



Association of Outdoor Recreation and Education

Strategic Plan 2010 - 2012

Mission Statement

The mission of the Association is to provide opportunities for professionals and students in the field of outdoor recreation and education to exchange information, promote the preservation and conservation of the natural environment, and address issues common to college, university, community, military, and other not-for-profit outdoor recreation and education programs.

Vision Statement

The Association of Outdoor Recreation and Education is the premier association in the outdoor profession. By bringing together individuals and organizations, AORE contributes to a global community that fosters a culture of professionalism, collaboration and environmental stewardship. Through our association, we actively engage impact the issues and policies that affect our membership and industry.

Goals

1. To improve communication between the BOD, committees, National Office (NO), conference hosts and membership.
2. To create opportunities for members to contribute to the Association's goals beyond the conference.
3. To have the BOD propose a conference structure that develops the membership, furthers the profession, and improves the quality of conference presentations.
4. To strive for the most ecologically sound practices reasonable at the conference through association activities and among member/vendor programs.
5. To improve the efficiency and effectiveness of association management, governance and operations.
6. To develop and implement a financial plan for the sustainability of the Association.
7. To propose and put to action a complete marketing plan for the Association.
8. To review and expand member benefits.
9. To increase dialogue and communication with regulatory agencies for the benefit of the Association and its membership.