

CONFERENCE EDUCATION SUMMARY FORM

NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER Confederate Memorials in Parks

TITLE OF SESSION Symbols of Heritage or Hatred #173

PRESENTER(S) Leon Andrews, David Bennett, Deb Morton

1. What knowledge/information was of value to you/HE Parks?

Need for open dialog / debate on controversial  
issues - need to be sensitive to individuals  
personal beliefs

2. Practical applications for HE Parks:

Not an issue for HE PD per se - however  
very interesting debate - discussion - highly  
charged emotional issue

SUBMITTED BY: Deur Boston

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NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1028

TITLE OF SESSION Future Proof your Organization

PRESENTER(S) Keith Hobson, Katherine Stokke

1. What knowledge/information was of value to you/HE Parks?

Avoid tendency to prioritize short term urgency  
vs. long term focus, trends, opportunities, ect.

2. Practical applications for HE Parks:

Explore developing district "Future Trends Team" to  
evaluate, explore future trends and how they may  
impact district and how district can be proactive  
to plan for trends vs reactive

SUBMITTED BY: Dean Boston

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SEPTEMBER 2017

PROGRAM SESSION NUMBER 109

TITLE OF SESSION 12 Steps to Personal (and Professional) Success

PRESENTER(S) Paul Blake

1. What knowledge/information was of value to you/HE Parks?

- ① Ask Questions
- ② Put away phone
- ③ Be genuine
- ④ Don't pass judgement
- ⑤ Don't seek attention
- ⑥ Be consistent/reliable
- ⑦ Use positive body language
- ⑧ leave strong first impression
- ⑨ Greet people by name
- ⑩ Smile
- ⑪ know what/when to touch
- ⑫ balance passion and fun
- ⑬ Don't knee jerk

2. Practical applications for HE Parks:

Future leaders and highly successful people are like-able people...

SUBMITTED BY: Dean Boston

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# CONFERENCE EDUCATION SUMMARY FORM

NRPA Conference

SEPTEMBER 2017

PROGRAM SESSION NUMBER \_ 103

TITLE OF SESSION Purposed Based Recognition

PRESENTER(S) \_\_\_\_\_Lori Hoffner

**1. What knowledge/information was of value to you/Hoffman Estates Park District?**

The session discussed how purpose based recognition can reduce turnover, gain buy-in from staff and create a supportive and enthusiastic environment. People are motivated by different things; achievement, power or affiliation. Discussed how many employees are driven to achieve by non-financial incentives and how understanding what motivates them will help to ensure their success and then ultimately the organizations. With audience participation, many options for non-financial based incentives were discussed.

See session literature for additional information.

SUBMITTED BY: \_\_\_\_\_Lynne Cotshott\_\_\_\_\_

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**CONFERENCE EDUCATION SUMMARY FORM**

**NRPA Conference**

**SEPTEMBER 2017**

**PROGRAM SESSION NUMBER \_ 1048**

**TITLE OF SESSION Task Mgt Made Easy - Exploring Trello**

**PRESENTER(S) \_\_\_\_\_Becky Dunlap**

**1. What knowledge/information was of value to you/Hoffman Estates Park District?**

The session discussed free software called Trello. It looks to be a great task management tool and could have a potential positive impact for staff. In researching the software further it is free, but you need a google password to facilitate. It doesn't appear to be a practical tool for HEPD.

**MORE INFO**

**SUBMITTED BY: \_\_\_\_\_Lynne Cotshott\_\_\_\_\_**

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**CONFERENCE EDUCATION SUMMARY FORM**

**NRPA Conference**

**SEPTEMBER 2017**

**PROGRAM SESSION NUMBER \_ 221**

**TITLE OF SESSION For Richer or Poorer – The Impact of Socioeconomics**

**PRESENTER(S) \_\_\_\_\_Debbie Woodbury/Tori Darensburg**

**1. What knowledge/information was of value to you/Hoffman Estates Park District?**

Presenters discussed the difference between equity and equality.  
Factors determining socio-economic status include occupation, education and income.  
Spoke to breaking barriers, those being socio-economic, organizational, communication, cultural and gender.

Speakers presented in a unique way that kept the audience engaged.

Conference literature attached for additional information.

**SUBMITTED BY: \_\_\_\_\_Lynne Cotshott\_\_\_\_\_**

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**CONFERENCE EDUCATION SUMMARY FORM**

**NRPA Conference**

**SEPTEMBER 2017**

**PROGRAM SESSION NUMBER \_ 225**

**TITLE OF SESSION Policies Procedures for Volunteer Screening and Supervision**

**PRESENTER(S) \_\_\_\_\_Betty Swinners**

**1. What knowledge/information was of value to you/Hoffman Estates Park District?**

Presenter spent the majority of the session discussing basics of what to watch for in a criminal background check. Beyond that they shared stories of unusual background check situations. The presentation was supposed to discuss beyond the criminal background check and speak to policies and procedures for overseeing volunteer programs with a large volunteer base, which it did not.

Conference literature attached for additional information.

**SUBMITTED BY: \_\_\_\_\_Lynne Cotshott\_\_\_\_\_**

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**CONFERENCE EDUCATION SUMMARY FORM**

**NRPA Conference**

**SEPTEMBER 2017**

**PROGRAM SESSION NUMBER \_ 323**

**TITLE OF SESSION RUN They're Talking About Cost Recovery Again**

**PRESENTER(S) \_\_\_\_\_Jamie Sabbach**

**1. What knowledge/information was of value to you/Hoffman Estates Park District?**

Presenter is a fantastic straight forward presenter. Spoke about the fear associated with “cost recovery”. How parks and recreation need to look at cost recovery differently, especially as times change with expenditures increasing over revenues. Discussed thought processes for reevaluating what is provided and to what level of cost recovery. Identified how to create a cost recovery analysis model based on your service categories and cost recover/subsidy allocation expectations. Several examples were provided to serve as a template.

Conference literature attached for additional information.

**SUBMITTED BY: \_\_\_\_\_Lynne Cotshott\_\_\_\_\_**

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# CONFERENCE EDUCATION SUMMARY FORM

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SEPTEMBER 2017

PROGRAM SESSION NUMBER \_ 173

TITLE OF SESSION Confederate Memorials in Parks

PRESENTER(S) \_\_\_\_\_

**1. What knowledge/information was of value to you/Hoffman Estates Park District?**

The session panel spoke to a variety of considerations on how this topic affects the local residents as well as effects on the country. One panel member, a historian, spoke to the history of the monuments and to the intent at the time of display. Deborah Morton, Director of Parks, Recreation and Community Facilities for the city of Richmond, Virginia discussed interpretations of local youth. Local youth had discussions that these items were statues and why was so much attention being paid to statues when there are real issues like homeless people, children without lunch at school, etc. She also commented that many people in Richmond bringing attention to this weren't local residents.

This session was interesting and I attended due to current events regarding it. What I found to be a take away applicable to HEPD is that even though your constituents don't have a concern, other individuals can bring attention and attempt to sway and influence the local constituents.

SUBMITTED BY: \_\_\_\_\_ Lynne Cotshott \_\_\_\_\_

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# CONFERENCE EDUCATION SUMMARY FORM

NRPA Conference

SEPTEMBER 2017

PROGRAM SESSION NUMBER \_ 370

TITLE OF SESSION Innovative Strategies to Connect Children to Nature

PRESENTER(S) \_\_\_\_\_

**1. What knowledge/information was of value to you/Hoffman Estates Park District?**

Presenters discussed nature based play. Discussed using camps and programming to engage children with all aspects of nature i.e., animals, activities/sports, conservation; to develop a meaningful connection with all nature around them. Discussed how partnering with organizations can defer costs and assist in impacting the community. Session touched on socioeconomic diversity by discussing the barriers/disparities in connecting underserved areas of the community to nature opportunities.

Conference literature has been requested and will be attached when received.

SUBMITTED BY: \_\_\_\_\_ Lynne Cotshott \_\_\_\_\_

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Keith Evans – Notes on Sessions Attended at 2017 NRPA Convention NOLA

Keynote speaker Dr Matt Iseman/Comedian/Reality Show Host/Winner of Celebrity Apprentice (with Arnold) - Make exercise fun! Fitness centers should not just be treadmills (synonymous with BORING). Learn from designs of American Ninja challenge courses, how can we design outdoor and fitness center with more "fun" in mind?

When Iseman told his father he was leaving medicine for standup, father said, "Life is short, do what makes you happy."

Falling is not failure. Everyone on ANW has fallen. All appreciate the challenge and understand that being in the competition is already success.

KEITH EVANS

Great Urban Parks Campaign - Green Infrastructure Projects Session #110 Examples from Atlanta, Denver, Pittsburgh, Baltimore

Use parks to lessen flooding issues. Community did not want ponds, so designers used detention, green space pervious surfaces. Almost 30 organizations were involved, complex, but more buy-in and partnership support are worth it. Underserved population usually needs areas for kids to congregate - better to anticipate need than have to police problems later. Identify funding for stewardship on-going upkeep. Be sure to complement land planning with programs. Baltimore trying to clean water before it gets to Chesapeake Bay. A lot of abandoned property. Replaced asphalt with green. Keep water on site, because site underneath is toxic, run-off will also be toxic. NRPA Magazine has article on project metrics including water <http://www.nrpa.org/parks-recreation-magazine/2017/september/quantifying-green-infrastructures-stormwater-capture-potential/> . Replace gray infrastructure (sewers) with green infrastructure. Gray infrastructure was a new term for me.

KEITH EVANS

Research that Matters: Helping to Shape the Future of Parks and Recreation Session #137

1. Use postcard to announce seasonal program guide - Denver stopped mailing and participation fell - Discovered community turnover (residents moving in/out was great, so new residents did not know parks programs existed. Postcard was created to drive people on-line for program.
2. Use cameras to study activities, usually public use, measure park visits, bike use, security. Allows measurements and cheaper than paying someone to stand and count people. Might work for special events (party in the park), watch guest flow at fitness centers.
3. 65% of school outdoor property is unused during 2:30-4:30 PM. Schools say they share facilities but they aren't being used to any great extent. #1 reason why schools say they don't share is because they were not asked. Training available for how to share facilities at NC State.
4. Park RX program to get doctor need to prescribe specific activities through parks and rec. Study shows depression can be treated with counseling and exercise more effectively than drugs. Would love to partner with health providers and guests to record workouts, sort of super FitBit, but HIPAA privacy make it mostly too complex for park district.
5. Cognitive Health seems to have link to exercise (bike riders not getting Alzheimer's).

## KEITH EVANS

Engaging the Latino Community in Recreation Session #167 (See flyer written in Spanish advertising annual event) Almost 60 million Latinos in US. Half of population increase are Latinos. 80% have cell phones (may not have internet connectivity at home). Younger Latinos will definitely have access (phones).

Majority are citizens or documented immigrants, but registration for parks programs can still be a stumbling block. Health fairs are very popular, due to the low level of health care for the population. Music, food and family are other big draws. Simplify marketing pieces to recognize low English (or skill with any language). Music and food with culturally appropriate programs (use Vogeley music stage - we do fall fest, why not Latino fest?). Advertise through school newsletters. Word of mouth will be a strong marketing tool. Don't conflict with other Latino events or holidays, partner with other agencies (consider booth at church festival to advertise park programs for this population). Example of health oriented program - Water-Up program - encourage water consumption - rather than soda, presentations, water giveaways (with educational piece to not use plastic single use bottle), and work with schools to promote bottle refilling stations. Tested water at community center and schools - labeled fountain after testing - more likely to drink if assured water is safe. Quince Anos programs encourage college (and tech training), encourage volunteering, health and wellness, life skills (interviewing, manners). Latino population won't consider an exercise class as Recreation, it's a class (too much like work). Need to help change understanding of what count as healthy activities. Only 2% read printed program guide.

## KEITH EVANS

Let's Play Games #224 Interactive session with goal of introducing 50 games in 55 minutes (did not get to 50, but probably topped 40, pretty good, high energy session) demonstrated some ice breakers: 3 size circles, 15 handshakes, 15 high fives, 15 cheeky bops, befriending (find groups with similar characteristics), Klumps, cattle market, I wish I could, geometric lineups (pick corners), look down look up, Rochambeau with poses like Superman, Lois Superman, kryptonite (use poses instead of hand gestures). Man in the mirror. Gotcha (left/right grab finger)

## KEITH EVANS

Urban Water Management & Recreation Opportunities #211 (Resilience + Sustainability City of NO) Jeff Hebert - Deputy Mayor. Up until 1940's, NO was built only on dry land. After that, Army Corps drained wetlands and built with expensive pumps and gray infrastructure. City is now moving to return to green infrastructure to store and absorb all rain events within city so rain events do not have to be pumped out. Poor areas that flooded had 5000 lots destroyed in Katrina, still 2000 left undeveloped. City has converted 10 lots into passive parks with 20 yr storm storage capacity. (in storm years quantification, the higher the better. It measures the capability to withstand a nominal storm event, in other words, a 100 year storm produces a lot more water than a 20 year storm). Using cues from Netherlands, look to design features to flood, example of basketball court sunken with stairs is actually a big detention pool.

Q&A - 10 passive retention parks were built, how many are needed? Maybe a thousand, but instead will focus on big projects, like City Park, with a solid water retention project, could serve almost 60% of the city's population. Easier to sell and fund big project. Residents are wary of water - do not want mosquito breeding areas, although testing proves most breeding is done on private property, especially in poor areas.

- Storm surge vs rain event - Katrina was failure of dike construction & storm surge. Pumps and walls are OK for now, improved since Katrina, but still dependent on mechanical barriers and pumps. Sea level rise is coming and will eventually wipe all that preparation out. Lake Pontchartrain is a bay of Gulf of Mexico, so sea is not 90 miles away as some resident believe - sea level rise is coming!

Favorite session.



KEITH EVANS

Transforming Play Spaces Equity Session #236

ADA may not be enough, wood chips do not support wheelchairs. Older ADA compliance may be outdated. Can you design for local need? Do you change local park for one child? One parent request? If community specifically asks for feature, then involve them in full process (we do, I believe) - design, install and ribbon cutting. Session was mainly playground manufacturer's ad. Worst session!

KEITH EVANS

Managing Natural Areas : What's Your Problem? Session #332

Every project in the county that touches park land has to be reviewed by Conservation Dept. HEPD could do same for any outdoor or exterior building project.

Some flower species are protected, if we have an outdoor project that impacts a growing area, we may have opportunity to get grants for providing habitat (improving or relocating).

Use GIS to describe natural areas with terrain and flora (especially any protected species).

!!! *Use village emergency communication to let neighborhood know prescribed burns.* Will plan burns during growing season (more natural). Good for killing non native species.

Canada geese control: use recorded distress call, strobe, rubber coyote.

No shade trees on playgrounds and trails due to limb falling hazard.

Name areas correctly, if you call something a conservation area, then residents won't expect a playground.

Trail use idea: bikes travel one direction, walkers go the other way.

Teach a 16 week course "Master Naturalist" (maybe partner with other park districts or county & use forest preserves) and require 40 hours of volunteer time.

Second favorite session.

KEITH EVANS

Diverse Voices, Diverse Needs,: An Interactive Way to Engage and Strengthen Your Community Session #347

1. Evaluate 2. Activate (recruit residents and partners) 3. Participate 4. Generate (create the plan/design).

Use a level of service map to evaluate community. Turned into a small groups project and unproductive for me - second worst session.

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 107

TITLE OF SESSION Doing Less With More Through Collaboration

PRESENTER(S) David Marquardt, Sigi Zhu, Briana Hensold, Connie Chung

1. What knowledge/information was of value to you/HE Parks?

- 5 year Master plans and techniques to arrive at those master plans

- Community Involvement when analyzing plans.

2. Practical applications for HE Parks:

- Fundraising for community project

- Programming that involves input from children who use parks and facilities.

- Multiple opportunities within one park site.

SUBMITTED BY: Dustin Husen

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 127

TITLE OF SESSION Break Some Rules? Stop Thinking Like a Municipal Employee

PRESENTER(S) Kirsten Barnes, Rich DiGirolamo

1. What knowledge/information was of value to you/HE Parks?

Outside the box thinking on how to be more  
efficient. Procedure and Policy that are old and outdated  
need to be changed to allow more efficient work structure.  
Thinking like a resident and not an employee, provide  
services and then get approval for items you believe in.

2. Practical applications for HE Parks:

Signage that is fun but still gets its point across.  
Practical use of purchase orders and or work orders.

SUBMITTED BY: Dustin Hugen

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 152

TITLE OF SESSION Three Months of Aquatic Operations Equals One Years Worth of work

PRESENTER(S) George Deines

1. What knowledge/information was of value to you/HE Parks?

- Monthly Planning Scheduling
- Pool Data Analysis / Guest Attendance, Rescue Data, Injury Data
- Key Marketing Plans

2. Practical applications for HE Parks:

- Life guards performing many of the daily operations.
- Aquatic Managers working pool hours during open season.
- Providing multiple summer themes for the pool.
- Pool Manuals that describe work needed each month for the entire year

SUBMITTED BY: Dustin

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1028

TITLE OF SESSION Future - Proofing Your Organization

PRESENTER(S) ~~Keith~~ Keith Hobson / Katherine Stoke

1. What knowledge/information was of value to you /HE Parks?

Planning for climate change, different types of energy.

Future employee task and team make ups.

2. Practical applications for HE Parks:

Live streaming of guest speakers @ meetings

Walking meetings in our parks.

Creating master plans that are in line with future technology

SUBMITTED BY: Dustin Hugen

CONFERENCE EDUCATION SUMMARY FORM

NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1007

TITLE OF SESSION Four Universal Pillars of Effective Training

PRESENTER(S) George Deines

1. What knowledge/information was of value to you /HE Parks?

Documenting employee failures and creating a list of what those failures would look like if they were successful.

Developing behavior requirements and expectations.

2. Practical applications for HE Parks:

Training all employees for long term success even if there are short term employees

Creating long term vision

SUBMITTED BY: Dustin Hugen



CONFERENCE EDUCATION SUMMARY FORM

NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1050

TITLE OF SESSION Nurture Your Employees Through an Engaging Culture

PRESENTER(S) Beth Walter

1. What knowledge/information was of value to you/HE Parks?

Disengaged employees cost \$3400 out of \$10,000 annual salary  
Engage with employees on why they do there job.  
Talk to employees about mission statement / vision  
Mission and Vision need to have meaning and be embraced.

2. Practical applications for HE Parks:

- Start meetings with district mission / vision statement
- Talk w/ employees on one on one basis to discuss why they do there job
- Recognize short term goals

SUBMITTED BY: \_\_\_\_\_

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 353

TITLE OF SESSION Creating Nature Play Areas in Community Parks

PRESENTER(S) Robin Moore / Vonda Martin

1. What knowledge/information was of value to you /HE Parks?

Research shows that kids involved in nature play  
areas use all ~~senses~~ senses while engaging in  
nature items.

Educational opportunities exist in nature play areas.

2. Practical applications for HE Parks:

Developing a nature park, little space is needed.  
Kids organize logs to build tunnels and forts, while  
climbing on logs and rocks.

Plants are in Parks for small sensory items as well.

SUBMITTED BY: Dustin Hugen

CONFERENCE EDUCATION SUMMARY FORM

NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 404

TITLE OF SESSION I've heard of Career Development but what about Retirement

PRESENTER(S) Mike Mulvaney

1. What knowledge/information was of value to you /HE Parks?

Planning for retirement early is the key to successful retirement

Developing list of personal interest now so in 20-30 years you have a plan or list of items you want to do.

2. Practical applications for HE Parks:

Different ways of dealing with retirement anxiety.

Becoming a Bridge employee directly after retirement.

SUBMITTED BY: Dustin Hugen

# CONFERENCE EDUCATION SUMMARY FORM

## NRPA CONFERENCE

### NEW ORLEANS

SEPTEMBER 2017

**PROGRAM SESSION NUMBER 328**

**TITLE OF SESSION The Ecological Age: Ushering a New Age for Parks in the Face of Climate Change**

**PRESENTER(S) Ana Alvarez, Brian Holt, Erich Pfuehler, East Bay Regional Park District**

**1. What knowledge/information was of value to you/HE Parks?**

Very interesting session about how the EBRPD has positioned itself to be a part of the solution through legislation, climate action committees and political involvement. Naturally the environmental issues faced in CA are not the same as here, but the facts presented speak for themselves in terms of climate change.

**2. Practical applications for HE Parks:**

Planning through a carbon lense, green infrastructure. Learn what our emissions are and do what we can to decrease them. Plan 150 years in the future, advance science. Climate changes demands nature-based solutions. Good information available from the Carbon Cycle Institute and the US dept of Forestry.

There are awesome climate change videos available from the United Nations on their website (I looked) and also on UTube.

I think we can find a new level of relevance and connection with our community through addressing climate change and doing what we can to educate and plan proactively.

**SUBMITTED BY: Lili Kilbridge**

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# CONFERENCE EDUCATION SUMMARY FORM

## NRPA CONFERENCE

### NEW ORLEANS

SEPTEMBER 2017

**PROGRAM SESSION NUMBER** 124

**TITLE OF SESSION** Birds as a Conservation Tool for your Community

**PRESENTER(S)** Jennifer Fee, Manager of K-12 Programs for The Cornell Lab of Ornithology

**1. What knowledge/information was of value to you/HE Parks?**

There are 47 million birders and the numbers are growing fast. Mostly 55+ age group. It is a 40 billion dollar industry. The interactive nature of the smart phone applications submitted by "CITIZEN SCIENTISTS" has broad usage and value.

Using the programs Cornell already has in place we can educate residents about the need for conservation and provide recreation activities at the same time for little cost. A quick glance at the eBird phone app shows about 1000 hot spots in Illinois including the Paul Douglas Forest Preserve. Observations submitted through the app are used by scientists to make better conservation decisions and to protect habitats and the birds that use them.

**Practical applications:**

Cornell has numerous educational and curriculum tools that can be incorporated into preschool curriculum. Cornell can help with our website, We can create festivals and family days, conservation programs for kids, possibly in connection with Eagle Scouts or high school seniors who need volunteer hours.

Birdsleuth.org has kits available for after school programs, NRPA has a Wildlife Explorers workbook. Programs like these teach STEM contents to meet science standards.

Programs like these can provide alternatives for the children who are not interested in sports.

**SUBMITTED BY:** Lili Kilbridge

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**NEW ORLEANS**

**SEPTEMBER 2017**

**PROGRAM SESSION NUMBER 213**

**TITLE OF SESSION Citizen Scientists: Answering The Call of the Wild**

**PRESENTER(S) David Riensche, Wildlife Biologist with the East Bay Regional Park District**

**1. What knowledge/information was of value to you/HE Parks?**

Very interesting and entertaining session on how volunteers help them meet their challenges. They are the largest urban park district, 20% of their species within the district are endangered. Bringing people together is their focus. They use Citizen Scientists from all backgrounds and with limited funding. Volunteers build a direct connection to the parks.

**2. Practical applications for HE Parks:**

This session made me think about using our parks and developing programs that people can join for free, and volunteer their time towards conservation efforts. I know that we have some one day events but I think we can build a program around saving a species or reverting one piece of land. We don't really have a nature center but perhaps we can build a group of citizens interested in creating one so that we can educate people on the environment and conservation in a world of technology.

**SUBMITTED BY: Lili Kilbridge**

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**NEW ORLEANS**

**SEPTEMBER 2017**

**PROGRAM SESSION NUMBER 241**

**TITLE OF SESSION Changing Your Aging Brain Can Be as Simple as Child's Play**

**PRESENTER(S) Karen Haseley, Denise Medved**

**1. What knowledge/information was of value to you/HE Parks?**

Really interesting session on the science and study of Neurplasticity which basically says that preventing dementia is not a matter of playing crossword puzzles and other brain games, but a matter of going through the process of training your brain to learn how to do familiar things in a new way. To solve puzzles using your brain and your body.

**2. Practical applications for HE Parks:**

I think this would be a great program for the 50+ group as well as any resident concerned about brain health. I down loaded some handouts that I can share with staff. We did some of the exercises in session and they were fun and rejuvenating.

**SUBMITTED BY: Lili Kilbridge**

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### NEW ORLEANS

SEPTEMBER 2017

**PROGRAM SESSION NUMBER 354**

**TITLE OF SESSION; Innovative Community Gardening and Its Role in Social Justice and Community Resilience**

**PRESENTER(S) John Jainga, Seattle Parks and Rec, Bill LoSasso, NYC Parks**

**1. What knowledge/information was of value to you/HE Parks?**

In NYC community gardens are not just about growing vegetables. Community groups have created shade gardens, relation gardens and flower and Vegetable gardens. Community groups select blighted areas they would like to convert and the city helps identify the owners and negotiate donations/sales. The groups must have bylaw and include, including ways to resolve conflict. The city hosts a free conference every year with education and how- to sessions for as many as 1500 people. They help develop partnership between growers and farmers markets of in one instance a hot sauce company that provides seeds and then buys produce from the growers. The parks become community compost sights. Tools are donated! There are free rain barrels. Many sites use solar power. Some farmers can now accept SNAP.



Welcome



The goal of the Beacon Food Forest is to design, plant and grow an edible urban forest garden that inspires our community to gather together, grow our own food and rehabilitate our local ecosystem.

The Seattle Garden is a complete Forest ecosystem that includes trees for shade, berry bushes, herbs vegetables, flowers, etc. Tourists come to see it from all over the world

**2. Practical applications for HE Parks:**

I think we have an opportunity to increase social equity and foster community especially given the diversity of residents. We are looking to expand our outreach to immigrant residents and I think we can position ourselves as a resource for more than just recreation programs.

Seattle website : [www.beaconfoodforest.org](http://www.beaconfoodforest.org)

**SUBMITTED BY: Lili Kilbridge**

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# CONFERENCE EDUCATION SUMMARY FORM

## NRPA CONFERENCE

### NEW ORLEANS

### SEPTEMBER 2017

**PROGRAM SESSION NUMBER** 377

**TITLE OF SESSION** Use Program Evaluation Data to Increase Your Park Foundations'' Fundraising Goals

**PRESENTER(S)** Amy Dingle, Five River's MetroParks, Donald Ortale, NAPF, Nate Schaumleffel, Driven Strategic LLC

**1. What knowledge/information was of value to you/HE Parks?**

This was WAY too much information even for a two-hour session. The take away for me was that we need data that shows our programming meets our goals so that we can use that information to apply for grants and also share data with the foundation to further their fundraising goals

**2. Practical applications for HE Parks:**

I would be interested in working with Schaumleffel to develop more relevant program evaluations. I think it would be a major task in terms of staff time and would probably cost a fair amount. I think when we do things like this we energize staff to be more creative and goals focused and derive more satisfaction from their work.

**SUBMITTED BY:** Lili Kilbridge

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**NRPA CONFERENCE**

**NEW ORLEANS**

**SEPTEMBER 2017**

**PROGRAM SESSION NUMBER 1006**

**TITLE OF SESSION Facebook, Airbnb and Baby Carrots. What's their secret, what can we learn?**

**PRESENTER(S) Ellen O'Sullivan**

**1. What knowledge/information was of value to you/HE Parks?**

This was a speed session about some of the more innovative and recent business ideas including those named in the title and others such as Tough Mudder competitions, Escape Rooms moving into vacant malls, Tnetrr, etc.

The challenge is to first indentify a need and the solution will come.

Every attended was given a paperclip to keep on their keychain to serve as a reminder to always look for a need

**2. Practical applications for HE Parks:**

Encourage staff at all levels and the commissioners too, to be open minded and open to suggestions for programs and services that will fill a unique need.

**SUBMITTED BY Lili Kilbridge**

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**NRPA CONFERENCE**

**NEW ORLEANS**

**SEPTEMBER 2017**

**PROGRAM SESSION NUMBER 1027**

**TITLE OF SESSION How Parks and Recreation Can Enhance Racial, Cultural and Religious Harmonies in Our Community**

**PRESENTER(S) Tom O'Rourke, Executive Director Charleston County Park and Recreation Commission**

**1. What knowledge/information was of value to you/HE Parks?**

This was another speed session, the speaker spent 15 minutes talking about himself in terms of being uniquely himself. He was funny and entertaining, might like to get to know him, but he never had a chance to get into any real ideas, other than becoming aware that of the lense that is uniquely mine

**2. Practical applications for HE Parks:**

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**SUBMITTED BY: Lili Kilbridge**

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**NEW ORLEANS**

**SEPTEMBER 2017**

**PROGRAM SESSION NUMBER 1051**

**TITLE OF SESSION           Straight from the horses mouth**

**PRESENTER(S)               Shannon Keleher**

**1.       What knowledge/information was of value to you/HE Parks?**

Speed session.

The suggestion of Equine assisted problem solving techniques as a tool for staff communication building

**2.       Practical applications for HE Parks:**

**SUBMITTED BY:   Lili Kilbridge**

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NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 219

TITLE OF SESSION CONCUSSION: It vs NOT just the NFL

PRESENTER(S) Paula Powell

1. What knowledge/information was of value to you/HE Parks?

- takes 2-3 times as long for a child to recover from a concussion than an adult

- many types of symptoms present - (physical, motor, mental) - aren't always visible @ first glance - need to closely observe to evaluate

- should not play 2 games in 1 day

2. Practical applications for HE Parks:

- NOT just football. need to evaluate all sports for potential of concussion - impact sport or otherwise. What hazard(s) are present? Can padding be added to courts/tables, etc?

\* - should football be changed from tackle to flag? \*

- need to carefully inspect equipment continuously.

SUBMITTED BY: Eric Lemmer

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1051

TITLE OF SESSION Straight from the horse's mouth

PRESENTER(S) Sharon Keleher

1. What knowledge/information was of value to you/HE Parks?

- Information about different types/styles of leadership:
  - 1.) laissez faire - leave alone
  - 2.) Autocratic - 1 ruler/decision-maker
  - 3.) Para-adaptive - adapt/change your style as environment/people call for
  - 4.) Transactional - micro - per item/transaction/thing

2. Practical applications for HE Parks:

- Important for all supervisors/managers/supervisors/directors etc. to know how each of their employees operate/believe/expect + want their supervisor to lead them. NO 1-size-fits-all approach - so both leaders + employees need to be adaptable.

SUBMITTED BY: Eric Leung

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1007

TITLE OF SESSION Four Universal Pillars of Effective Training

PRESENTER(S) George Deines

1. What knowledge/information was of value to you/HE Parks?

4 Pillars of effective training:

1.) Train for specific & tangible behaviors

2.) Direct correlation between behaviors exhibited by an employee and a good vs. bad outcome

3.) If you're not training good behaviors, you're enabling bad behaviors.

4.) Focus on training your employees on long term, even if they might only be with you for short-term

2. Practical applications for HE Parks:

- Implement these items in training that is specifically tailored to departments across the District. #4 is key - always need to plan for employees to be here long-term, or else setting-up for failure.

SUBMITTED BY: Erin Langer

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 139

TITLE OF SESSION Agency Accreditation Basics - Hows + Whys of CAPTA

PRESENTER(S) Laura Wetherald / Sara Gholz

1. What knowledge/information was of value to you/HE Parks?

- Supplemental info since HEPA is currently CAPTA accredited  
- no notes, but signed-up for e-mail handout - useful  
in breakdown of questions/areas. I was not heavily  
involved in last CAPTA accreditation process as I was  
hired mid-year, but understand more about requirements

2. Practical applications for HE Parks:

- was hoping to speak w/ someone ~~to~~ from a District  
who had used Power DMS for CAPTA process -  
unfortunately I was unable to do so.

SUBMITTED BY: Eve Leung

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 115-Designing for Inclusivity

TITLE OF SESSION Accessible Play Experiences in the Aquatic Splashpad

PRESENTER(S) John McGovern / Dennis Scott

1. What knowledge/information was of value to you/HE Parks?

Info pertaining to accepted ~~service~~ service animals.

Dogs AND mini horses are accepted!

Animals must be: 1.) currently vaccinated + 2.) housebroken

Questions staff can ask: 1.) is the animal currently vaccinated?

2.) is this a service animal? 3.) what disability has it been trained to help with?

2. Practical applications for HE Parks:

- ensure all staff, most importantly frontline staff, are aware of questions that can be asked regarding service animals.

SUBMITTED BY: Eve Leminger

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 358

TITLE OF SESSION Shift into Gear: Considerations for biking in your community

PRESENTER(S) Ines Palacios

1. What knowledge/information was of value to you/HE Parks?

- information presented varied from types of bike routes,  
safest ways to ride, equipment, storage, sharing the road, etc.
- info to HEPD limited to what we can do w/ HEPD trails,  
but still useful

2. Practical applications for HE Parks:

- monitor bike routes to ensure hazards are identified/rectified  
hazards include: pavement condition, obstacles, sightlines, etc.
- designate bike routes on paths through trails
- potentially add bike racks @ new locations

SUBMITTED BY: Ene Loungers

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER III - Tuesday, Sept 26, 2017

TITLE OF SESSION How To Portray the Value of Trails in Your Community

PRESENTER(S) Candace Damon & Beth Porey

*Sell the benefits to people different benefits appeal to different people*

What knowledge/information was of value to you/HE Parks?

Trails are cheap to build-maintain, provide high BOT. Double as transportation. Millennials love trails. Benefits: Real estate value, tourist spending, Quality of life, green infrastructure, attract residents + jobs, Entrepreneurship, health, safety, diversity + inclusivity

2. Practical applications for HE Parks:

Digestible tidbits: How many calories burned? 5-10% higher lease rate along the trail w/in a 1/4 mile - studies of other park systems  
Some residents are concerned about increasing property values - increased rent on low income families

SUBMITTED BY: Sandy Manisco

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 141 - Tuesday, Sept 26

TITLE OF SESSION National 10-Minute Walk Campaign

PRESENTER(S) \_\_\_\_\_

1. What knowledge/information was of value to you/HE Parks?

It's a Mayoral campaign to encourage more parks with a goal that everyone has a 10min walk to a park.

Park Sense - will tell us how many ppl in our town have access to a park within 10min - on Oct 10.

Add as a goal to CMPs

Mayors can join anytime.

2. Practical applications for HE Parks:

This program is part of NRPA's Safe Walk to Parks program  
websites:

NRPA Safe Routes to Parks

TPI 10-Minute Walk site

TPI Park Score

Jen BA will send players out for basketball camps.

SUBMITTED BY: Sandy Manisca

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NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 210

TITLE OF SESSION Making Creativity Part of your DNA

PRESENTER(S) Michelle Bono michellebono@bonocommunications.com

1. What knowledge/information was of value to you/HE Parks?

Build a creative team with a diverse group - age, viewpoint, race  
Create an idea file • Listen to Ted Talks • Know your community  
Ask "What We Would Never Do" - write all the bad ideas on paper  
(hand written)  
If you haven't failed, you're not trying hard enough.

2. Practical applications for HE Parks:

Celebrate what you've learned when things don't go as expected.  
Take your team out to a park or facility - have fun -  
builds a culture of creativity. Go to animal shelter,  
do volunteer work.

That's Right Bob - pretend you're selling something, take  
turns + everytime someone stops speaking, the other person  
says "That's Right Bob" and talks  
SUBMITTED BY: Sandy Mancuso

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SUBMIT FORM/ATTACHMENTS TO JANE FOR COMPILATION. about something else.

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER #235

TITLE OF SESSION Positioning P+R as Preventative Health Providers

PRESENTER(S) Theresa Penbrooke

1. What knowledge/information was of value to you/HE Parks?

Show worth by being responsive during crisis - provide stress relief, activities for children, etc.

Recreation = Re-Creation = Cognitive, social + spiritual activities along with facilities

What are the needs of the community? Provide <sup>positive</sup> activities as alternatives to non-sanctioned activities.

2. Practical applications for HE Parks:

County health depts need to provide Health Improvement Assessments

P+R needs to be at the table, we are part of the solution.

880 Initiative = your community, facilities + parks should be accessible by walking for 8yr olds + 80yr olds

GRASP Active - map can show how many calories can be burned based on the facilities that are offered in parks. (Paths, equipment)

SUBMITTED BY: Sandy Manisco

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*Youth Activity  
& Nutritional  
Survey*

Arlington Heights participated in this program, did the YANS  
Arl Heights Health Action A - AHHAA

CONFERENCE EDUCATION SUMMARY FORM

NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER #329

TITLE OF SESSION What's My Park Worth: Value Proposition

PRESENTER(S) Brendan Daley - Chicago Park District

1. What knowledge/information was of value to you/HE Parks?

*Direct Revenue*: Actual Revenue - ticket prices, attendance, concessions  
Est Revenue - attendees x (ave ticket + ave merch + concessions)  
*Indirect Revenue* → (# attendees x % tourists) x (spender visitor per day x length of stay)  
Events that occur in parks count - whether they are run by CPD or another organization

2. Practical applications for HE Parks:

We can count: field rentals, concessions, tournaments, vendors that come to events (how much did they make?)  
Events - "Sign Our Visitor Book" to capture data on visitors - have an intern capture  
Bus roads, railroad tracks, create boundaries that effect where the park's impact boundaries lie. Also look at similar properties

SUBMITTED BY: Sandy Manasco

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Does a local university have a Housing Studies department (or urban planning) that would help study our parks?



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Green Thumb Program - started in 1978 in NYC

NRPA CONFERENCE

What % of HE is living at or below poverty?

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER #354

TITLE OF SESSION Innovative Community Gardening

PRESENTER(S) John Gainga, Bill LoSasso  
NY + Seattle P&R agencies

1. What knowledge/information was of value to you/HE Parks?

Benefits besides healthy food: Community Connections, stress relief, food justice, education, neighbor collaboration, sense of community and rain barrels  
NYC - provides tools, dirt, paths + fencing. Do a Conference, presented by the gardeners General Interest Meeting  
Give awards to best garden

2. Practical applications for HE Parks:

Seattle: Beacon Food Forest - edible forest garden  
Seven Layer Canopy (trees) -> ground cover  
\* Gardener Forums - provide a place where gardeners can share tips

\* Work Party - come out & work. Stretching before, provide snacks & water - Garden Sitter (when you're on vacation)

SUBMITTED BY: Sandy Manisco

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Vegetrade - Vegetable swap  
\* partner with the HEC

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NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1032

TITLE OF SESSION Using Playground Data - Smart Playgrounds

PRESENTER(S) Rep from Biba

1. What knowledge/information was of value to you/HE Parks? Biba mobile games  
Victoria Park is a smart playground with  
Heart rates are 40% higher, play sessions longer on  
playgrounds w/ Biba vs. non-smart playgrounds.

2. Practical applications for HE Parks:

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SUBMITTED BY: \_\_\_\_\_

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Using Program Evaluations  
to benefit Foundation Fundraising

Donald ~~Atale~~ <sup>Atale</sup>  
Nat Assoc of Park Foundatns

November Foundation board retreat.  
press release?

\* Choose 5 service areas that cover the whole district  
to pilot the program evaluation program to  
establish base data, across life span

print the mission in more places - in our facilities  
business cards, on the walls, job announcements

Program evaluation gets to the heart of the  
mission, such as, did participants connect to nature?  
Satisfaction Evaluations are easier.

Evaluations should give us the evidence to  
show we are meeting our mission + then  
promote those results.

Logic model is where you start, before determining  
the components of the program.

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NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 122

TITLE OF SESSION Lessons from Living on the Brink

PRESENTER(S) Ryan Davis

1. What knowledge/information was of value to you/HE Parks?

- Major life events can change your perspective on what's important
- ~~When~~ Maintain a work/life balance
- Perseverance & resilience can get you through tough times - don't give up

2. Practical applications for HE Parks:

- When handling difficult situations, try to put things in perspective
- In challenging times, take it one day at a time & don't give up

SUBMITTED BY: Colleen Palmer

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 104

TITLE OF SESSION Simple Resources to Energize Staff, Children & Families through Nature

PRESENTER(S) Jennifer Fee, Daniel Hatcher

1. What knowledge/information was of value to you/HE Parks?

- Outdoor education & nature activities can be very beneficial to all participants
- Outdoor ed & nature activities can be easy, fun & free
- Also highlighted ways to implement healthy habits in programs

2. Practical applications for HE Parks:

- Received a variety of free resources, materials & examples on how to implement a successful, free program for existing & new programs
- Begin implementing simple practices into existing programs to make a difference

SUBMITTED BY: Colleen Palmer

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 149

TITLE OF SESSION Every Employee Matters: Supervisor Toolkit for Recognizing Your Greatest Assets

PRESENTER(S) Annie Olson, Iris Peterson

1. What knowledge/information was of value to you/HE Parks?

- Highlighted their employee recognition program
- Gave examples of simple ways to recognize staff, as well as an example of a fully dedicated program for staff recognition
- Showed how important staff recognition is on a regular basis for performance, retention & morale

\* Appreciative leaders are appreciated leaders \*

2. Practical applications for HE Parks:

- Empower managers to show staff appreciation by setting an example, allotting money in the budget, & making it a regular thing - a priority
- Create a smaller scale staff recognition program district-wide

SUBMITTED BY: Colleen Palmer

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1047

TITLE OF SESSION Three Resources to Energize Your Next Staff Meeting

PRESENTER(S) Daniel Thatcher

1. What knowledge/information was of value to you/HE Parks?

- Highlighted 3 major ways to get & keep people involved in staff mtgs:
  - ① Focus on healthy snacks & beverages
  - ② Implement "energizers" in the middle of the mtg
  - ③ Active Reflections at the end

2. Practical applications for HE Parks:

- Implement some of the ideas & 3 steps in staff mtgs, including bringing healthy snacks, use short energy-filled activities in the middle of the meeting to keep people engaged, and get everyone <sup>actively</sup> involved in the recap at the end of the meeting

SUBMITTED BY: Colleen Palmer

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 206

TITLE OF SESSION Parks & Recreation 2030 and Beyond

PRESENTER(S) Tom O'Rourke

1. What knowledge/information was of value to you/HE Parks?

◦ Highlighted 4 areas that will be relevant to parks & rec in the next 10 years

◦ Encouraged attendees to think /program for the future & not "what we've always done"

2. Practical applications for HE Parks:

◦ Encourage staff to get away from "what we've always done" & program for future trends

◦ Ideas include more cultural events, senior focus group, creating a "story" to attract philanthropists

SUBMITTED BY: \_\_\_\_\_

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 388

TITLE OF SESSION Making New Orleans More Resilient

PRESENTER(S) Jeffrey Hubert, Sarah Oliver, Wis Michaels, Rami Diaz

1. What knowledge/information was of value to you/HE Parks?

Interesting & applicable information on how NOLA manages  
water, especially after Katrina; how they utilize abandoned  
green space to create ~~play~~ recreational space for residents,  
especially low income residents

2. Practical applications for HE Parks:

Offered concepts on how ~~utilize~~ be creative in utilizing open  
space & low cost opportunities for underserved populations

SUBMITTED BY: Colleen Palmer

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 361

TITLE OF SESSION You Had Me at Hello: Identifying & Owning Your Style of Communication

PRESENTER(S) Heidi Pope & Sherenia Gibbs

1. What knowledge/information was of value to you/HE Parks?

- Straightforward & memorable techniques on how to communicate during difficult conversations: Make contact, connect & concentrate
- The importance of just saying hello
- The importance of active listening

2. Practical applications for HE Parks:

- Simple, effective ways to "Say it Right" during difficult conversations
- Will try to make a point to say hello to more people
- Commit to working on more active listening

SUBMITTED BY: Colleen Palmer

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 366

TITLE OF SESSION PARC Leadership - CRAP doesn't have sameing

PRESENTER(S) Brad Chambers Relocate Park Planning Group

cowardlyleaders.com

1. What knowledge/information was of value to you/HE Parks?

Staff is most important to customer to leader / New/unproven in role => Everyone has expectat

Credibility - staff has your back

Difficult to install confidence when you are being doubted

Best leaders are comfortable with being uncomfortable

Leaders embrace change - we are here to make a difference

5-Cs Not a bad leader because he makes bad decisions

Bad leader because he makes no decisions

2. Practical applications for HE Parks:

Capability - <sup>= qualified</sup> baseline / what you bring The capacity & ability to accomplish something -> Potential

Credibility - <sup>comes first / int. ext. potential</sup> proficiency / trust / believable / intelligently discussing -> Perceived expertise from public, super, etc

Confident - leaders are confident in what they know => if cred & capab. more likely to have confid.

Comfortable - if you have 1st 3Cs are comfortable - P

Change - ask why - why are we or not changing, why can't we do it better - if you don't like change you will like irrelevancy even less - 5 Whys 15

If you are offering the same programs you offered 5 years ago - just riding a long

SUBMITTED BY: Craig Talsma

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## NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 361

TITLE OF SESSION You had me at Hello communicating style w/ teens + teachers

PRESENTER(S) Sherena Gibb & Heidi Pepe

1. What knowledge/information was of value to you/HE Parks?

Hearing - sound in ear / Listening - receive & interpret the message. Must be active listener  
- concentrate on what being said / exhibit appropriate body lang. / respond w/ ?'s when other person do  
Seeing is observing - a learned skill influenced by beliefs & experiences / we see what we  
say it right w/ open ended statement (how can we work on this) give options / just admit/apolog  
Street style → Contact, Connect, concentrate  
↳ hello, acknowledge ↳ converse briefly ↳ address by name pers. comment, offer support

2. Practical applications for HE Parks:

Responsive & Direct language / Understand tech for improv. listening through a screen.  
Exchanging info / Connect w/ people / conveying a message  
Teens text but can't comm in writing (i.e. interview)  
Don't confront <sup>others</sup> teens in front of others / Reaction determines response  
Listen & observe / Say it Right / Say Hello - Street Style

SUBMITTED BY: Craig Talbot

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 326

TITLE OF SESSION Tetrads Creative, Even Thought Provoking Program Devel. Tool

PRESENTER(S) Rich DiGirolamo ~~203-441-3162~~ 203-441-3162

1. What knowledge/information was of value to you/HE Parks?

Bring in users and get them involved

Complete brainstorming

Builds upon ideas with no negativity

Eliminates old out dated programs w/ new ideas.

2. Practical applications for HE Parks:

4 Stages of TETRAD  
Extend / Retrieve / Obsolesce / Reverse

Extend → What human attribute, ability or experience might it improve

Retrieve → What might it retrieve bring back from the past

Obsolesce → What might it make unnecessary replace or eliminate

Reverse → What unexpected problems or opportunities might it create

SUBMITTED BY: Craig Tolson

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CONFERENCE EDUCATION SUMMARY FORM

NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 229

TITLE OF SESSION Trends in Park Planning & Design

PRESENTER(S) Leon Younger - Pres Joe Webb AECOM

1. What knowledge/information was of value to you/HE Parks?

History of Park Planning - Evolution nature of public service growing complexity  
Study and role community to 10 best practice to supply diversity of park system

Cultural & Qual. of life impact Environ. Aware. / Qual vs Quant. / Diverse Community = open space  
Active living / mixed use neighborhoods / Linear Recreation (trails) - between cities  
E-Sports pay attention its growing fastest

Financial trends / Ops trends changing and candidate

Evolving Trends ① Autonomous Vehicles (reduced parking) ② Decline of Brick & mortar retail  
③ P3 Development (drum by parts) ④ Sea Level rise ⑤ Integrated green design (water storage as green space)  
Becomes park facilities & recreation

2. Practical applications for HE Parks:

Paradigm of park facilities is changing - Previous had land & funding / easy to develop

Society changing so services are changing Two parent household ↓ one parent & child stays home  
middle class ↓ lower class ↑

multi generational centers to adapt to commun. mix

Design Princ. need to be adjusted to meet outcomes how will park design achieve?  
Exper / Rec / Age seg / Multi-users / Active / Pass  
L Maint costs on-going

Youth Sports grown 150% over last 3 years / 70% of children play (6-17) / \$9.5 billion in 2015  
year round sports / one sport / scholarships / vacations / girls sports  
Fitness / Health & Well. growing / Aquatics swimmt / Outdoor Advent. / Outdoor passive (Biking)

SUBMITTED BY:

Craig Tallme

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SUBMIT FORM/ATTACHMENTS TO JANE FOR COMPILATION.

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 206

TITLE OF SESSION Recreation 2030 & Beyond

PRESENTER(S) Tom O'Rourke

1. What knowledge/information was of value to you/HE Parks?

<sup>2011</sup>  
Projections: Env. Impact / Governance / Bus. of Recreat / Health & Wellness

Special Events to unite community

Data is the power → shift from theory & belief to data & facts / Know data

Seniors like similar communities / rise in tech / rise in socialization (Silver Sunbirds)

Make sure foundation is working right

Address agency role for pros. services to those w/o money

Make it a story (Genesis project)

2. Practical applications for HE Parks:

<sup>2017</sup>  
Projections: Impact of priv. vendors / <sup>(decision based on data)</sup> Cyberocracy / <sup>(more active lives)</sup> People living longer / Philanthropic Communi

① Private vendors: Sports team expectations / Costs more to have employees than vendors  
Vendors pay taxes, citizens get service, competition creates quality - Get in front of

② Cyberocracy: govern by the effective use of information - data  
Public data for everything (data.gov)

③ Senior programming change (ave age 2012 78.8 yrs old) → More active living longer  
Seniors influence public policy more than any other demog.

④ Tapping into Philanthropic Comm: Gap of income growing & get part of 1%  
Create funding philosophy that works / Philanthropists invest

SUBMITTED BY: Craig Talsow

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 140

TITLE OF SESSION Flight of Middle Mgmt. Act of Managing Up

PRESENTER(S) Jas Cole Nat Res Mgr Mary Bradford (Ret) Montgomery Parks

1. What knowledge/information was of value to you/HE Parks?

Employees don't say - Director viewing over it ultimate vision  
middle-mgmt must pull both together. / Bad mgrs hard to fix  
what to do/how to fix → mgrs don't have hard skills → How to manage people  
must be open + approachable / CAN'T be friends with all staff - <sup>up + down</sup> must respect  
Hurd's org when no say in consideration / Policy makers need info to be informed

2. Practical applications for HE Parks:

Mid Mgmt Engagement will be final rates / strong contract / larger team / cont. org.  
Wrong candidate 80% of time only 1 in 10 have nat. talent / training won't fix  
Director must be engaged <sup>= +40%</sup> / then mgrs <sup>= +50%</sup> / then staff  
① Be competent / NEED TRUST / Know your boss / how do they best process info  
② Embrace fine art of non-criminal stalking ③ Be brief be bright, be gone  
④ Don't bring problems w/o possible solutions ⑤ Don't equivocate - Be prepared to discuss it further  
⑥ Keep your bosses boss of his back ⑦ Know when to hold em / fold em  
⑧ The burden of discovery falls on you ⑨ Sometime job to speak truth to powers

SUBMITTED BY: Craig Talsma

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CONFERENCE EDUCATION SUMMARY FORM

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 101

TITLE OF SESSION Attracting Hiring Developing Next Gen. of P&R Profess.

PRESENTER(S) Seattle Parks & Rec staff

1. What knowledge/information was of value to you/HE Parks?

Social equity in recruiting, hiring & training → access to all people  
Organization staff socially equitable & culturally inclusive  
Places where population increasing diversity changing and so should public services  
utilize largest group coming to industry as boomers retire  
Value → diversity through targeted out reach allows inclusion  
56% male 44% female only 50% white look ahead - how <sup>will</sup> we recruit & retain  
next gen. of workers

2. Practical applications for HE Parks:

Organization staff should reflect the diversity of our community  
Changing workforce & demographics reflect whom we serve ⇒ Create buy in  
Recruiting & hiring for higher inclusion & cultural diversity ⇒ Identify barriers  
Continuing education to promote diversity & retain staff ⇒ Create value  
mentoring plan  
Continuing education / How do we give tools to level playing field?

SUBMITTED BY: ["Orchestra" screen to prevent bias] Dept needs assessment survey / focus groups  
Craig Tabone Training task force → Develop. | Cem | Deliv. & Log. | Prog  
Cornerstone TMS / Lynda.com & recognition  
Employee Develop. plans  
Mentorship prog. & Career Quest

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1050

TITLE OF SESSION Nurture your employees through an engaging culture

PRESENTER(S) Beth Waller

1. What knowledge/information was of value to you/HE Parks?

Disengaged employees cost 3500-10k for your organization

Say mission & vision & goals? at each meeting (I2CARE)

Create vision for change / communicate / remove obstacles

mission: why we are here / vision: where we are going to go / values: rule we will live by

2. Practical applications for HE Parks:

Evaluate your culture

Why are we doing our job

Create urgency

Form coalition that can influence their people (people passionate)

Create short term wins

SUBMITTED BY: Craig Talbot

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NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1037

TITLE OF SESSION Do you have what sponsors want?

PRESENTER(S) Jasmine Lee City of Irving

1. What knowledge/information was of value to you/HE Parks?

Remind them what they may not know you can give  
Once you get one → go to competitors / maximize niche (Sr. Ctr)  
offer = Advertising / print material / event signage / digital media / booth space  
tickets / hospitality / VIP / naming rights - presented by or parts not  
HEPA  
Be creative get sponsor donations to build other areas  
grocery store donates B+E for VIP

2. Practical applications for HE Parks:

Sponsorships are marketing buy - not donation  
help reach target audience - want positive connection (estab. event)  
com. intro / cost appec / sales new leads / keep up w/ competition / seas. hiring  
Access to people / visibility / credibility / good will  
Make packet and specify everything negotiable

SUBMITTED BY: Craig Tallon

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# CONFERENCE EDUCATION SUMMARY FORM

## NRPA CONFERENCE

NEW ORLEANS

SEPTEMBER 2017

PROGRAM SESSION NUMBER 1009

TITLE OF SESSION Build your own PER employee mentoring program

PRESENTER(S) Veronica Schulte San Jose Parks

1. What knowledge/information was of value to you/HE Parks?

Attracts everyone → More mentees than mentors

Provides better understanding of what other individuals do

Mentor/mentee confidential agreement skills assessment

Expect growth

2. Practical applications for HE Parks:

How to connect different individuals from diff. areas

Build engagement & what other depts do.

Do questionnaire → Background, future plans, anyone they want spec. in dept.

Structure program / time line / Kickoff / event / <sup>shadowing</sup> checking / graduation (recognition)

① Kick off mtg ② mid session check-in ③ graduation

SUBMITTED BY: Craig Tallone

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