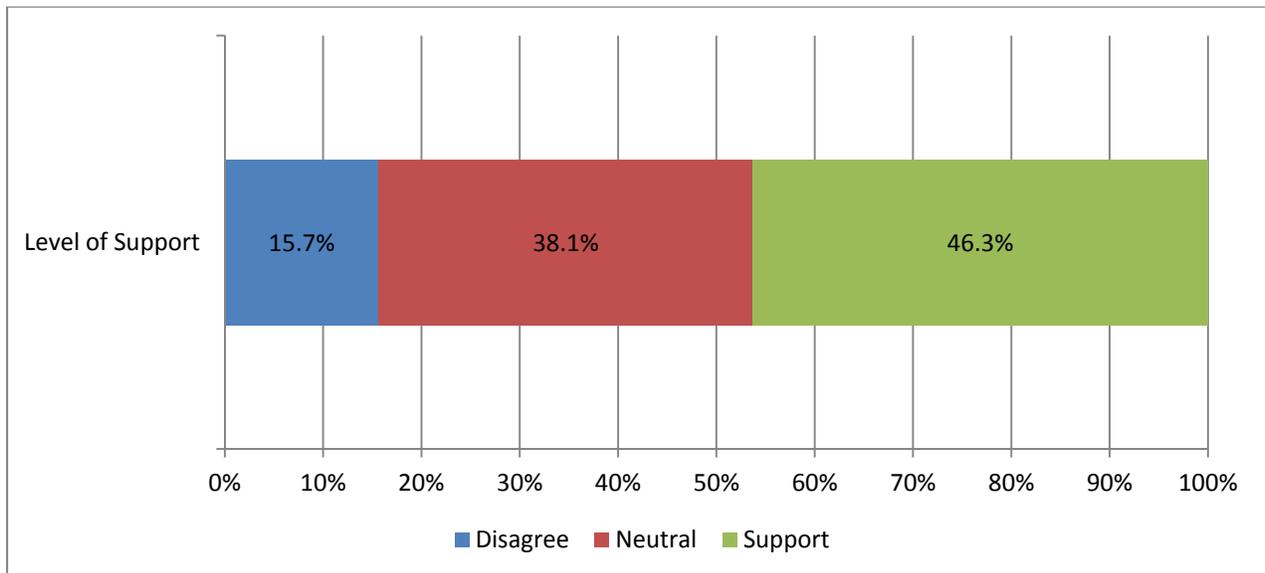
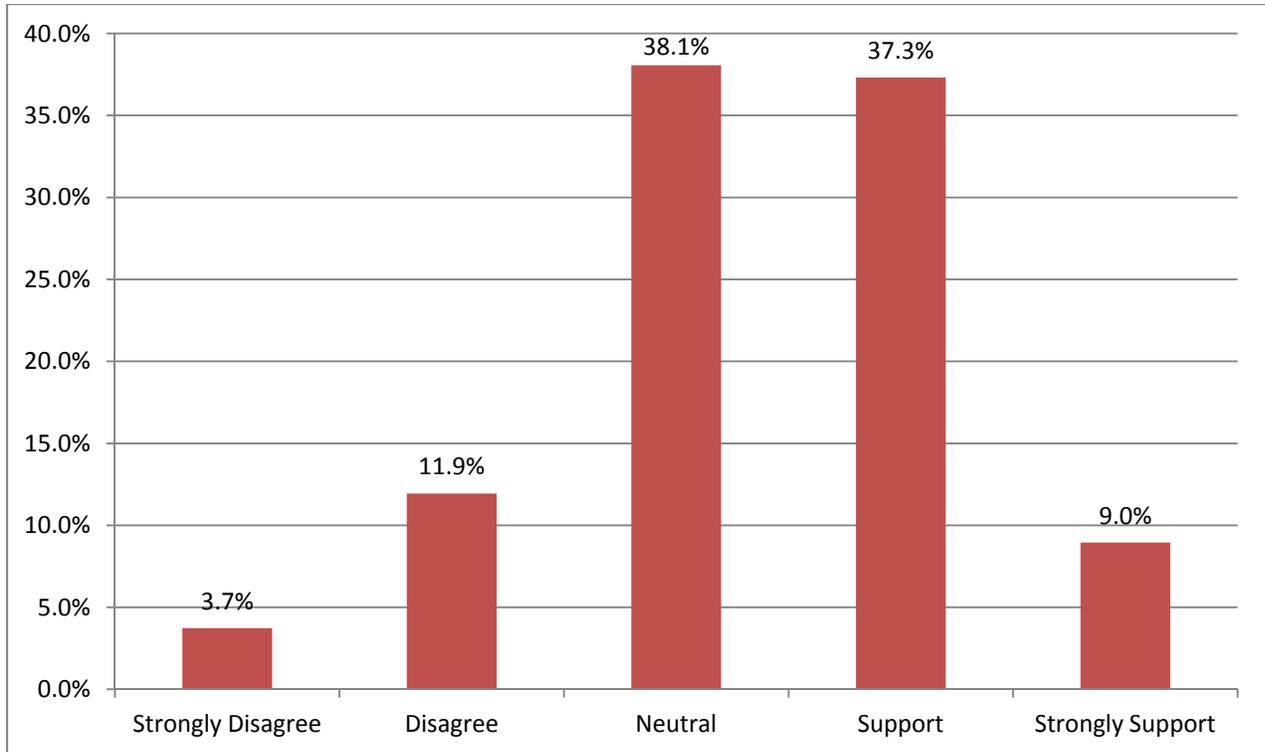


**NARRP – Potential Name Change
Survey Results
March 13, 2012**

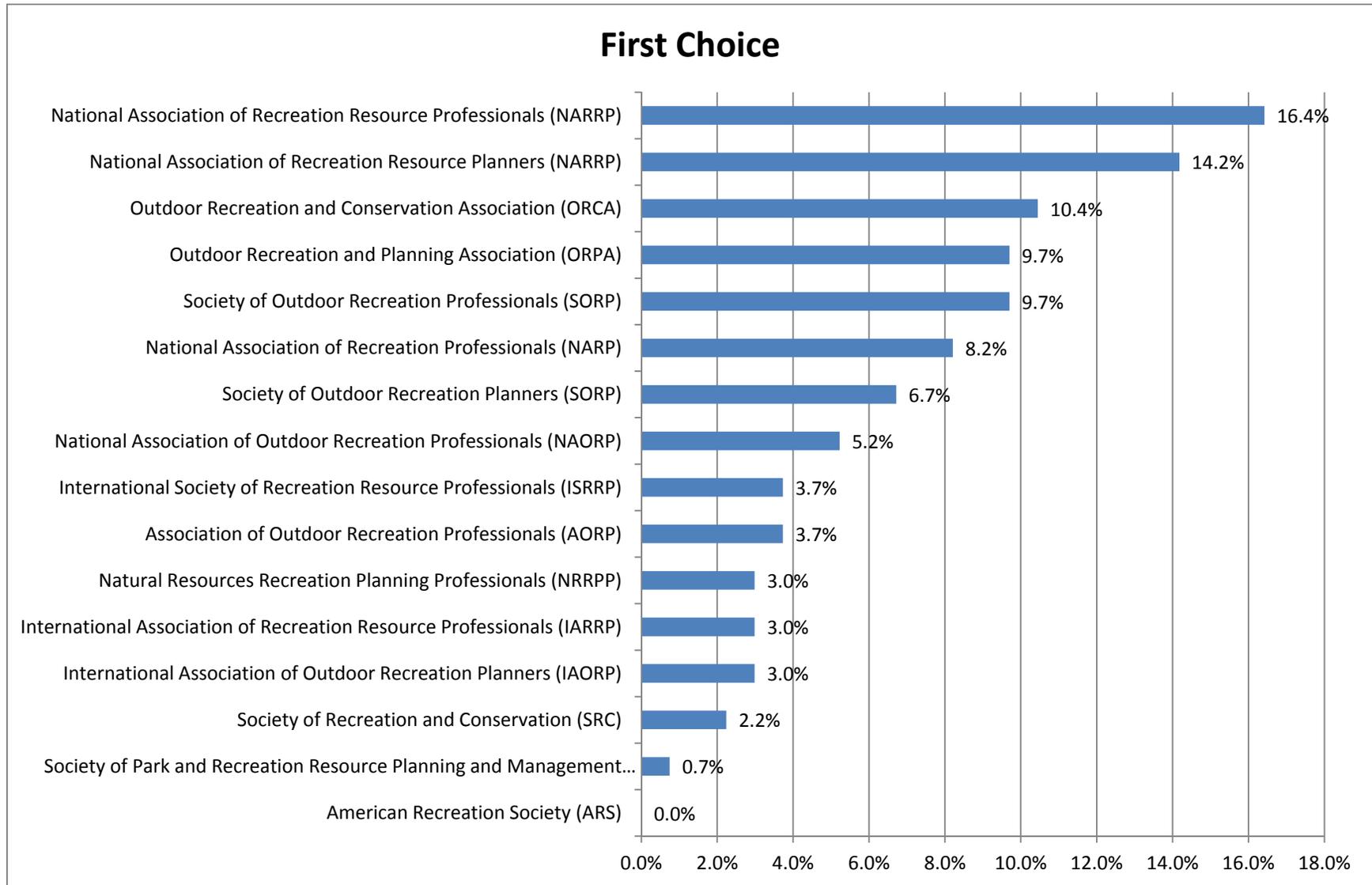
A total of **141 members** participated in the name change survey.

Question 1 – Please indicate your level of agreement with the following statement:

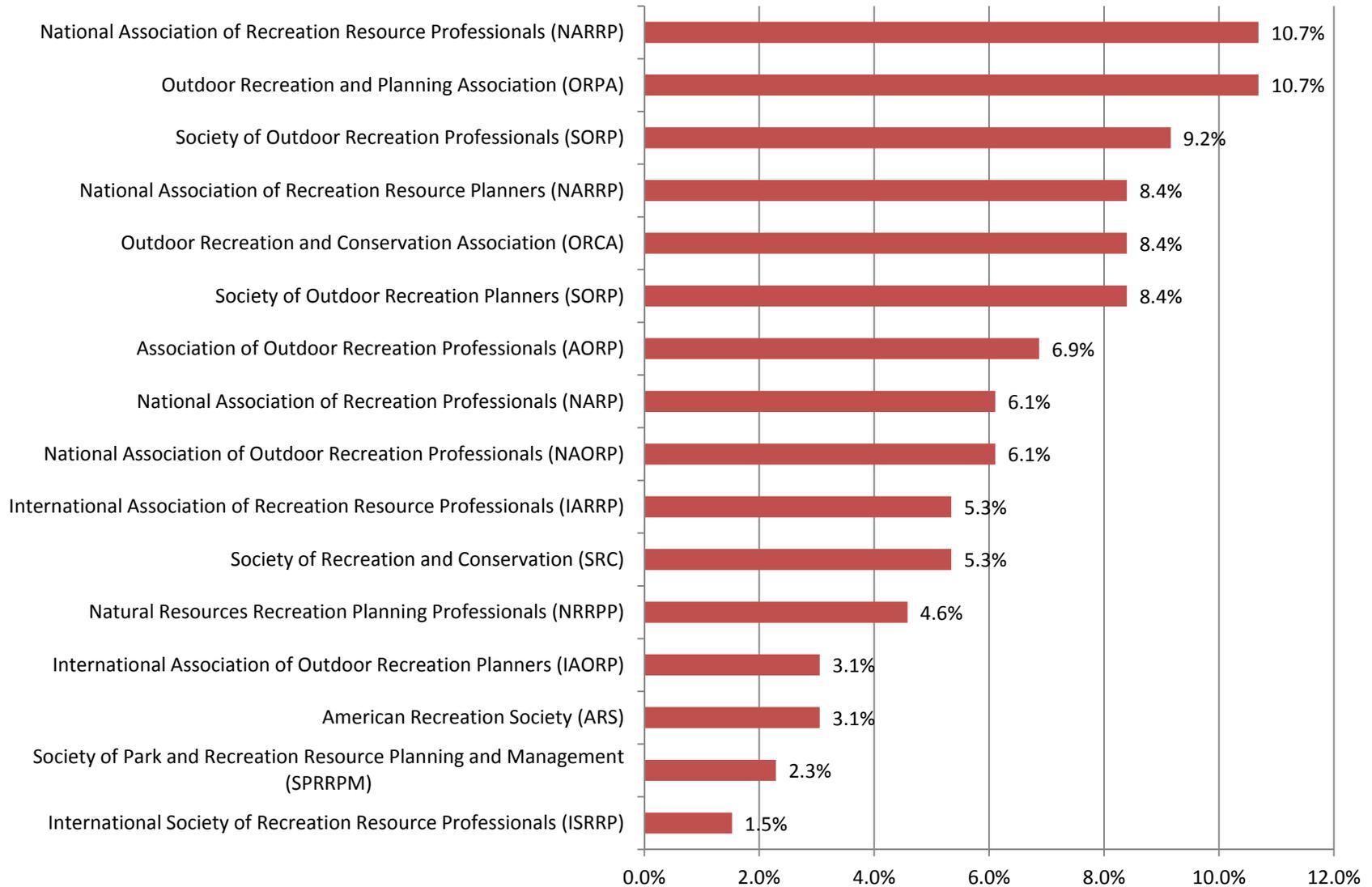
I support a name change for NARRP.



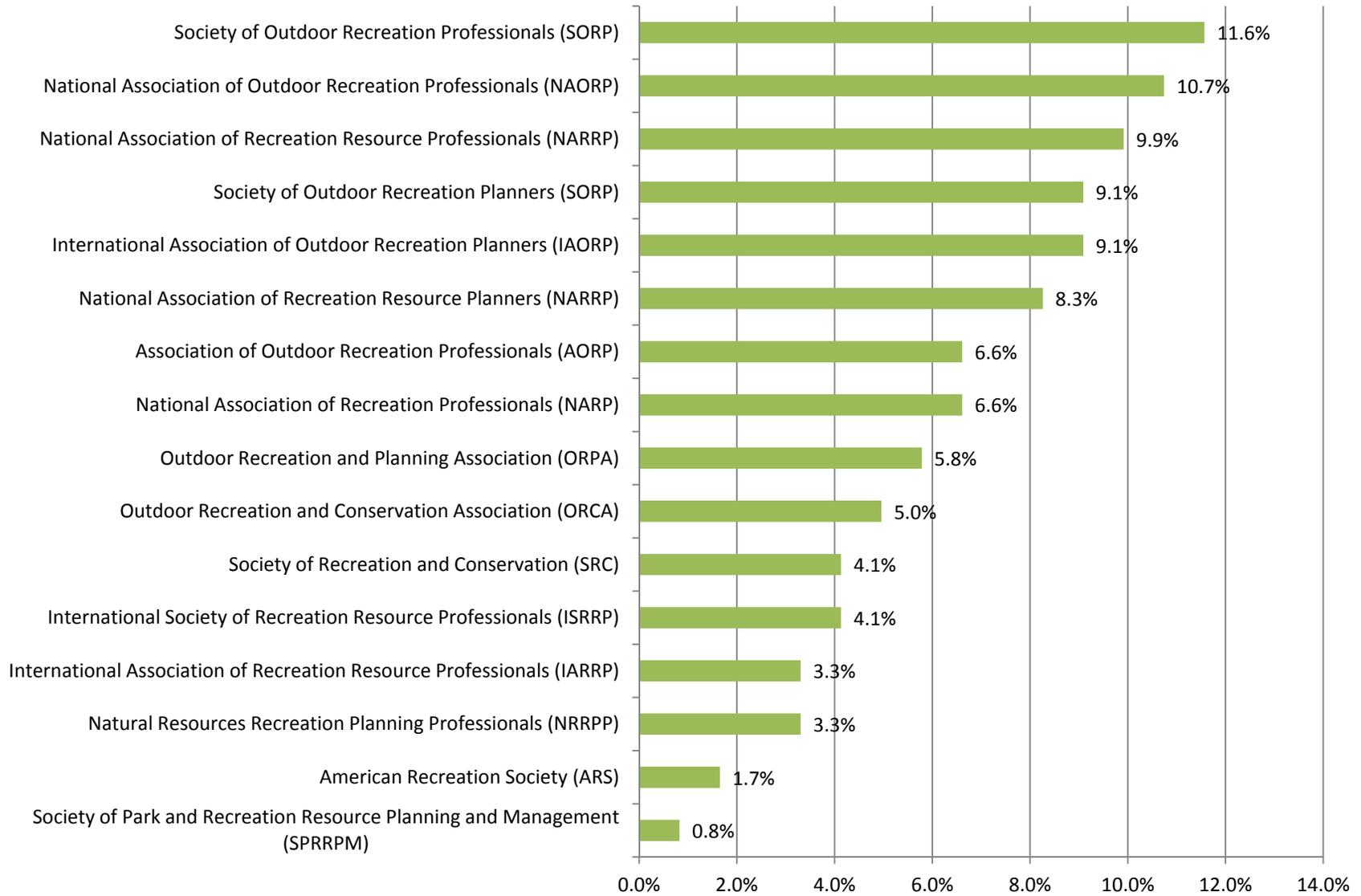
Question 2 – The Board developed a list of potential new names for the Association based on member input. Pick your top three (3) preferences for potential new names from the list below.



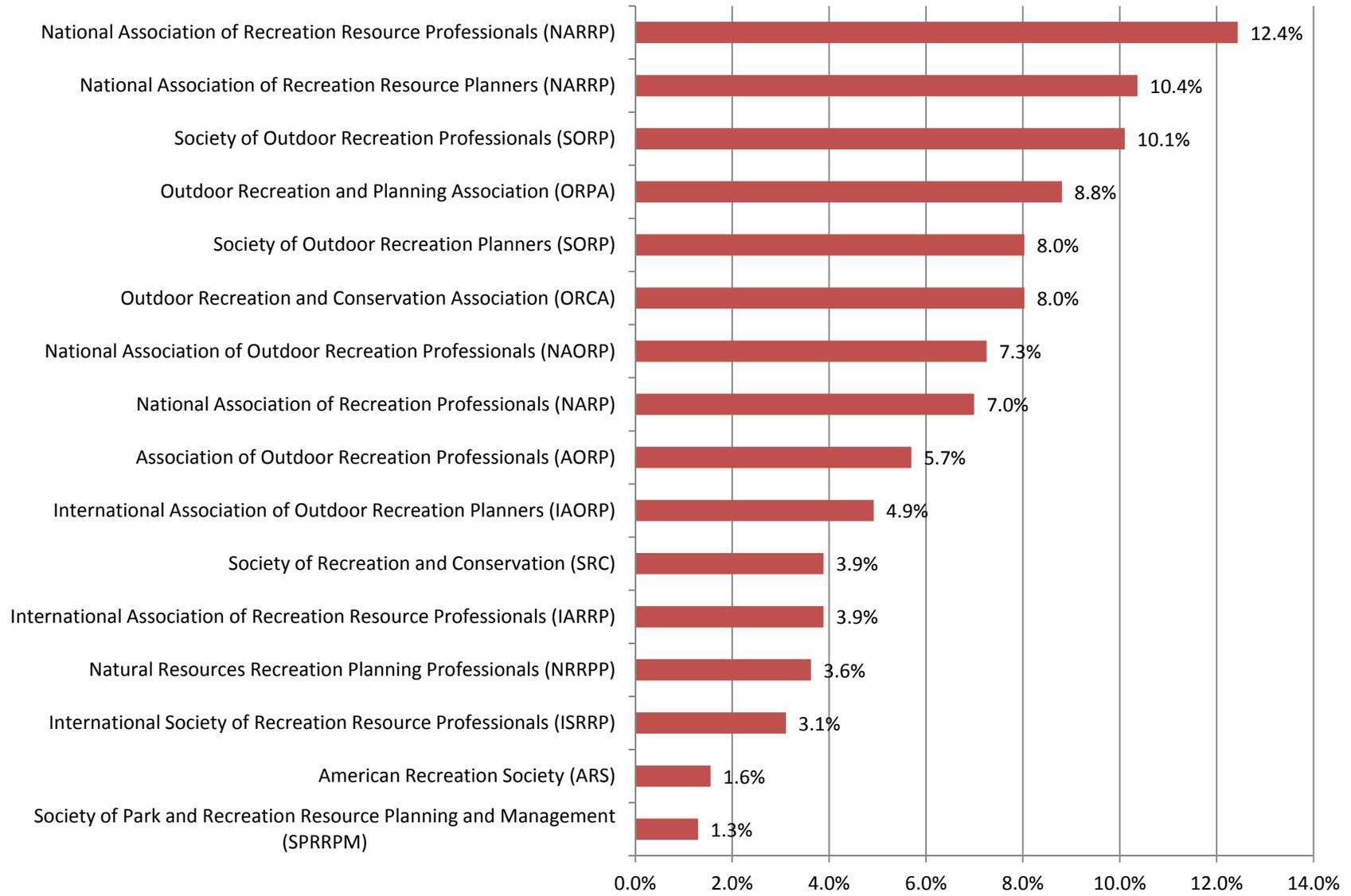
Second Choice



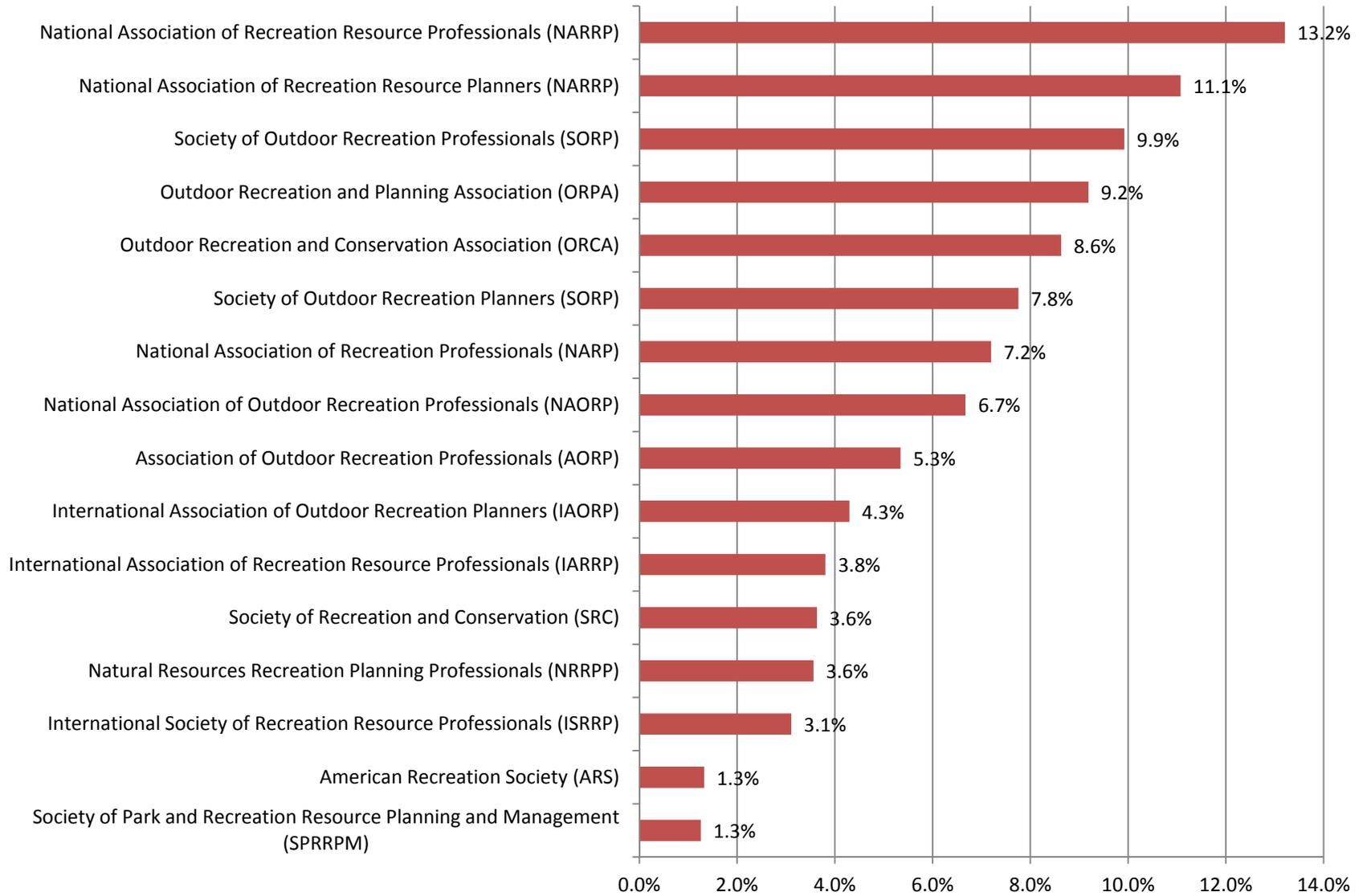
Third Choice



Total Votes



Weighted Rank



Other Names

- Association of Outdoor Recreation Planners (AORP)
- Association of Outdoor Resource Planners--AORP
- Association of Recreation Resource Professionals (ARRP)
- International Conservation and Outdoor Recreation Planners (ICORP)
- International Institute of Outdoor Recreation Professionals
- International Recreation Resource Professionals
- International Society for Conservation Professionals
- International Society of Outdoor Recreation Planners
- National Association of Recreation Planning
- None of these are better than what we already have.
- Outdoor Recreation Planning Assoc (ORPA) - no "and"
- Outdoor Recreation Planning Society (ORPS)
- Outdoor Recreation Society ORS?
- Recreation and Resources Education in Conservation (RREC) or Recreation Resources Education and Conservation (RREC)
- SCORP - Society of Conservation and Outdoor Recreation Planners/Professionals
- Society of Conservation And Recreation Professionals (SCARP)
- Society of Outdoor Recreation Professionals (SORP)
- Outdoor Conservation and Recreation Society

Question 3 – Please use this space to share any other thoughts you have regarding a potential name change for NARRP.

- 1. Given that NARRP "is a professional planning association dedicated to providing the public opportunities for the enjoyment and benefits of quality outdoor recreation, in balance with natural, cultural, historic, and scenic resource protection", the title must have "planning" or "planners" in the title. Otherwise, the association may be confused with a recreation products/industry trade group. 2. Shorter is better so that partners and constituents can easily say the name quickly and clearly even if it's a funny name like ORPA, SORP, or IAORP. 3. Although the outcome of quality outdoor recreation resource planning is that sensitive ecological systems and cultural resources are "conserved" in proper balance with human use, many do not understand the linkage. It would be confusing to put "conservation" in the title because some would think we are a land trust or an entity dedicated to preserving natural areas with minimal human use of the site. 4. As acronyms go, we should evaluate who also uses similar letters. When Googling "ORPA" the top searches are "OR Parks & Rec Assoc". and the "OH Rifle & Pistol Assoc." Searching for "SORP" yields the "Sex-Offenders Registry Program" for WI (!) and "Southern Offroad Racing Promotions". While not poetic, "NARRP" is already popular enough to bring up relevant Google searches devoid of many extraneous websites. 5. Personally, I prefer ORPA without the "and". 6. Thanks for such a thorough approach to considering the name change. Well done.
- All of my choices have acronyms that are in use by other organizations, so you'll have to be creative choosing a web address if any of these get selected.
- As an acronym, ORCA definitely appeals to me, but the town I live in (Juneau, AK) has an organization called Outdoor Recreation and Community Access (ORCA) - an organization to help disabled people recreate outside, so I'm not voting for that. I like "Outdoor Recreation Professionals" in the name.
- Changing the name will cause confusion among current members and potential members. Once everyone realizes who the "new group" is, then the products/documents from the old NARRP may lose credibility. Sometimes a name change is associated with turmoil in an organization or a change in management, which I don't think we have. Any name change is pure nuance at this point, and in my opinion is not necessary and may be distracting.
- Don't broaden the name from a planning focus unless you are broadening the mission, which you want to be careful of (to avoid the mission becoming too broad and diffuse).
- Don't use conservation. And if you just say Outdoor Recreation it is very misleading.
- I am concerned about consistency and branding; with as much good work that has been done by the current organization, I fear that we would have to re-establish ourselves and we would lose significant "clout" that we have gained in

the past few years. I also understand that the face of the organization must grow to remain vibrant, so this is a difficult decision to make.

- I am neutral on the name change. I do like the idea of the organization having an international connection in the name (ISRRP) if that is consistent with the mission and focus of the organization. I prefer a shorter name or acronym. Should avoid a name that could be confused with the National Recreation and Parks Association. Would like to maintain the words "Outdoor Recreation Planners or Professionals" in the name so the focus of the organization still remains in the name.
- I appreciate the hard work all have put in on this. I definitely want to be completely identifiable and separate and not associated with NRPA (National Recreation and Park Association). Thank you!
- I believe the "natural resource" to be an integral part of our existence in this organization and that planners and other professionals alike are joined in this organization for valid reason.
- I do not support the use of "Outdoor Recreation" as it sounds too much like outfitters and guides. We are not just planners and managers of vast tracks of rural, remote lands e.g. national or state forests, but of suburban parks and open space lands. I would like to see an inclusive broad sounding name.
- I like having "planning" And "outdoor" in the new name. I also like "association" better than "society".
- I like the addition of "Professionals." Its all encompassing.
- I like the international aspect and in keeping with the Outdoor aspect of recreation and the professional aspect. It appears you have covered the bases. Thanks for the opportunity to make comment.
- I like the shorter acronyms better than the longer ones, and I like ORCA because it's actually identifiable. Only difficulty I have with it is ORCA doesn't necessarily describe "recreation." It might be better for a marine-focused org. I also like the inclusion of "international" but wonder if that means the conference might be hosted in international locations (which might be prohibitively expensive for attendance). I love the descriptive nature of the SPRRPM recommendation, but it's too long. Even shortening it to Society of Park and Recreation Resource Professionals is a little too long, but I would go for it. With the Management ending, we basically get SPERM, and while that's close to ORCA, I don't know that I want to tell people I'm going to the SPERM conference. Somehow SPRRP is more ok. Thanks for sifting through all this!!
- I prefer the name not be changed because I think it confuses people. A name change indicates the end of an organization or a major organizational shift. The National Society for Park Resources NSPR was eliminated as a branch of the National Park and Recreation Association last year. In NRPA, and in much of the Park and Recreation Profession, Recreation means organized activities and sports with much of the focus on indoor recreation and sports facilities. So I

think NARRP needs to be clear that the focus is natural resource based outdoor recreation. Several of the names listed are existing or past organizations - ORCA, ARS

- I support a name change for two basic reasons: 1. There is a need to add the qualifier of outdoor to the word recreation. In today's world, recreation means many things - organized sports, indoor sports, even watching TV and gaming. We need to be clear that our organization represents outdoor, nature-based recreation...and the term outdoor recreation does that. 2. There is a need for our name to be more encompassing in regard to the jobs and skills of the people that make up our organization. We are clearly much broader than just being planners and we may be unwittingly (and to our detriment) excluding other outdoor recreation people from joining our organization. We are truly made up of outdoor recreation professionals, so that should be in our name. One final note - I prefer the word Association to Society. I believe this use of society is archaic in today's world and association is more understood and acceptable. In any event, for me, the word Society in this context conjures images of a cult. And yes, I've been a member of the Society of American Foresters and I always thought it was a less than adequate name for the group.
- I support a name that includes: Natural Resource or Outdoor Recreation Planners...from there, I'm pretty flexible.
- I think it is important to broaden and be more inclusive of the profession that plans and manages outdoor recreation.
- I think it needs to be something catchy and easy to remember. Recreation is the focus and it again emphasized by the acronym RREC. Or it can even be simplified further, by removing the "Resources" portion and just making it REC. Either way, I recommend playing with all the letters in the acronyms above to see if you can come up with other play on words. For example another suggestion would be PPARC Park Planning Association for Recreation and Conservation, or take out the "Park" and just make it PARC. The P can stand for any of the other words used above, i.e., Professional(s), Planners, etc. And the same can be done for any of the letters in the acronyms, just make sure it flows and makes sense. And that is all I have to say about that. Jose Henriquez Angeles National Forest jhenriquezsantos@fs.fed.us
- I think the emphasis on planning is the correct one to reflect in the organization's name. I think it should be broader than recreation, however, this outdoor resources in my suggested name. Outdoor resources include recreation, park, public lands, natural resources, water areas, urban parks and greenways, etc., etc., etc. It does not include indoor resources, nor building design. Ken
- I think we should recognize our international partners. The world community of parks, recreation, and tourism is part of our community too. Good to see that human dimensions was absent. It should only be use in few applications.
- I'm OK with NARRP, but can appreciate the possibility of expanding membership if the "National" is removed or replaced. Adding "Conservation"

also expands possibilities. Be careful with the acronyms - check what google brings up. I liked "Society of Outdoor Recreation Planners" initially, but SORP brings up "Sex Offenders Registry Program" as the first hit on Google.

- In 1989, the state agency I worked for got a new director. She immediately wanted to change the name of the agency to something more descriptive of the actual duties. It took a mere 12 years to make the change. Be complimented for taking this on.
- Like it or not, the acronym can way heavily on identity. We don't want to be an ARS... Like the simplicity and beauty of the words and image of ORCA in this regard. Don't change it if it's only going to result in another equally tongue twisting long name.
- Many of these are the same as other parks and recreation associations already in use, such as ORPA (both Oregon and Ohio), and ARS (a section for NRPA). Should do a google search on any before deciding. I think it should mention outdoor if you do change it.
- Moving beyond "national" is important, but remaining true to "resource planning" is equally important
- NAARP is a confusing acronym and needs to be changed.
- Name should indicate a professional society rather than an association of those simply interested or advocating for recreation. It also should use the term professionals which would include planners as well as a range of specialists - economists, managers, park and recreation staff, engineers, landscape architects etc
- ORPA is also Oregon Recreation and Park Association. We should vet all acronyms.
- Planners/planning preferred over professionals - that's what distinguishes us and always has. I don't care for the use of "society" at all - makes it sound clubbish. Thanks to the Board for working on the name change & opening to member vote.
- Please don't change the name. Planners are being replaced right and left and those without professional degrees in planning or landscape architecture. Replacement positions are attempting to do work that has in the past been assigned to these professionals. We are being directed to write primers so others may learn to do planning because of a shortage of staff. If professional planning and is not recognized as a priority, all recreation resources will over time suffer.
- Society' usually indicates a more social network, while 'Association' is usually more of a professional affiliation. Since part of the mission of the organization is "...to protect natural and cultural resources while providing sustainable recreation access", natural resources should be indicated.
- Some of these name choices read too broad and I feel confuse the mission and

vision (and professional membership) of NARRP. Names like American Recreation Society, National Association of Recreation Professionals, and Outdoor Recreation and Conservation Association are too general and seem to mix too closely with the National Recreation and Parks Association, which is the national recreation organization that addresses all levels of recreation. NARRP, I believe, should always maintain its planning emphasis and its advocacy for recreation resources, and the name should reflect that. I don't agree that we should change our focus just to increase membership, but rather we should make the mission stronger by continuing to grow what we have. We must be proactive and be a leader in our field in order to continue to make a difference. Also, be careful of names that create acronyms that are already in use. For example, ORPA is also Oregon Recreation and Park Association, which follows a standard for many other states (Montana Recreation and Park Association, Idaho Recreation and Park Association, NRPA etc.). This might be confusing for people, especially in Oregon. And SORP also stands for Sex Offender Registry Program as well as Sustainable Organic Resources Partnership (which already owns sorp.org).

- The association has been evolving but it is important to maintain its identity. We are all recreational professionals but so are those in NRPA, Parks and Recreation Society and other similar types of organizations. You must ask if one would understand the uniqueness of each. If this is not readily apparent, then one may question why have separate organizations and NARRP would lose its significance. From a state park planner perspective, you need ask the question if the name change would help or hinder future participation - or -- would the name change encourage management participation and not the planner. It is very difficult to balance growth, evolution, and identity while maintaining uniqueness and supporting current members.
- The current name adequately reflects the mission, goals and persona of the organization. NARRP is an established brand with which people are familiar. A name change would require re-familiarizing those served by NARRP, and as with other well-known organizations that have changed their name, for a long time to come people will continue to refer to us as "NARRP. Or I mean..." Additionally, this will add unnecessary expenses in the face of economic hardships faced by members and partners.
- The inclusion of "recreation" in the title presents some legitimacy issues. I would recommend removing recreation from any new name.
- The name recognition for NARRP has come a long way in the last 10 years as the organization has matured and grown. To change names now seems somewhat counter productive, unless there are negative associations with it. If a change is made, a similar acronym seems in order - use of "professionals" instead of the more restrictive planners.
- This is a tough one, I applaud your foresight. I believe we really need to look toward the next generation. Response rates and who responds will be key to the outcome.

- This name change would be more successful if the resulting acronym is pronounceable.
- This undoubtedly is a difficult task. I do feel the name needs to reflect that this is a group of professionals working to protect, manage and enhance outdoor recreation resources, so I would like to see the word professionals be part of the name.
- To appeal to your Canadian membership, the name must avoid limiting the scope (actual or perceived) of the organization (e.g. American, National). Alignment with other professional planning bodies (eg. Canadian Society of Landscape Architects, Canadian Institute of Planners) would be desirable. Ensure the name accurately reflects the scope of the organization's mandate - do we address all "recreation", just "outdoor recreation", are we focused on "conservation"? The name should be driven by the organization's core mandate and strategic plan - in my opinion of course. Can we differentiate ourselves from the National Recreation and Parks Association and the Canadian Parks and Recreation Association by stressing our focus on "outdoor recreation" and avoiding the broader term "recreation"?
- Ultimately not crazy about any of the names. I understand notion that "Planners" is perhaps too limiting, but I would hate to see planning as a concept removed from name, as that was the origin and still a significant component of the organization. "Outdoor" is a useful addition. However, any of the Recreation Professional variants seem too broad, if planning and management is the context. My first choice name has more to do with me liking the spirit of what it is trying to capture, versus the name (and acronym) itself, which is unfortunately long and ungainly. Maybe Society for Outdoor Recreation Planning and Management (SORPM)? (Still not a great acronym.)
- uniting Conservation And Recreation Professionals has potential for cross-disciplinary application--always helpful, and of heightened interest when trying to link rec experiences to greater stewardship development
- Why lose our identity??
- Getting conservation in the name seems like the right direction. Avoid the word planner in the name - too limiting. Use the organization name to differentiate from the traditional parks and recreation organizations - National Recreation & Park Association, California Parks and Recreation Society, Colorado Parks and Recreation Association, Oregon Recreation and Parks Association
- I advocate for placing the word "outdoor" first in the name. I also prefer the word "society" because it reflects a serious effort to study and enhance the discipline. I've always been sensitive to the "fun and games" impression held by those outside the profession who don't understand the "recreation" discipline. Also, there is a distinct difference between planning for indoor vs. outdoor recreation. You can build indoor recreation practically anywhere. Outdoor recreation depends on conserving land and natural resources. Also, whether you live in a city, small town, or out in the country, public spaces such as parks

and linear corridors and safe human-powered access to them are very important for human health. The organization needs a focus on conserving outdoor places and providing appropriate access to them, including the range of places such as neighborhood "pocket parks" in cities to large-scale landscapes. All public outdoor places can be planned for and managed to nourish the human body and soul (recreation) while conserving and managing outdoor resources to protect their inherent qualities.

- I don't think any of the suggested names alleviate any of the concerns listed in the white paper regarding the potential name change. I am not opposed to changing the name, however, of all the proposed name changes suggested in the list my preferred alternative would be National Association of Recreation Resource Professionals or just stick with National Association of Recreation Resource Planners, until such time better alternatives can be found. The other new names suggested are just as long (some are even longer) and cumbersome; and the acronyms still lack professional appeal. I am not in favor of adding International to the title. I don't envision that the conference will be held in another country. And how many international members are you talking about. Selecting a name that caters to a rare few, is planning for the exception not the rule. Therefore, the better option would be to select a name that does not have American or National in the title, if it is felt that would keep international members from joining. The word Society should not be in the title, that is very old world, sounds elitist, and in my opinion would not appeal to younger professionals. An alternative name might be Association of Recreation Resource Professionals ARRP, but the acronym is way too close to AARP which could be a detriment. Other alternatives could include Recreation Resource Professionals or Recreation Resources Professional Association. Others may find these suggestions objectionable. My point however, is that before a new name is selected, it may be advisable to consider other alternatives.