion - identification of new name must be very clear, simple, easy to understand

With every change there will be challenges (changing the log, etc., as described above), but if the name change is for a valid and important reason I think it's worth going through the necessary steps to implement the change.

Rebranding can be an involved process but often with beneficial results. I don't like the idea of watering down the organization's excellence; however, I'm not completely sure how that would happen. Interdisciplinarity tends to make groups stronger.

I think it is important to keep the word "planning" in the name. Yes, planning itself is multi-disciplinary, but it is still planning. I also agree with your concern if you change the name: "The association's current excellence in planning may be diluted over time".

Initial issues will be in the short-term. Significant benefits are likely to result in the long-term

I've been a member a short time so I don't have major concerns other than the ones listed. When I Google it, I often forget the full title and am not sure whether there are two As or two Rs, so simplifying would be good.

None...RMS changed in the 90s from ARMS to RMS and it went well to be able to go "international" and it was easy to make the switch. There are some costs changing stationary etc. and a learning curve, but this is not a major endeavor while an organization is still relatively young...

1) If the organization is meeting goals and is fiscally sound, it can use these strengths as a platform for the same rebranding.

Waste of time, waste of money, loss of membership, confusion in profession, creation of a more generic name further "blurs" what we are/do. The National Recreation and Parks Association already exists, and fills a more mainstream niche for the parks profession, why should we gravitate towards their mission focus? Isn't one NRPA enough? I'd much rather belong to an organization whose primary focus is recreation planning in all its forms to successfully differentiate it from more broadly-focused park professional organizations. Personally, given this strange new tack for NARRP, it is necessary for me to withhold my membership renewal until I'm sure that NARRP is going to retain its valuable and unique professional focus. Once you make your decision I'll make mine. Please keep in mind that NARRP's intrinsic value is in its planning-centric nature.

Loss of recognition; confusion among professionals; change in emphasis and loss of focus on recreation resource planning

As listed, name changes take time & money. Also, you lose identity recognition unless you have the money to spend on a name change marketing campaign.

The brand is established and I feel moving away from that now would set the organization back. We are a small organization and need every bit of recognition that we have and that we, the members, have worked hard to promote.

Initial loss of name recognition

None. You've outlined the issues, and the org will overcome them in time. The longer the org waits to undertake this process, the worse the situation will become over time.

For a short time name recognition & membership issues but that is minimal; same with the expenses

That NARRP can/will define a distinctive role for itself

Depends on the name.

NARRP is a somewhat known commodity, but it is certainly not well known outside the community. Most people would mistakenly associate the name with AARP, which is VERY well known to the entire population.

Like mentioned, the name change would take awhile to establish itself. . . . and just as I was remembering NARRP!

Need to be careful a name change and mission change does not bring with it a perceived inclusion of organized supervised sports recreation...soccer, little league, aquatics etc.

If a change is made, NARRP should seek guidance and a communication strategy from a marketing / communications expert on how to best communicate the change so as to NOT LOSE any current members while opening the door to new members. The new name should be identifiable by our target audience. We need to recognize who our target audience is before we change the name.

My concerns are related to straying from the mission and the central theme for the organization.

Loss of identity and vision

Loss of brand awareness

This is an established name and has recognition value

It's a great idea to change the name; the concerns are minor

Membership has increased, why would you jeopardize this??

Similar to those stated in the paper

If there is a change, I would want it to still indicate a professional development organization and the resource for accurate, important information rather than a "club" or social organization.

Should make only a small change if any is made. I would keep the planning emphasis---planners.

Becoming isolated, unrecognized.

Name recognition during the transition.

3. Is there another association name for NARRP that you find appealing?

75 answered question, 14 skipped question

No (8 responses)

National Association of Recreation Resource Professionals

Any name chosen should have the word "Recreation" first, if that is our common interest. The name should also condense into an acronym that reflects our goal or purpose. For example: Recreation and Education Commission (REC).

RRS: Recreation Resource Society RPS: Recreation Planning Society ISRP: International Society of Recreation Planners ORLS: Outdoor Recreation Leadership Society RLS: Recreation Leadership Society USORP – Universal Society of Outdoor Recreation Planners SSRP: Secret Society of Radical Planners LBD: Leaders By Default AEIOU: Association of Enterprising Inventive Organized Unifiers MTP: More Than Playgrounds

Not at this time. Need member input and brainstorming.

I like the idea of a "Society." I think that might allow for greater inclusion. (How about Society for Professionals in Outdoor Recreation? Nothing says "growth" like SPORs! - Sorry, couldn't resist having a little fun).

Society of Recreation Planners

ARP- Association of Recreational Planners ARP- Association of Recreational Professionals RPA- Recreational Professional Association

Society of Outdoor Recreation Management Recreation Resources Association

Society for Outdoor Recreation Management Outdoor Recreation Management Association

No. I like NARRP and I think it is better than any of the other organization names. Its uniqueness is what drew me towards it.

Recreation Land Planners Association

Association of Natural Resource Planners (ANRP)

Most are Associations or Societies. Ideas - "Outdoor Recreation Planners and Managers" "Society of Outdoor Recreation Professionals"

Recreation Planning Association

ARP Association of Recreation Professionals

Society of Recreation Planners or National Society of Recreation Planners

American recreation planners society

Association for Parks and Natural Resources Planning (APNRP)

Nothing jumps out...outdoor recreation professional associations (orpa). Sounds a little like umpa which is a hit with those Minnesotans ya know! So we need a little levity and

some inspired thinking. Let's keep open to international and inclusive of all outdoor recreation professionals; planners, managers, researchers, academics...

Outdoor Recreation Planning Association = ORPA

Have not considered another name, but agree that NARRP (as spoken) has some negative connotations.

I feel the word "association" is more accurate for this organization than "society"

Association of Outdoor Recreation Professionals

Association of Recreation Resource Professionals

Not off the top of my head but I'm certain I will recognize a good name if there are some potential names to select.

Association of State Recreation Managers

Society for Outdoor Recreation Resources

Something with Outdoor Recreation in the name

Not at this time. I felt NARRP name was serving its purpose from my perspective.

Outdoor Recreation Association

I don't actually have any name change suggestions, but I wonder if there's an appropriate acronym that reflects what the organization does, i.e. SCOUT (Society for the Conservation of Outdoor Recreational Resources -- hmm that would be more like SCOOTRR)

Something with the word 'society' (is there a difference between the meaning of a society and an association?)

Recreation Management Professionals' Association (RMPA)

National Association of Recreation Professionals would be a simple change (NARP) or something like Outdoor Recreation Association or Outdoor Recreational Professionals.

National Recreation Managers Association? or National Recreation Association

I'm a fan of short and punchy. I don't love "society" or "association" as those seem either 1) too academic or 2) too much like a lobbying group, but "organization" is the only other commonly used synonym and that is equally long. "Group is too informal." I hope you can keep "resource" in it to distinguish from "ball bouncing" and therapeutic

recreation. I hope you can add management to it perhaps in place of planning, since that is a more encompassing notion that has wider applicability. But it is always good to have a consonant like P at the end of your acronym...and sort of keeps something similar to what you have had. I personally would like to see "parks" in it, but that may start to step on the NRPA brand... Some quick brainstorming: Resource Recreation Management Org RRMO Society for res rec mgmt SRRM (too close to ISSSRM?) Org for Res Rec Mgmt ORRM Intl Org for Resource Rec Management IORRM Intl Association of Res. Recreation Mgmt IARRM Res Rec Mgmt Society RRMS -- too like RMS? Res Rec Mgmt and Planning RRMP Intl assoc for res rec mgmt and planning IARRMP Intl org for res rec IORR Res Rec management and planning

Outdoor Recreation Association

This deserves strategic brainstorming that is not done justice by the amount of time I am spending on this today.

American Institute of Recreation Planners

National Association for Recreation Resource Professionals (NARRP); Association of Outdoor Recreation Professionals (AORP); Outdoor Recreation Professional Association (ORPA); Society of Outdoor Recreation Professionals (SORP); Association of Recreation Resource Professionals (ARRP)

Recreation Resource Developers Assoc.

Not really. If we do change, I would stay away from the term Society. It is too academic and implies an academic organization. That is only a small piece of who we are, as evidenced by bullet #4 in the discussion paper.

Society for Recreation Planning and Management, Society for Outdoor Recreation Professionals, National Association for Recreation Professionals

Not off the top of my head. However, the name of the org should reflect the orgs mission. Brevity is key.

National Association of Resource Recreation Practitioners

Yes, National Association of Recreation Resource Developers. It, I think, would send the same message while embracing all disciplines that are involved in recreation development.

Unsure... 1. Recreation Resource Management Society (RRMS) 2. Recreation Resource and Stewardship Society (RRSS) * yeah, I like this one.

Recreational Professionals of America or International Association of Recreational Professionals

Human Dimensions of Natural Resources & Recreation or Human Dimensions of Natural Resource Professionals or Society of Natural Resource Professionals

That would depend on what NARRP wants its role to be.

A simple fix might be "National Association of Recreation Resource Professionals"

I personally do not like anything that begins with "Society of..." I've been a member of SAF, but I think the word society sounds too restrictive, too dated, and yes, actually cultish. The best name for me would be something like Association of Outdoor Recreation Professionals. This is not intended to restrict membership or to exclude technicians (Park Techs, Forestry Techs or Rec Techs) as I consider these folks to be professional and "in the profession." Rather, adding the word professional to the title conveys that the Outdoor Recreation field is a profession and is governed by science. Also, I would include the use of OUTDOOR recreation in the title, because outdoor recreation is very different from recreation, which can include sports, indoor games, etc...and I don't believe we are about that.

Can't think of any.

Consider: Society of Recreation Resource Professionals The Recreation Resource Network

National Association of (Park and) Recreation Resource Professionals

Society of Outdoor Recreation Planning, Parks & Recreation Planning Society (PRPS), Society of Professional Park Planners, Society of Professional Recreation Planners, Professional Recreation Planning Association, Professional Association of Recreation Planners

Society for Recreation in Natural Resources

Outdoor Recreation Resource Planning Association

Not off the tip of my tongue - need to think about it

The Natural Resource Management Association

Really don't feel that is it necessary to change the name, but something shorter would be nice... "Recreational Resource Association"

What about National Association of Recreation Resource Professionals? The acronym and logo could stay the same and encompass the broader membership.

Change the P to Professionals

NARP. One could consider a sub-title. Such as National Association of Resource Planners: An Association Outdoor Resource Planners, Managers and Scientists

The Society for Outdoor Recreation Management

I haven't taken the time to consider this yet,

Association of Recreation Management Professionals

4. Please share any other thoughts you have for the Board.

58 Answered question, 31 skipped question

Anything you can do to help state park directors/local governments better understand and appreciate the relevance of sound recreation resource planning is always helpful. I wouldn't broaden the mission to too wide.

Glad you are thinking about this! Good luck!

Logo definitely needs to be modernized. It's too cutesy looking; more in line for children.

Thanks for bringing this matter to the membership. I think it's a sign of great maturity on the leadership.

I like dropping the National or American and going with Society because it does appeal internationally. Other professions are covered by numerous other professional groups, of course there will be overlap and we most definitely want to learn from other professions at conferences, but I think keeping our group "Recreation Planner" focused will lead to a stronger organization in the end. If NARRP becomes too broad than members loose interest because they no longer gain what they need from a conference. On that note, NARRP is very strong at covering information at a National or State level, it could improve by strengthening the local level sessions. International case studies would also be interesting to learn from.

I have always felt the "Recreation Resource" part of NARRP is a little confusing. Are these words intended to mean Recreation is a Resource, or is an 'and' inferred (Recreation and Resource Planners). There is a big difference depending on which way you interpret the name. I encourage the Board to also examine the relationship (potential overlap, etc.) with the River Management Society.

I like the idea of a name change, but if a name change is done I think you will have to "sell" the idea better to the membership.

Thank you for letting the members comment on this issue.

The key thing for me in the name is Resource connected with Recreation. That makes this organization very different from all the rest. If you change to something like the others, then the question will be - "Why don't you just join the other organizations instead of being separate? If the name and/or the organization start to lose the connection of the resource and recreation, then the organization starts to lose VALUE to me and others.

We were trying to reflect in the name of the association that we were a group of professional recreation planners that worked on large parcels of land. In 1983, I was the only Recreation Planner for 17 million acres.

Membership numbers would probably not change greatly at the time of a change

It's not clear to me exactly what the Board is trying to achieve by changing the Association's name. Are you looking for a new name, a new direction, or just new members? Why would a change of name dilute the excellence in planning established by NARRP? Is it because the new name is a reflection of the association moving away from planning as its core reason for existence?

Do it sooner rather than drag along like so many other groups that seem to fear change.

I think that it is important to emphasize "outdoor recreation" and "natural resources" - in my mind, this is what differentiates NAARP from NRPA.

Because outdoor recreation planners most often have higher degrees in landscape architecture or planning, it would be a disservice to these professionals. If the organization name changed, there may be a problem with support for our planners to continue to be involved. Instead, the management and those who did not actually do outdoor recreation planning, would garner the opportunity for membership or the membership would not be perceived as directly related to our jobs. This organization give recreation planners an opportunity for respect and credibility. Please don't change that opportunity by taking the focus away from planning. Let others who are interested in the work being done and what has been done recognize the profession as such.

The difficulty is - too many related organization, hard to allocate membership dollars - partner with other organizations such as NACPRO - and offer joint membership deals.

Could be more heat than light if it does not come easy to find a really good new term that resonates. Will take a sustained effort over several presidents. But there is a real limitation on name as it exists...

ORPA is easy to say, remember, and has a "professional sound" Change is good!

I would encourage the Board to stay with the existing name. If a change is needed it may be more than a name; it may include consolidation into one of the other groups

noted here, such as NRPA. If that big a change isn't warranted then probably a name change isn't either.

Good luck!!

I am brand new to the association. What do I know?

Utilize your time on more important issues.

You folks just keep advancing the professions associated with recreation in the great outdoors. Guard against mission creep over time and keep pushing forward. Thank you for your dedication.

Thanks for taking this on

I'm a fairly new member to NAARP, and I'm thrilled at having found the organization. I wish more people knew about it. As a recent Master's graduate, I'm familiar with the professional organizations that we students are encouraged to participate in, such as APA, ASLA, and AIA. The Board might want to consider promoting NARRP membership to universities with Planning and Landscape Architecture programs. Also, do you have any outreach programs with places such as Outward Bound and NOLS? I wonder if the challenge with recreational resource planning is the challenge that, for example, cycling advocates face in their work -- that people don't consider recreation serious (just like tourism). The organization probably could benefit from partnering with organizations in New Zealand or Australia where the study of tourism (and recreational tourism) is taken seriously. Or, do organizations exist there that NARRP could merge into?

Be careful that whatever name change/identity becomes, you are complementing other similar organizations, not duplicating them (i.e., NRPA, APA). Also, I understand that NAARP's focus is on outdoor recreation resource planning, but what about indoor recreation planning? You may attract more members from that conduct local recreation planning by broadening the focus of the type of planning.

Positive change is good.

Good luck and thanks for asking... Doug Whittaker

Many organizations have overcome limitations from a name using their acronym (e.g., Kentucky Fried Chicken/KFC, Northwest River Supplies/NRS and National Rifle Association/NRA). This simply a marketing one, and a new logo plus a series of articles about the 'New NARRP' could reach underserved audiences. Your equity is not in the name, but what the name means to your audience...so change the latter to leave your loyal members not only undisturbed, but proud about your evolution.

Just check to make sure any acronym is not shared by some other strange or nefarious organization

Please, please, please drop this trivial 'non-issue', and look at things that might better be a focus for the Board, and the Association as a whole: membership retention/recruitment; issues with members unable to afford personally paying membership fees in a tough economy; supporting research and dissemination of information and data to the profession; lobbying the federal government in support of LWCF, RTP, the Federal Land Management agencies (NPS, USFS, BLM, TVA, USACOE); recruiting a more diverse professional workforce via better outreach towards minorities; and much more. If we're so bored that we're playing around with changing our name, we might want to re-focus our priorities and impetus a bit. There are those of us in the field who no longer have employer-paid professional memberships, and are forced by economic necessity to choose carefully and painfully between a very short list of professional organizations to pay dues to; I choose based on how closely they align with my current job and more specifically job duties (which happen to be related to nearly all aspects of park planning). If NARRP wants to change to a more broad-based mission/vision/focus that's fine; but I for one will likely choose NRPA as my professional membership investment when that happens, as that's where the best value for my money will be.

Whatever happens with the name, I think the focus should continue to be on outdoor recreation and resource planning/ management/ science/ research etc. As identified above, there is no professional association that addresses outdoor recreation opportunities and challenges, and it is important to keep this focus alive and help it grow as a profession. As a trained outdoor recreation planner, I have forgone membership with APA to focus on NARRP because it is more closely aligned with the issues I deal with day-to-day on the job. I would hate to see that focus be lost in a name change.

It seems that instead of spending time on what I feel is an insignificant issue, we as an organization, and especially the board, should be focused on the multitude of issues facing recreation resource professionals, particularly the impending budget crisis which is resulting in drastic budget cutbacks, the closing of state parks around the country, and most importantly massive job losses in our profession through layoffs and attrition. I feel it is our responsibility as an organization to provide assistance to those members who may have lost their jobs due to the current budget situation. We all know that recreation programs and resource are always first on the chopping block, yet as an organization we have done very little (besides one presentation in Breckenridge) to address these issues or attempt to provide any assistance to members who have lost their jobs. As an organization we are better than this. Ideas might include establishing a member committee to address these issues, providing resources for those who have lost their job but want to stay in this industry, etc.

It is interesting that in the email associated with this survey that NARRP was never spelled out. I'm only tangentially connected with the org and had to visit your website to refresh my memory of what your acronym stood for. I can only assume that others were

in a similar situation with respect to your name and acronym. Good luck with the process.

Keep up the good work. If my employer had the money, I'd gladly join.

Thanks for your work!

A group that blends applied research and management issues, this is where I see this organization making its mark

NRPA could well consider the second item in the above list, "Concerns with Changing the NARRP Name" as insulting, uninformed, or something worse.

Cheers!

Leave as is.

Well, I've shared a lot of thoughts in the previous responses. I'll just restate a few key concepts: 1. I believe a name change is appropriate. 2. I believe we should seek to include the Outdoor Recreation Industry in our new makeup, as this can be a great help, avenue of learning and collaboration between planners, managers, and industry. 3. My suggestion for a new name is: Association of Outdoor Recreation Professionals (AORP). This is similar to an existing organization AORE, but they appear to have a somewhat different and more limited mission. Also, they don't have the word "professional" in their name. The acronym AORP also is in use by the Association of Retired Police, but I don't know if having a similar acronym is a problem or not...many organizations have acronyms that are the same. 4. Thank you for asking for my comments. I hope they are helpful.

The words RECREATION, RESOURCE, PLANNING I think are important.

If we go this route, we should consider realigning board make-up. That is, find a way to assure that some of our traditional interest (such as SCORP) not become under-represented, particularly in conference agendas.

I support a name change that represents and carries with it a broader scope of the Park and Recreation Resource profession

I think the name should not be changed, it looks like you have answered that questions in itself. For example, under concerns with the name change it states, "3. Planning is no longer the domain of only "planners," but rather planning engages multi-disciplinary teams including managers and researchers with different expertise, academic backgrounds and professional experiences." than you go on to say, "7. The annual conference is more than a planning conference, but rather includes sessions, exhibits and poster displays on important management issues and science projects related to outdoor recreation." It sounds to me you would want to keep the word planning in the

name as "planning engages multi-disciplinary teams including managers and researchers with different expertise, academic backgrounds and professional experiences." Due to the excellence of planning within the Association, why change that? Just cause a name to some may not encompass everyone by the word. Symposiums, conferences and meeting encompass more than just the words definition. They also encompass displays, posters, etc. When you say the word conference after planning, it is not assumed that the conference is just going to relate around only planning. A conference is those who confer about a subject or subjects. And recreation resource is a big topic and can encompass many aspects.

I suggest being careful with a name change as we will have to live with it for a long time. This should be well thought out.

National Recreation and Parks Association has a branch called the National Society for Park Resources which appears to duplicate a lot of what NARRP is trying to do. (I belonged to NRPA and NSPR for years and was on the NSPR Board for several years. Consider joining forces with them for a more powerful, cost effective, efficient organization.

Changing the name of an organization is always a difficult challenge from many aspects. Regarding National/American/Society: I serve on the Board of Directors of the American Water Works Association. I think using "American" has actually been a draw for us. Our annual conference and other events draw professionals from throughout the world. This year's annual conference was attended by 10,500 water professionals, including individuals and delegations from all over the world. We also have MOU's with many foreign associations. These result in various interesting and productive partnerships.. The term American, rather than National, may make it easier to expand chapters in the Americas. For example, AWWA has Mexican and Puerto Rican chapters.

I suggest that there are lots of other, and more important, things to focus on than a name change. Don't waste any more time on this please. Sounds like to me some Board members need to move on with life.

The original NASRP was formed to protect States from threats from the feds regarding SCORP. NASRP members were primarily State SCORP planners and fed counterparts. NASRP took positions on SCORP, developed new SCORP guidelines jointly w/ the feds, etc. The annual conference focused upon SCORP and fed guidelines. Over time, as the threats eased and the State/fed SCORP relationship improved, NASRP changed/expanded its mission, including the name change to NARRP. As an original NASRP member (and former President), I found the value of the organization in 2 areas: organizing and protecting States, and member networking - I developed personal relationships with SCORP planners from other states. As the mission changed/expanded, I lost interest. Broadening NARRP's mission beyond planning could attract new members, open new doors, etc, but then it would become more like just another organization like the ones you have listed, with a newsletter and annual

conference that offers opportunities to publish/present, vs tackle issues common to a group of professionals. Tough choice.

have a naming contest with a prize such as a one year membership or a rec-related item like a Leatherman

Assn needs to continue the tie back to the LWCF program and need for continued funding. LWCF remains one of the key recreational funding sources for many communities throughout the U.S.

NARP is a great organization that has made a difference. A careful decision is called for and that is what the Board is doing by asking for input up front. This is, after all, one of the NARRP principles. Thanks.

Concerning item 2, there is an association dedicated specifically to outdoor recreation. AORE. (The Association for Outdoor Recreation and Education). Although this organization deals more with outdoor recreation leadership and not as much with resource management, they do spend a good amount of time on resource related issues at their annual conference. Perhaps consulting with them in this process is warranted.

Don't be in too big a hurry. Take the time to think through this issue, so if a new name is adopted, it will have a promise of longevity. Best wishes,

This is long overdue. Most Federal Land Managers I believe do not associate well with the name NARRP

NARRP – What's in Name? What's in a Change?

Contributed by a member that wanted to say more than the survey allowed.

Requested response on NARRP Name Change Discussion

Intro – It seems the name discussion is centered on not changing the Mission (WHY) or the Who we serve (our current market segments have broadened), or our services or products, but How we communicate the benefits of NARRP membership in our name that has not changed for a while to our broadened markets that have changed – a very important element of our market success. So, let's take a quick look at the Market Basics of NARRP, and then at its "Name"

It appears that the need to change is that the org is now attracting professionals on either side of the "planners" spectrum. NARRP now attracts management professionals who use planning in all they do, and researchers who supply the information for planners to use. So it seems NARRP's need is to have a name that rings true and broadens its market segment appeal beyond just "planners".

Market Basics

Why – Our Mission – no change proposed – just a better name perhaps for our mission that has attracted broadened market segment customers.

Who are our Market Segments (in est. order of volume)

Federal agency

State agency

Local /Regional agency

Educational/University

Private Consult/Service Suppliers

Note: Major market change has been the growth in members who are not Planners by title, but who are decision makers and researchers using and supporting planning tools and techniques.

What Do They Want

Meet Greet and Train - Conferences

Industry Latest Info – news letter

Networking with significant others in the field- directory, exhibit hall at conf, committees, position papers, reps on national task forces, sponsor collaboration activities

How delivered

Volunteer board of directors, volunteer committees, with a paid association administrator

The Name

It should: be easy to say, identify its market, differentiate from other orgs, suggest benefits, and be cool to offer an emotional uplift.

Long and Short of NARRP Name?

Long = National Association for Recreation Resource Planners

- As others have noted, it is very long
- “National” connotes for people in the USA. Some professional orgs have broaden their market scope and gone global and used “international”, or kept the National word and added more global services
- a bit fuzzy in its last 3 words, with the “Resource” qualifier that seems logical but does not roll off the brain easily – it makes you ask, what is this “resource” thing? Why not just say “Outdoor Recreation Planners”
- dominant identifying word is last - “Planners”, which connotes individuals, aka “ers”, not a professional area of work, aka “Planning” So this name suggests this is an org for people whose job title is Recreation Planner, and sounds like it is more for “outdoor” recreation planners and we used “Resource” because it sounds more what, more scientific than “outdoor”?

- A move to “Planning” in lieu of “Planners” would allow for more people in management, research, and other decision making roles that identify with the focus on the planning (decision making) process like the APA “American Planning Association”. Which NARRP already seems to do with its broadened membership?
- It also seems that the “Recreation” and “Planners” words are the major words that differentiates the org from other orgs

Short=NARRP

- Sometimes the short name is more important than the long name to the market in this TEXTING world. Also, best to have it be a pronounceable word than to need to spell out the acronym.
- Actually NARRP has very good short name because it has that verb in the second slot that allows it to be spoken as a one syllable word – “narp”. This is a very desirable thing for an org name.
- Example if you used a name to be more direct identifier, it can be a difficult acronym to use.

| | |
|--|-------|
| National Association for Recreation Resource Planners | NARRP |
| National Association for Recreation Resource Planning | NARRP |
| National Association for Outdoor Recreation Planning (Swedish?) | NAORP |
| International Association for Recreation Resource Planning | IARRP |
| Association for Recreation Resource Planning (oops taken) | ARRP |
| Association for Outdoor Recreation Planning | AORP |

Name Strategy Options

Strategy #1 – Stay the Course – short name is great - , that is best! Use Target Segment Marketing to broaden potential customer base, broaden products and services to expand into these new markets.

Strategy #2 - Change as little as possible to broaden market segments aka
National Association for Recreation Resource Planning NARRP
 This keeps the great short name, broadens the market into all professionals focused on decision making aka “Planning” for outdoor recreation

Strategy #3 – Make a major word change to broaden market segments, simplify the words and better differentiate the org from other orgs.

| | |
|---|--------------|
| National Association for Outdoor Recreation Planning | NAORP |
| International Association for Recreation Resource Planning | IARRP |
| Association for Recreation Resource Planning | ARRP |
| Association for Outdoor Recreation Planning | AORP |

**Outdoor Recreation Planning Association
Outdoor Recreation Planning International**

**ORPA
ORPI**

My Opinion?

Strategy #2 - Change as little as possible to broaden market segments aka
National Association for Recreation Resource Planning NARRP

It broadens the market focus by changing the most important word in our name but without changing our nice short name. Only a 3 letter change. It still embraces “Planners” as the primary people in “planning”. Much marketing ground could be made of the small change for big results to include managers and researchers who all are in the greater world of “planning” but do not have “planner” in their title. Marketing efforts could begin to focus on the “action” of a org for planning professional who are dynamic and important “Decision Makers” – who does not want to be a decision maker? Marketing efforts might use a new tag line for the new name like to get the action, decision makers, and the outdoor messages into the name without a major name change.

**National Association for Recreation Resource Planning
NARRP**

Serving outdoor recreation decision makers