

NRPA Business Council

Role Description - Member



Purpose

A member of the NRPA Business Council (the “council”) is an active participant in the discussion and strategic direction of the council. A member serves as the primary company representative and spokesperson. A member will serve a minimum 3-year term and may be invited to extend their term.

Role

Participate in Meetings

- Attend quarterly meetings, either in-person or virtually.
- Engage in robust discussion during meetings.
- Help shape and implement the strategic direction, goals, and strategies of the council, working in partnership with other members and the NRPA team.

Maintain a Positive & Healthy Business Council Structure & Culture

- Help to maintain a positive and effective member experience by providing feedback to NRPA.
- Facilitate and maintain congenial, professional relationships with other members.

Act as an Ambassador

- Serve as a spokesperson for the council within the business community and within the Member’s company.
- Share information and manage related documentation (i.e. annual contribution invoice, council accomplishments, etc.) within the Member’s company.
- Attend NRPA events as a Business Council member, when appropriate.

Provide Thought Leadership

- Support the advancement of NRPA’s mission and the field of parks and recreation by providing guidance, recommendations and insights from park and recreation professionals and supporters.
- Participate in stakeholder engagement discussions to inform NRPA’s strategic plan, legislative agenda and other key strategies (e.g. Research, Professional Development) to advance parks and recreation.