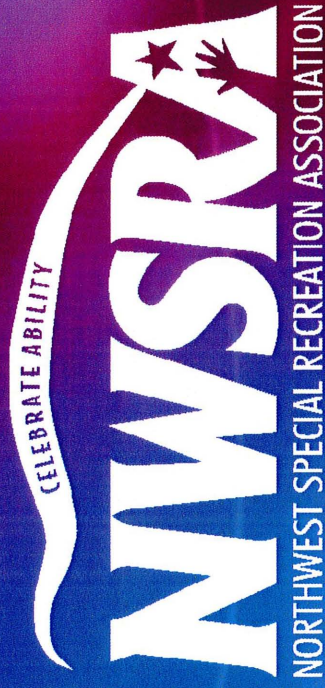


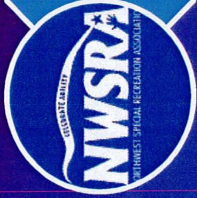
# 2017 Year in Review



# Legislation and Advocacy



Worked with LAD Group to educate Legislators across the state on the SRA Model and collaborative efforts and reached out to Legislators on Disability Task Force, positioning SRAs as a future resource



Educated Legislators on how NWSRA saves taxpayer costs through partnership with Park Districts and collaborations.



Sent marketing materials to Legislators on NWSRA programs and services/collaborative efforts

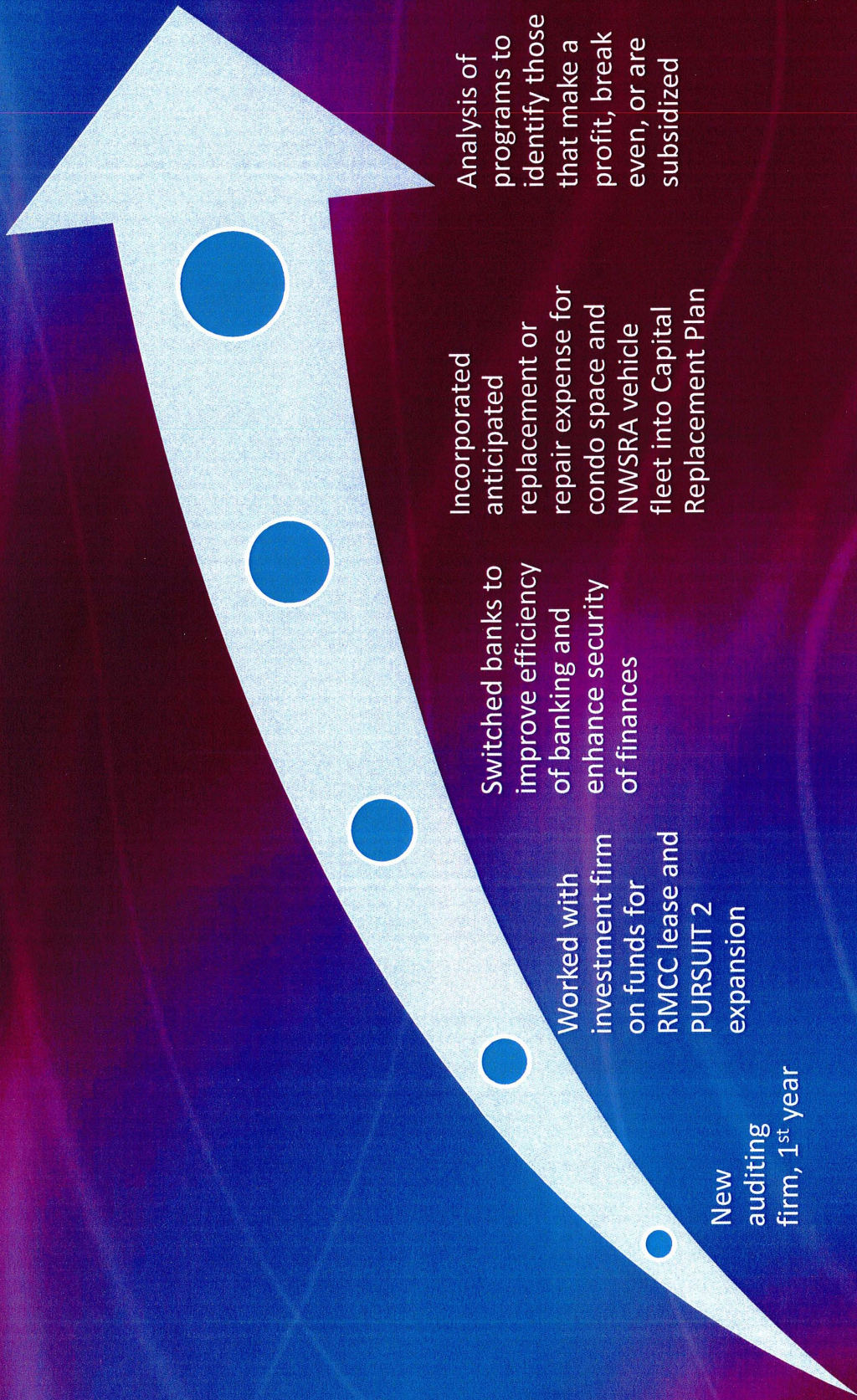


Hosted Legislators at PURSUIT Hanover Park Opening and received Senate Recognition for the opening of the new space



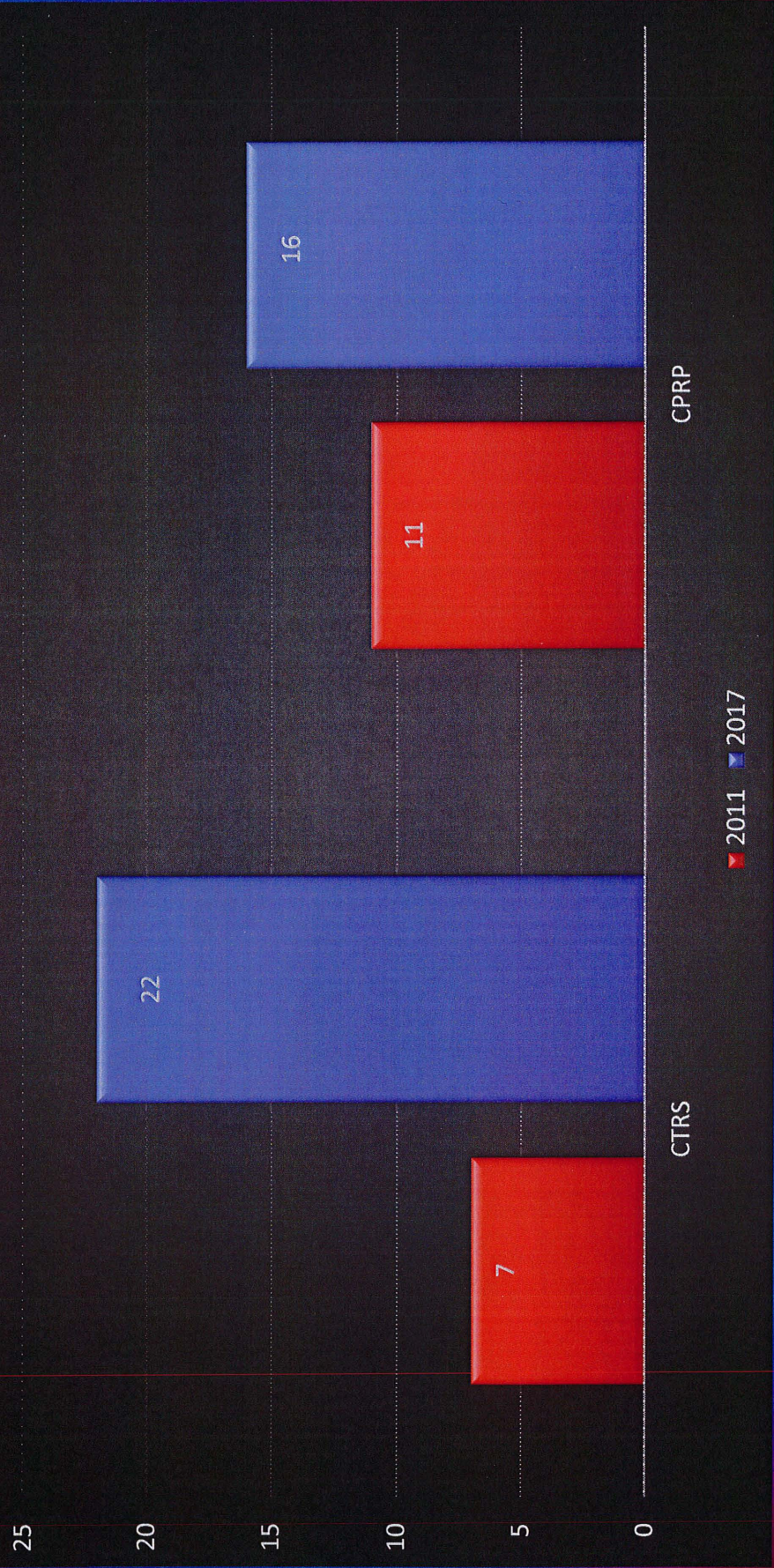
Hosted Director Greg Fenton from DHS in collaborative event with Connect to Community to discuss DHS funding and programs

# Long Range Planning/Financial Stability

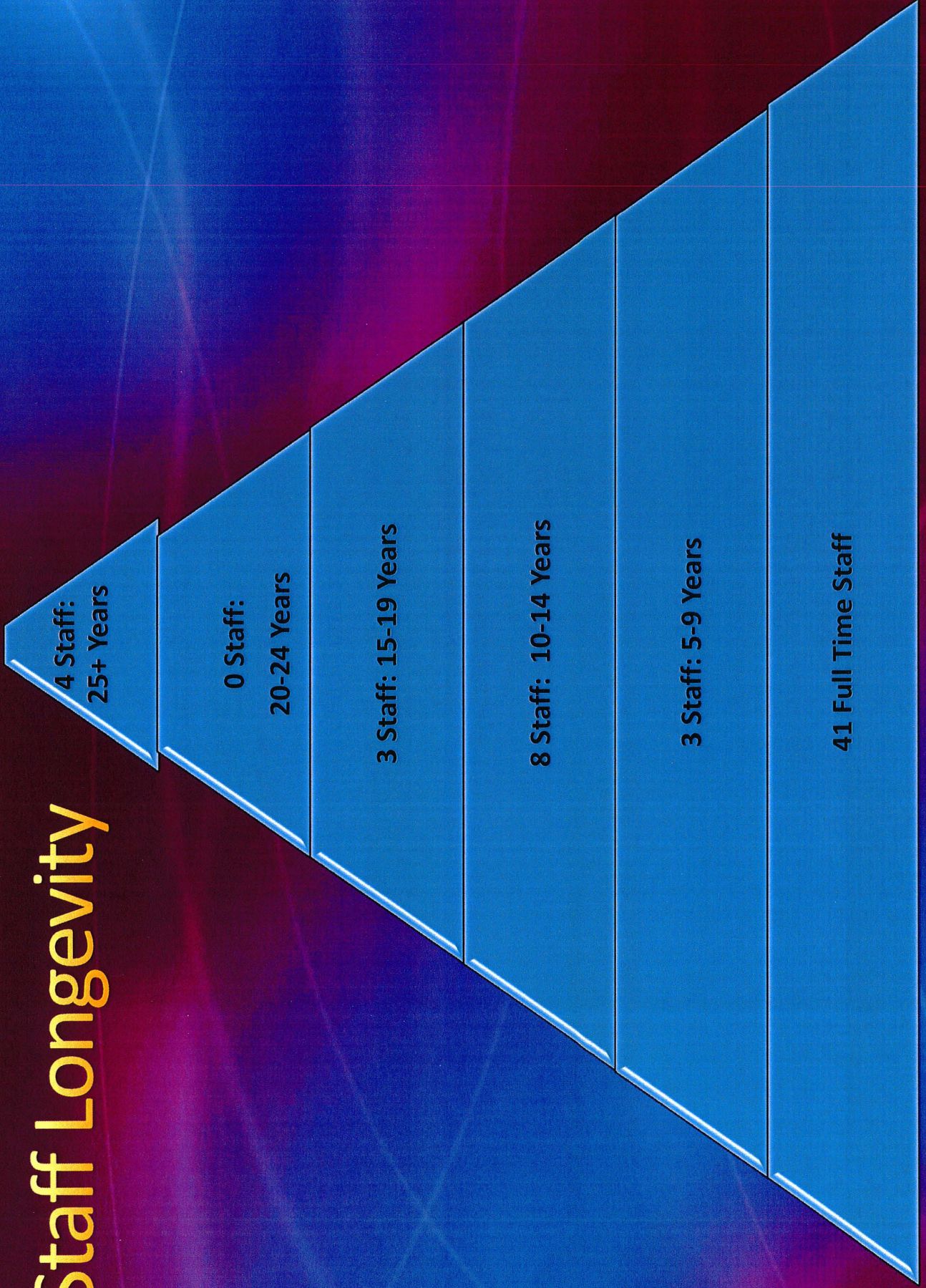


# Staff Certifications

Certification Comparison: 2011-2017



# Staff Longevity



# Staff Advancement

Promoted/Lateral Move within Agency

- Ted Adatto
- Brittany Johns
- Lauren Jevaney
- Mary Therese Bonaguro

Accepted position at Park District/SRA/Other

- Renee Miles

Retired/Switched Fields

- Janet Plencner
- Montana Werhane
- Michael Rusin
- Jenna Horton

New Staff Hires

- Jocelyn Wright
- Ryan Dieschbourg
- Brittany Johns
- Megan O'Brien
- Karyn Emeraldal
- Mary Therese Bonaguro
- Jordan Ross

New Department created for Collaborative Programs!

# Local, State and National Involvement



Tracey- American Academy for Park and Recreation Administration, Rotary of Rolling Meadows Member, Leadership Academy Board of Regents, IPRF Board Member, Unplug Illinois Task Force

Andrea- President Elect for Women in Leisure Services, ITRS Conference Committee, Northwest Suburban Autism Consortium

Rachel- Secretary for Women in Leisure Services

Jayne- Wheeling Township Advisory Council

Brian- IPRA C & M Section, ITRS Marketing Group

Nanette- Rotary Club of Schaumburg/Hoffman Estates, IPRF Fundraising Committee

Trisha- Elected to IPRA Board of Directors, PDRMA Education and Training Committee

Through active participation in a variety of committees, task forces, presentations and conferences on local, state and national levels, NWSRA staff played key roles in the development of the profession.

# Staff Training

## Conferences and Workshops

- IPRA Leadership Academy
- IPRA and Playcore's Professional Development
- IPRA Professional Development School
- Human Services Conference at Harper College
- IPRA Supervisor's Symposium
- IPRA State Conference
- PDRMA Back Safety School
- Illinois Transition Specialist Conference
- American Therapeutic Recreation Association (ATRA) Annual Conference
- NRPA Annual Conference
- Illinois Recreational Therapy Association (ILRTA) Annual Conference
- Handle With Care Trainer Certification Training
- PDRMA Risk Management Institute
- Illinois Therapeutic Recreation Summit
- IAPD Legislative Conference and Legal Symposium

## In-House Training

- Ergonomics, Patron Transfers and Back Safety
- Reasonable Suspicion Drug and Alcohol Training for Supervisors
- CPR/First Aid
- Bloodborne Pathogens Training
- Crisis Prevention Institute Non-Violent Crisis Intervention Training (CPI)
- Recognizing and Responding to Seizures
- Crisis Communication
- PDRMA Core 6 Strategies



# Human Resources

Full time staff received training on the following human resource topics:

Employee Value

Working with volunteers and part time staff

Training part time staff

Interviewing part time staff

Customer service and phone etiquette

Individual SWOT analysis

5 Program Specialists

3 Coordinators

# Recruitment

169 new volunteers in 2017

Contacts established and information or presentations given to 16 college contacts and 63 high school contacts

42 entries for the Birds of a Feather Incentive Program

Enhanced social media efforts and collaboration with other organizations

# Programming

Evaluation Night prior to season starting for athletics. Initial and post observations to determine skill growth of athletes

STAR Academy After Care program created in collaboration with Clearbrook

PURSUIT 2 opened in Hanover Park with NWSRA programming space

Worked collaboratively with School District 54 to create and implement camp specifically for early childhood students attending the extended school year.

Worked with Coach Eve for Swim Lessons

Regional parallel programs offered

Created new program categories, age breakouts and types of programming to enhance understanding of program outcomes and guide the therapeutic process of the programs

# Programming (cont'd)

## Facility Space

- Met with 15 Park Districts for a total of 25 meetings to look at facility space
- Meetings with churches, schools and other community organizations throughout the year
- Met with SEARCH, Avenues, ACHIEVE Service and other organizations that serve individuals with disabilities

## Healthy Minds Healthy Bodies

- 33 new veterans joined
- Streamwood Park District joined
- 12 networking events hosted
- 594 fitness hours completed.
- 224 personal training sessions completed.
- 68 registrations for Healthy Minds Healthy Bodies

## New Programs and Events

- Talented Tots
- Core & Strength
- Sensory Therapy (Individual and Family)
- Water Exercise
- River Trails Fun Run Special Event
- Mocktails and Art Expression
- A day at the Farm Special Event
- Collaboration with Harper College- Sensory Friendly Holiday Music Concert

# Marketing Efforts

## Social Media

- Facebook increase of over 2,000 followers
- 22 new videos on Youtube page
- Approximately 5,400 visits through Google Search per month
- Over 36,000 impressions through Twitter in 2017
- 1,246 installs of NWSRA mobile app
- Constant Contact- 7,211 contacts

## New Marketing Exchanges:

- National Multiple Sclerosis Society
- Northwestern University- Makeathon
- Hersey High School- Funnor Olympics
- Protected Tomorrows
- Midwest Sports Academy
- Learning Disabilities Association of Illinois
- Bartlett Community Networking Group
- Community & Economic Development Association of Cook County (CEDA)

## Customer Service Efforts:

- New procedure for confirming registrations
- New family information packet
- Social Club information placed within seasonal brochure
- New video display at front desk with information on upcoming events/opportunities

## Recruitment Tools

- New Part Time recruitment video created
- Revamped Part Time staff application system
- Integration of job posts on Indeed, LinkedIn pages
- Updated recruitment materials

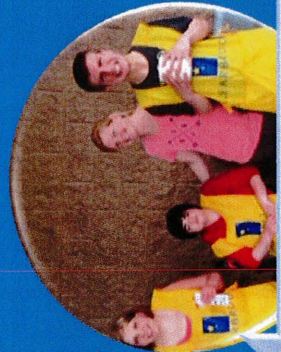
## New and Updated Web Pages/Online

- PURSUIT 2
- Snoezelen Sensory Room
- NWSRA Village
- STAR Academy

# Outreach

173

## 63 new families registered



Cooperative programs and services hosted with

- Clearbrook
- Amita Health
- Rolling Meadows High School
- Feed My Starving Children
- Revelation Golf
- Flow Fitness
- Freedom Golf
- Chicago District Golf Association
- Spin Class cooperative with Streamwood Park District
- Yoga Kids with Elk Grove Park District
- Kiwanis Aktion Club
- Harper College Symphony Orchestra



Increased recognition among community organizations through:

- Attendance at 34 expos and events, creating over 2000 impressions
- Website linking
- Cross promotion of services and events



Partnered with local School Districts and Libraries through:

- Website linking
- Electronic backpacks
- Inclusion in e-newsletters
- Delivery of paper brochures
- On site registration nights
- Parent Nights

# Technology

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VOIP Phone system mobile app updated

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Mapping of project to move Exchange into Cloud via Office 365

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Rebuild of all NWSRA web pages to enhance security through use of SSL protocol

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Banquet room virtual conferencing capability installed

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New switches, computers, printers, copier, iPads, wireless access points and other hardware installed

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Virtual Reality headsets configured

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NWSRA Mobile App updated with new features



New online donation platform - JustGiving

Bi-monthly SLSF Impact e-newsletter now reaching over 7,200 individuals

Kevin's Club logo created

Enhanced print and online newspaper presence

New SLSF Event Videos created

New online SLSF event online calendar submissions

New stories focusing on participants

New materials for Sensory Friendly Holiday Concert and All Star Basketball Game

New campaign for Snoezelen Sensory Room fundraising





# IAPD/IPRA Distinguished Accredited Agency



# Received Highest Accreditation Score in State of Illinois



## Mission

We exist to provide outstanding opportunities through recreation for children and adults with disabilities.

## Vision

To be a leading force, creating greater options that enrich the life experiences of the participants, families and communities we serve.

## Core Values

### TEAMWORK

Support each other and work together

### RESPECT

Be open, honest and kind

### ENTHUSIASM

Exceed Expectations

### COLLABORATION

Combine resources to achieve common goals

### COMMUNICATION

Listen, share and adapt



# 1st full year of Comprehensive Strategic Plan

Financial Management • Promoting Leadership • Operational Excellence • Outstanding Service

**Together, we will achieve.**  
For a full copy of the Strategic Plan, visit:

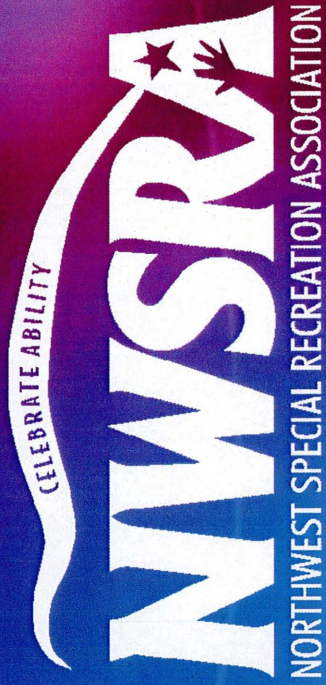
[www.nwsra.org](http://www.nwsra.org)



# Snoezelen Sensory Therapy



# 2018 Goals



# Programming

Examine current programs, determining what programs should be led by a CTRS or specialized instructor

Analyze gaps in programming and possibility of extending programs

Grow Behavior, Sensory Team through specialized and focused trainings

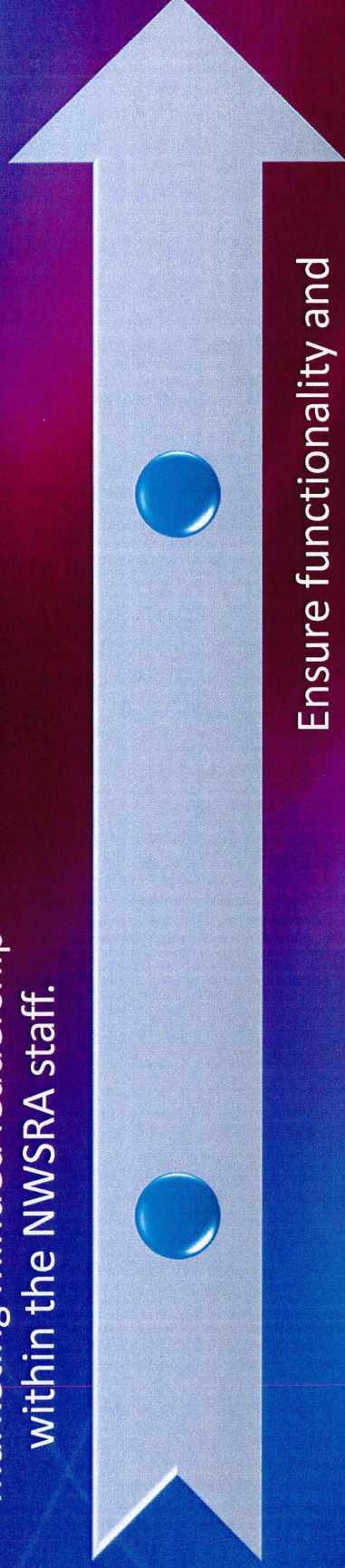
Support the inclusion model by implementing the inclusion process collaboratively with the member park districts.

Open PURSUIT 3, STAR Academy 2 and NWSRA Programming Space 3

Create more "buddy" programming opportunities with Member Districts

# Marketing & IT

Build brand awareness in the community and with our member districts and establish marketing minded leadership within the NWSRA staff.



Ensure functionality and enhance efficiency of work systems through effective, networked IT solutions.



# Outreach

Utilize  
information  
gathered to  
expand  
collaborative  
opportunities  
and  
partnerships

Target inactive  
participants and  
to address  
unmet needs  
utilizing ROI.

# Supervision/Management/HR

Enhance opportunities for training through use of webinars and online training

Create opportunities for advancement through succession planning and mentoring opportunities for full time staff

Utilize the Strategic Plan to assist Full Time Staff with the development of annual goals for agency growth and personal advancement

Effectively develop part time staff seasonal training

Provide consistent supervision and management of part time and seasonal staff

# Recruitment and Hiring



Focus on increasing the pool of staff and volunteers; including PURSUIT & STAR Academy staff through collaborative with Clearbrook



Focus on retention of qualified and high performing employees.

# Training and Certifications

Provide training and mentoring opportunities at all levels of employment; for both part time and full time employees.

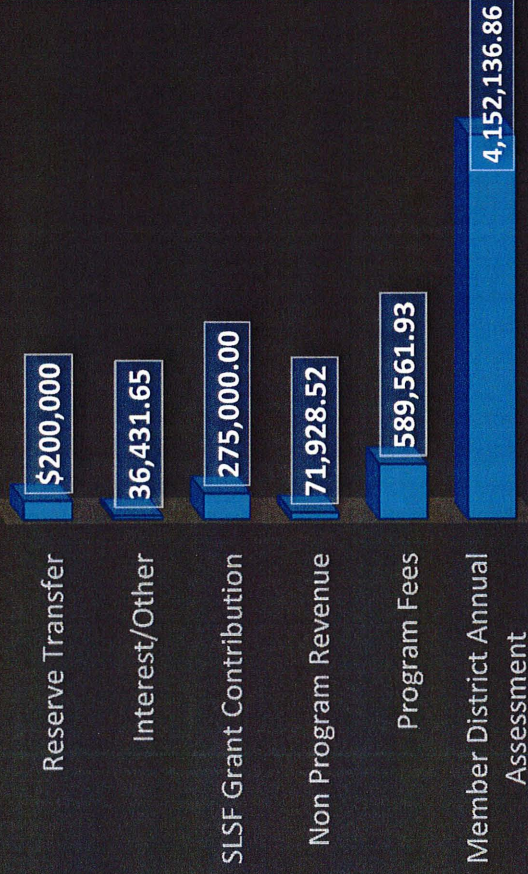
Include topics required by Distinguished Accreditation and PDRMA standards.

Manage the certification requirements of all eligible full time employees.

# NWSRA 2017 Revenue and Expense Analysis

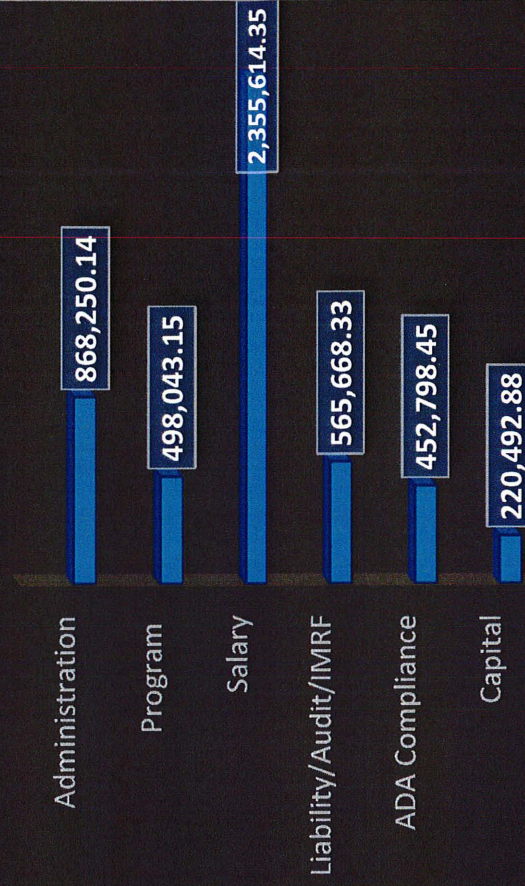
## REVENUE ANALYSIS:

\$5,325,058.96

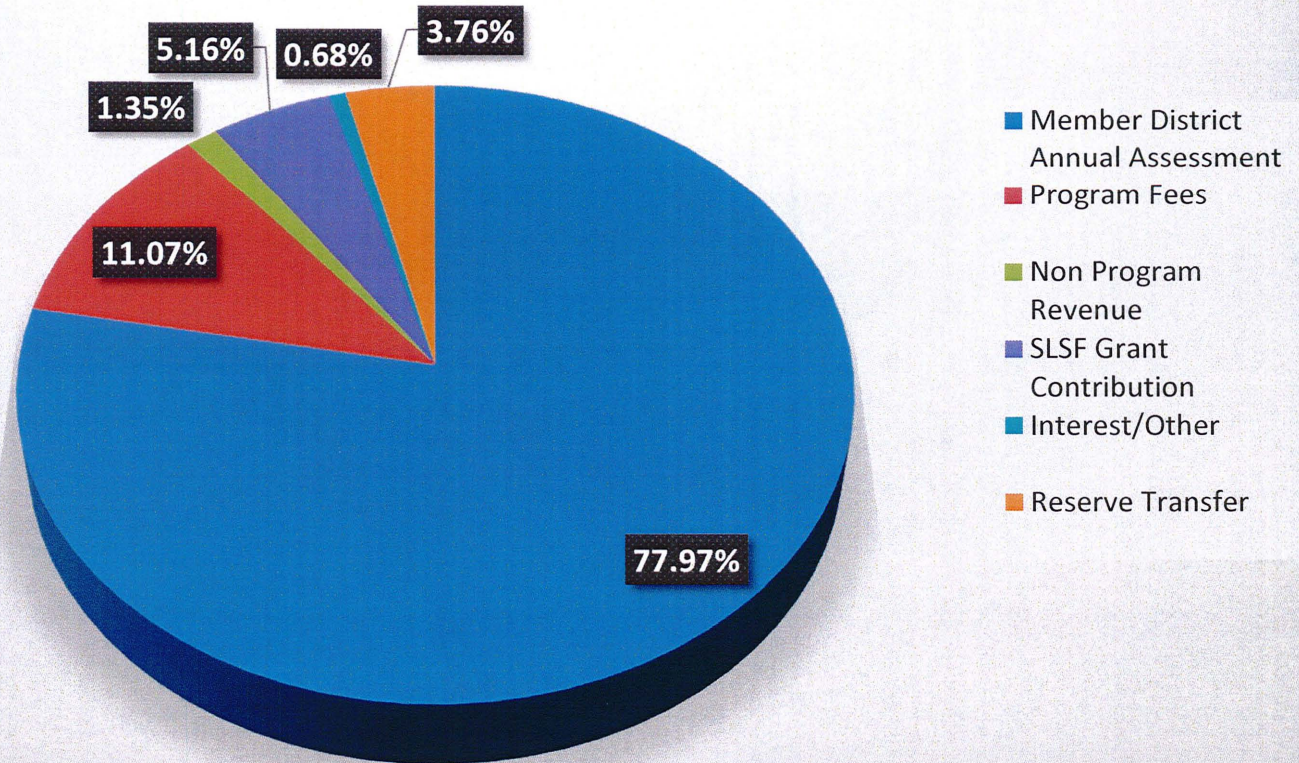


## EXPENSE ANALYSIS:

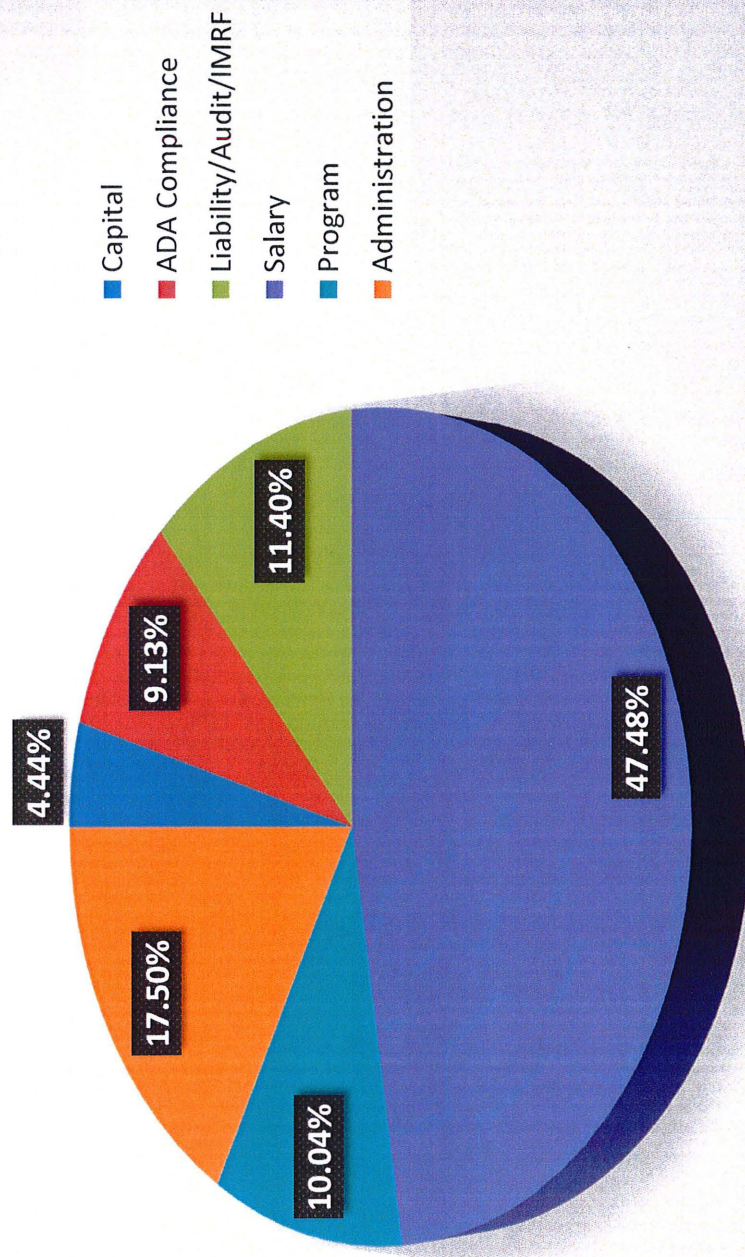
\$4,960,867.30



## NWSRA 2017 Revenue Analysis



## NWSRA 2017 Expense Analysis



# Planning Ahead

Utilize the comprehensive Strategic Plan for 2017-2021 for NWSRA

- Implement action steps according to Departmental Plan that outlines Strategic Plan goals for 2018

Retirement of Jayne Finger, Superintendent of Recreation

- Provide continued mentoring and training opportunities for new Superintendent and Managers
- Continue the transfer of knowledge to all new staff within departments

Expansion of NWSRA Programming Space

- Anticipated opening of August 2018

Expansion of Collaboratives Department

- Expansion of PURSUIT and STAR Academy has led to the addition of new staff. Will continue to define roles and streamline processes within this department to ensure continued growth.