

RECREATION PROFESSIONAL BOOT CAMP

WEEK
4

ESSENTIAL TRAINING FOR NEW
YOUNG RECREATION PROFESSIONALS

REMARKBLERECREATIONSOLUTIONS.COM

REMARKABLE
RECREATION SOLUTIONS



RECREATION PROFESSIONAL BOOT CAMP

This **RECREATION PROFESSIONAL BOOT CAMP** will provide you with the foundation you need to **THRIVE** as a Recreation Professional. We will explore the theories of recreation, and give you hundreds of tangible “take-home” ideas to put those theories into practice. This Coaching Series will **ACTIVATE YOU**, so you can **ACTIVATE YOUR COMMUNITY**. We will be investigating program areas that you might not be engaged in yet, thus **LAUNCHING** the next phase of your career.

FORMAT

Online Group Webinar— LIVE!

8 Sessions / Once a week / 1.5 hours per session

Same day and time each week / Total of 12 hours

INVESTMENT

A Single Webinar Session is typically \$40.

This 8 Session Series = **\$240** (8 for the price of 6)

(Equal to \$30/session or \$20/hour)

DISCOUNTED FOR LIMITED TIME

Super Discount = **60% OFF** = **NOW \$96**

(Equal to \$12/session or \$8/hour)



BENEFITS (THE RETURN ON INVESTMENT)

- Perfect for new Young Recreation Professionals
- Insight into the Profession's Principles & Practices
- Build a foundation for launching your Rec Career
- Invest in Yourself and Build Expertise (\$380 Value)
- 100's of Take-Aways to Implement (\$900 Value)
- 8 Sess (12 hrs) of Recreation Coaching (\$480 Value)
- Plus, receive a Resume Review & Input (\$200 Value)
- Plus, receive Certificate of Completion (\$100 Value)
- After series, you get free access to 6 of the once-a-month Check-Ins (“Rec Quest Cohort”) (\$240 Value)
- Mentor for Life (“Just a call away”) (Priceless)

SERIES DATES

3/21–5/9 (2024)

THU's @ 1pm (EST)

8 Sessions / Online

REMARKABLE
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#RPBC24001

GET REC'D: GETTING RECREATION TO OUR COMMUNITY

WEEK 1



This introductory session provides a quick overview of the Recreation Profession, showing both the “Principles” and the “Practice” of providing recreation to your community. We will look at the WHY of recreation being essential. We will take a short tour of the history of Parks and Recreation in the United States. We will learn the WHAT of assessing our community needs, to then align our services to best meet those needs by determining our Core Services. We will discover what our message is and learn how to best put that message in front of our community by creating Agency Ambassadors.

A STRATEGIC APPROACH TO CONTRACT INSTRUCTORS

WEEK 2



Here we introduce the concept of being strategic in our profession. Then, with that framework in mind we explore the best practices for implementing Contract Instructors on a wide scale. As a program area, Contract Instructors can reach all ages, all demographics, all cultures. This program area can significantly impact your Agency's fiscal outlook, by increasing Cost Recoveries and decreasing General Fund Subsidies, while accomplishing your Agency's Mission to meet your community. We will explore the best methods and practices for taking your Contract Instructor Program to the next level.

THE HEALTHY HABITS MOTIF, & THE CONNECTIONS CONCEPT

WEEK 3



The motif of “Healthy Habits” should run through all recreation programs. We will explore what Healthy Habits are (*it's much more than you might think*) and why they are so vital. Then, we dive into the 3 different types of creative HEALTHY HABITS CAMPAIGNS, aimed at a thriving community. We will explore the concept of “CONNECTIONS”: (1) Helping our community connect with one another, (2) How to connect with our elected officials. At the end, we will practice our own Personal Leadership Philosophy and check-in with the Recreation Professional Job Competencies.

WOW FACTOR: UNLEASHING CREATIVITY IN THE RECREATION PROFESSION

WEEK 4



JUST WOW: We will dig into what makes a Wow Factor and we will learn how to accomplish that Wow without losing our foundational mission. HOW TO WOW: We will investigate how Wow can be Factored into programs and facilities, by creating an Agency that values Innovation and Incubates creative ideas. BE A WOW FACTOR(Y): Discover how to keep churning out Wow-Ness as we explore dozens of creative real-life examples for adding Wow on a Budget. Then, we will practice Activating Our Creativity. At the end, we will investigate how to implement the Continuous Improvement Model.

EXCELLENT FACILITY RENTAL MANAGEMENT

WEEK 5



Even if you do not currently manage your Agency's Facility Rental Program, there are two good reasons to invest the time to understand this service: (1) You may find yourself in charge of facilities in the future, (2) Every program you run will be utilizing a facility, so it is vital to know what goes into managing it. We will explore the best practice methods for organizing the rental process. We will create a defensible rental fee structure based on square footage and “price-points”. We will examine a dozen effective policy considerations. We will investigate better ways to work with, and connect with, the maintenance staff.

PARTNERING WITH COMMUNITY GROUPS, & BRANDING YOUR AGENCY

WEEK 6



Partnering with Community Groups is a “Best Practice” that can result in new programs, new facilities, new volunteers, and increased community safety. We will investigate how to negotiate with community groups. We will look at how to set up Partnership Agreements that exchange “equal value” between the two parties. Then, we will look at the pros and cons of dozens of real-life partnership examples. After that, we will discover the steps for determining your agency's Brand, knowing that Branding is a vital first step before Marketing your programs.

PERFORMANCE MEASURES, & BUDGET PROJECTIONS

WEEK 7



Tracking Performance Measures allows us to turn basic data into vital information that tells our Agency's Story, and highlights our Agency as an “Essential Service” to both our Elected Policy Makers and the community. We will discover the difference between outputs and outcomes. Then, we will cover some unique ideas for accomplishing Budget Projections. We will dive into the Recreation Program Planning Worksheet, that captures data from each single program, so we can build up to an Agency-Wide Budget. After that, we will use the Benefits Pyramid to establish a defensible pricing strategy for setting program fees.

REVENUE GENERATION IN PROGRAMS AND RECREATION

WEEK 8



It is time that Recreation Agencies press forward in their efforts to generate additional Revenue, instead of just passively “hoping” for more participants to register for the recreation programs. We will dive into 50 to 60 ideas for generating revenue to help your agency THRIVE! Some of these, you are likely already doing, but may need to think about them in new ways. Others will be new ideas that you can put into practice starting tomorrow. By increasing revenues, we allow our agency to have more resources available for other programs and we help our agency reach its mission.

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WEEK 4

ACTION STEPS: You must know Your...

To Determine Your...

AFFIRM: Know your **WHY**

Confidence

APPRECIATE: Know your **HISTORY**

Common Ground

ASSESS: Know Your **COMMUNITY**

Community Needs

ALIGN: Know Your **SERVICES**

Core Services

ANNOUNCE: Know Your **MESSAGE**

Communications

WHAT

GETTING RECREATION TO OUR COMMUNITIES



WOW FACTOR

UNLEASHING CREATIVITY IN THE RECREATION PROFESSION



How would you define “WOW FACTOR” for Parks and Recreation ?

THAT ABILITY TO STAND OUT FROM THE CROWD WITH
SOMETHING UNIQUE OR UNEXPECTED.

THAT THING THAT “DRAWS IN” OUR COMMUNITY

There are 2 types of “WOW”

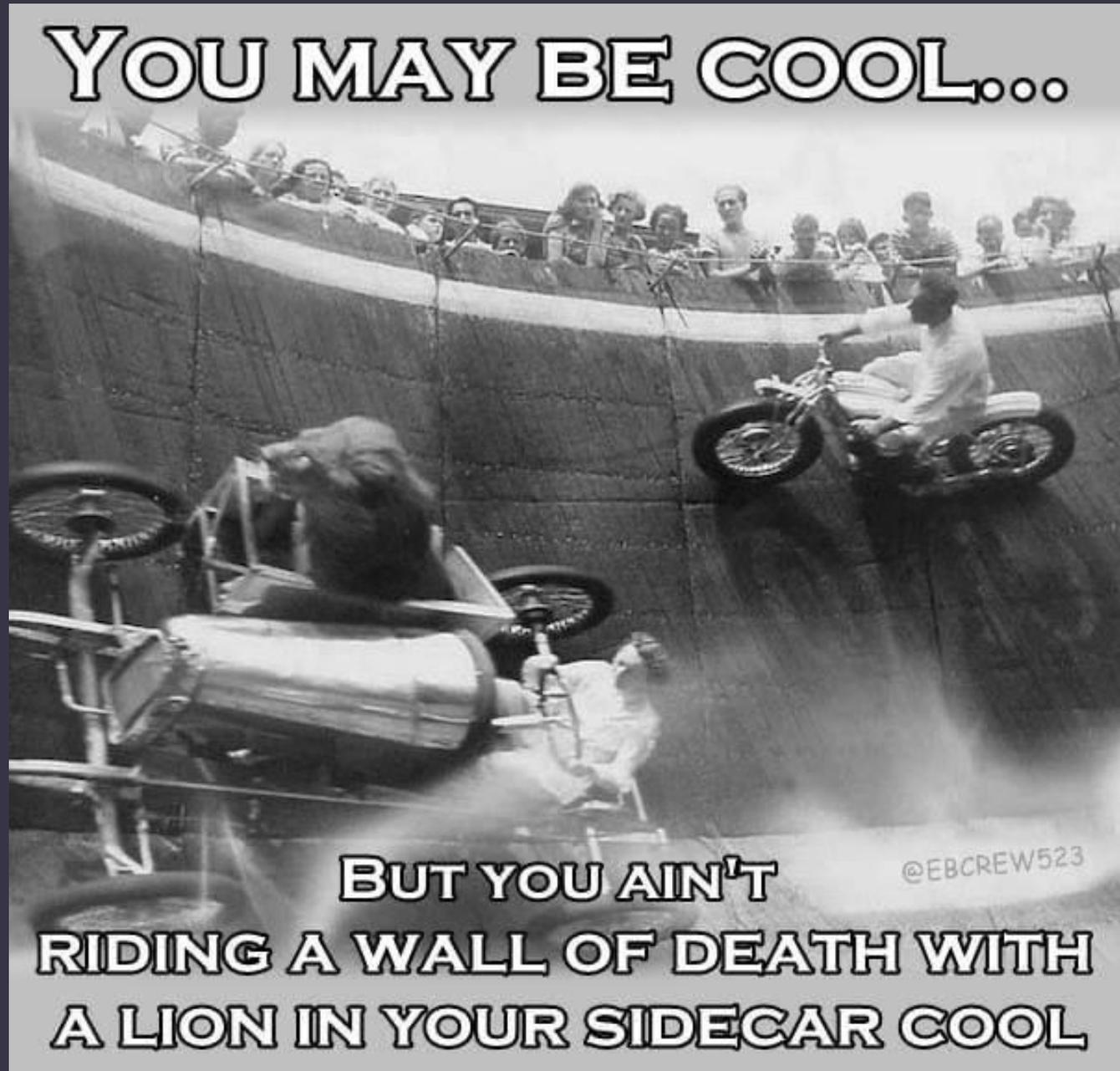
1) EXCLAMATION OF SURPRISE OR AMAZEMENT

2) SARCASTIC OR DISMISSIVE

AUTHENTIC
WOW



AUTHENTIC
WOW



SARCASTIC WOW



**Did you know that if you take a
toilet paper tube...**

SARCASTIC
WOW



SARCASTIC
WOW

**Did you know that if you take a
toilet paper tube...**

**and use your phone to take a
picture through it while you are
looking into it...**

**It will look like
your face is the moon**

SARCASTIC
WOW



SARCASTIC
WOW



WOW
FACTOR
DEFINITION

**That ability to stand out from
the crowd with something
unique or unexpected.**

**That thing that “draws in”
our community**

Creativity / Innovation

HOW TO WOW



HOW
TO
WOW

AS AN
ORGANIZATION

**What
is
Innovation?**

HOW
TO
WOW

AS AN
ORGANIZATION

What is Innovation?

**Radical Breakthroughs
Technological Advancements**

**YES, but most innovation occurs
through much smaller steps**

HOW
TO
WOW

AS AN
ORGANIZATION

What is Innovation?

Novel approaches to problems

**Applying existing solutions
in new contexts**

**For local government,
innovation is really about
creating value for community**

HOW
TO
WOW

AS AN
ORGANIZATION

How To Create an Innovative Organization?

HOW
TO
WOW

AS AN
ORGANIZATION

Creating an Innovative Organization

**These types of Organizations
will have the following
five things:**

HOW
TO
WOW

AS AN
ORGANIZATION

Creating an Innovative Organization

1) VISION/SUPPORT FROM TOP

Who see the big picture

Who defines the “why”

Who provide resources

**Who create an environment
where staff is safe to speak up
and take risks**

HOW
TO
WOW

AS AN
ORGANIZATION

Creating an Innovative Organization

2) REALISTIC EXPECTATIONS

Doesn't happen overnight

Incremental change

Experimentation & Failures

Plan for long-term impacts, and

Look for short-term wins

HOW
TO
WOW

AS AN
ORGANIZATION

Creating an Innovative Organization

3) PARTICIPATION AT ALL LEVELS

**Proactively listen to,
& involve Staff at all levels**

**Best ideas come from those
doing the work; from those
closest to the customers**

HOW
TO
WOW

AS AN
ORGANIZATION

Creating an Innovative Organization

4) ADAPTABILITY

Adapt to Changes:
Technological, Economic, Political

Dead Projects offer
valuable lessons &
unexpected opportunities

People/Culture = Greater Asset

HOW
TO
WOW

AS AN
ORGANIZATION

Creating an Innovative Organization

5) PURPOSEFUL

Seek out & Implement new solutions

Stay up to date with new trends/tools

Prioritize Training & Prof Development

Take calculated risks, & be
OK with occasional Failures

Build a business case, before
making significant investments

HOW
TO
WOW

AS AN
ORGANIZATION

Creating an Innovative Organization

- 1) VISION/SUPPORT FROM TOP
- 2) REALISTIC EXPECTATIONS
- 3) PARTICIPATION AT ALL LEVELS
- 4) ADAPTABILITY
- 5) PURPOSEFUL

HOW
TO
WOW

AS AN
ORGANIZATION

**How to
Incubate
Creative Ideas?**

HOW
TO
WOW

AS AN
ORGANIZATION

Incubating ideas

**Every IDEA needs the
following five things:**

HOW
TO
WOW

AS AN
ORGANIZATION

Incubating Ideas

1) A CHANCE

“What the human being is best at doing, is interpreting all new information so that their prior conclusions remain intact.”

- - Warren Buffet

HOW
TO
WOW

AS AN
ORGANIZATION

Incubating Ideas

2) A HOME

Human brains are pattern
recognition machines

Write the idea down,
before it gets lost

Do this both professionally
and personally

HOW
TO
WOW

AS AN
ORGANIZATION

Incubating Ideas

3) A TIME AND PLACE

Have a bias towards action

The right time is now

HOW
TO
WOW

AS AN
ORGANIZATION

Incubating Ideas

4) A BODYGUARD

Ideas are fragile in the beginning

Bad Ideas are part of Good Ideas

Don't give up when solutions
are not obvious

Don't try to do it alone - - The
solutions is probably on your team

HOW
TO
WOW

AS AN
ORGANIZATION

Incubating Ideas

5) A CREW

A community of people who support it.

“The reasonable man adapts himself to the world: the unreasonable one persists in trying to adapt the world to himself.

Therefore, all progress depends on the unreasonable man.”

- - **Bernard Shaw**

HOW
TO
WOW

AS AN
ORGANIZATION

Incubating Ideas

Every IDEA needs five things:

- 1) A CHANCE**
- 2) A HOME**
- 3) A TIME & PLACE**
- 4) A BODY GUARD**
- 5) A CREW**

HOW
TO
WOW

AS AN
ORGANIZATION

What Are The Four Types of Innovation?

4 Types of Innovation

HOW
TO
WOW

AS AN
ORGANIZATION

OPERATIONAL

OUTWARD

Product
Innovation

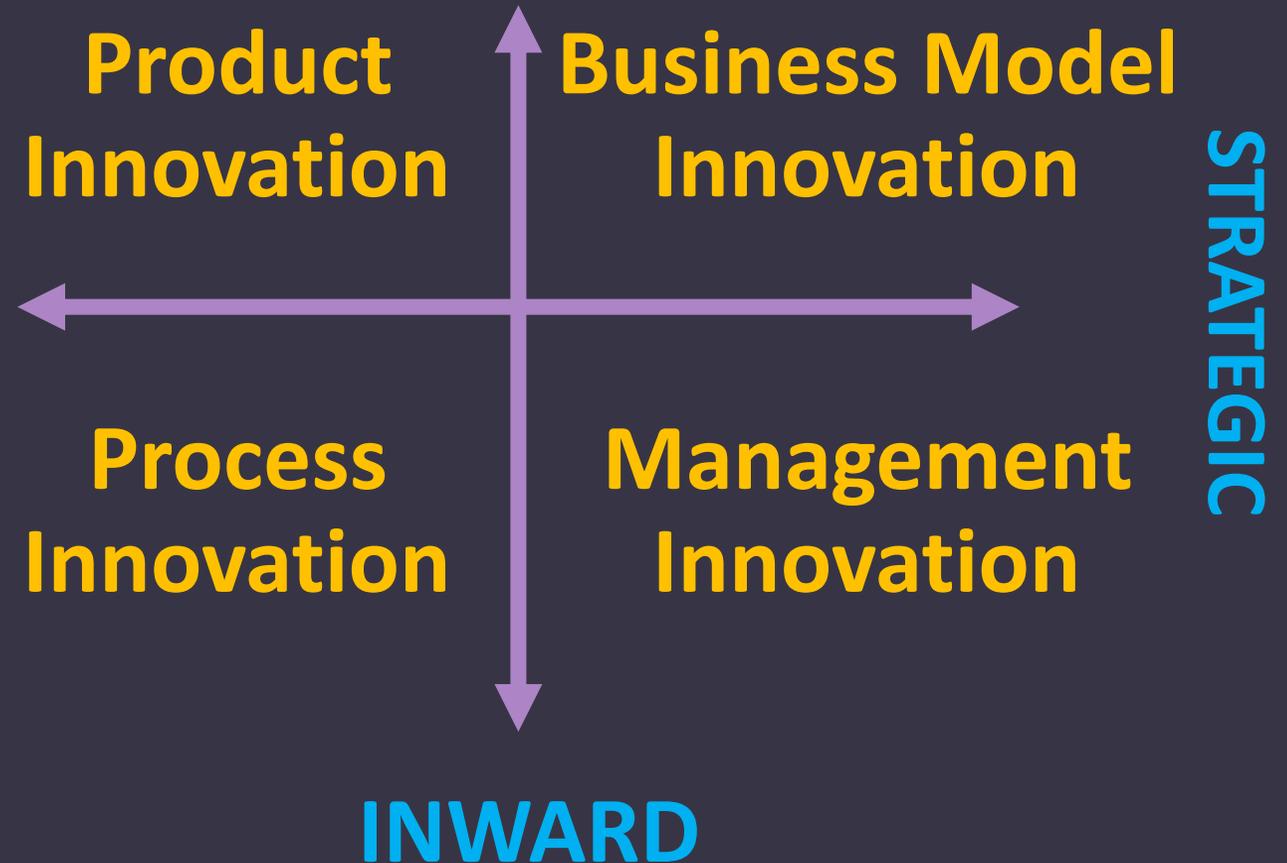
Business Model
Innovation

Process
Innovation

Management
Innovation

STRATEGIC

INWARD



HOW
TO
WOW

AS AN
ORGANIZATION

4 Types of Innovation

PRODUCT INNOVATION. Change, improve or renew an organization's products (and/or services), or create new ones. [Outward/Operational]

PROCESS INNOVATION. Efficiency and quality-driven to improve the way the organization works on a day-to-day basis. [Inward/Operational]

Business Model Innovation. Focused on changing how organization creates and captures value. Will look at new revenue models. [Outward/ Strategic]

Management Innovation. Less commonly known but critical, this type concerns innovating how an organization is organized, managed, and led. Often implies decentralization. [Inward/Strategic]

BE A
WOW
FACTOR(Y)



BE A
WOW
FACTOR (Y)

FACILITY

GOAL OF WOW FACTORY

We want to generate ideas,
and look for possibilities,
hoping to trigger new ideas.

We will look at:

- (1) Big Budget Projects
- (2) Low Budget Creativity

BE A
WOW
FACTOR (Y)

FACILITY



BE A
WOW
FACTOR (Y)

FACILITY



BE A
WOW
FACTOR (Y)

FACILITY



BE A
WOW
FACTOR (Y)

FACILITY



BE A
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FACTOR (Y)

FACILITY



BE A
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FACTOR (Y)

FACILITY



BE A
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FACTOR (Y)

FACILITY



BE A
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FACILITY



BE A
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FACTOR (Y)

FACILITY

Australia paints highway with glow in the dark paint to make driving safer



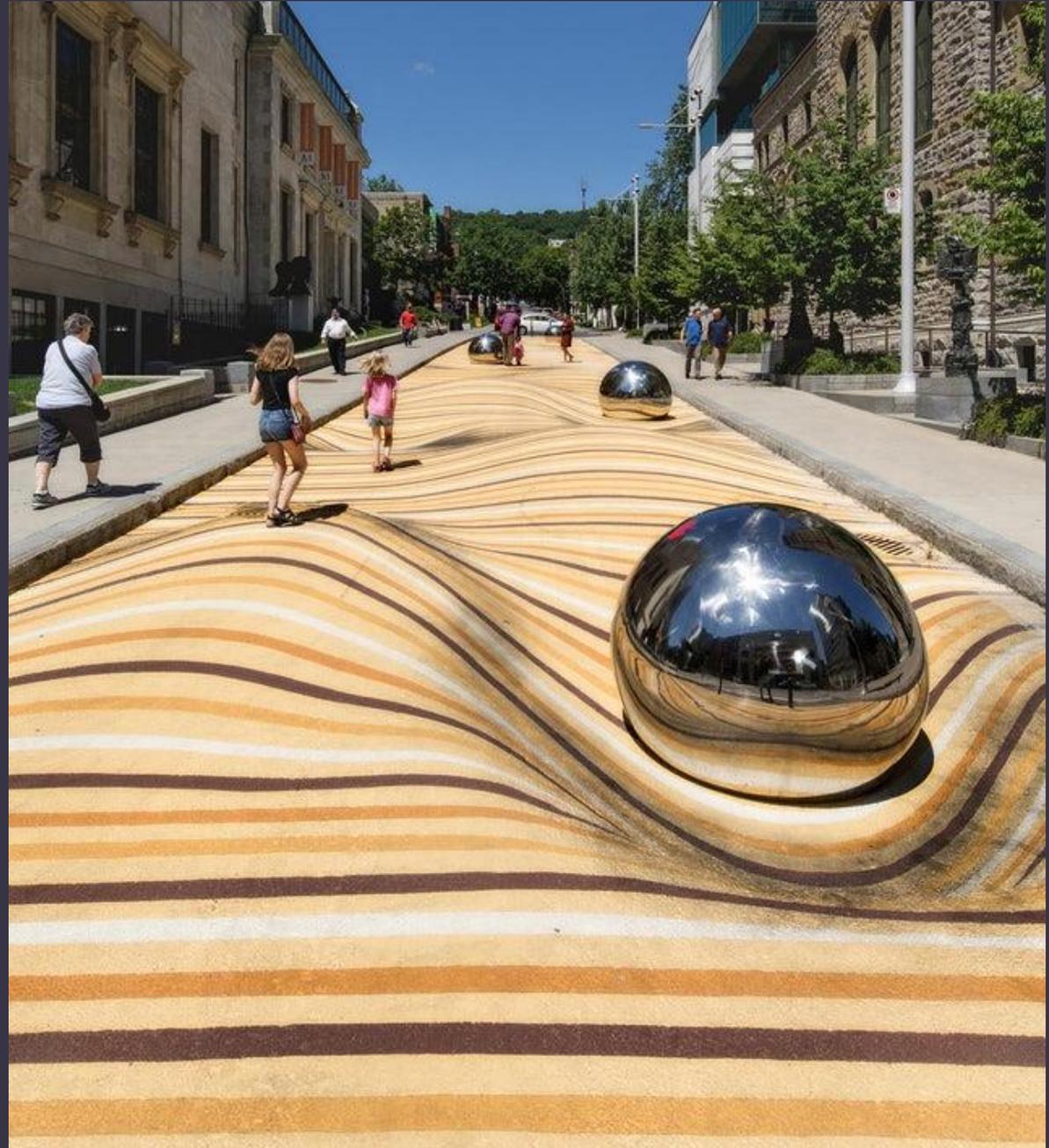
BE A
WOW
FACTOR (Y)

FACILITY



BE A
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FACTOR (Y)

FACILITY



BE A
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FACTOR (Y)

FACILITY



BE A
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FACTOR (Y)

FACILITY



BE A
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FACILITY



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FACILITY



BE A
WOW
FACTOR (Y)

FACILITY



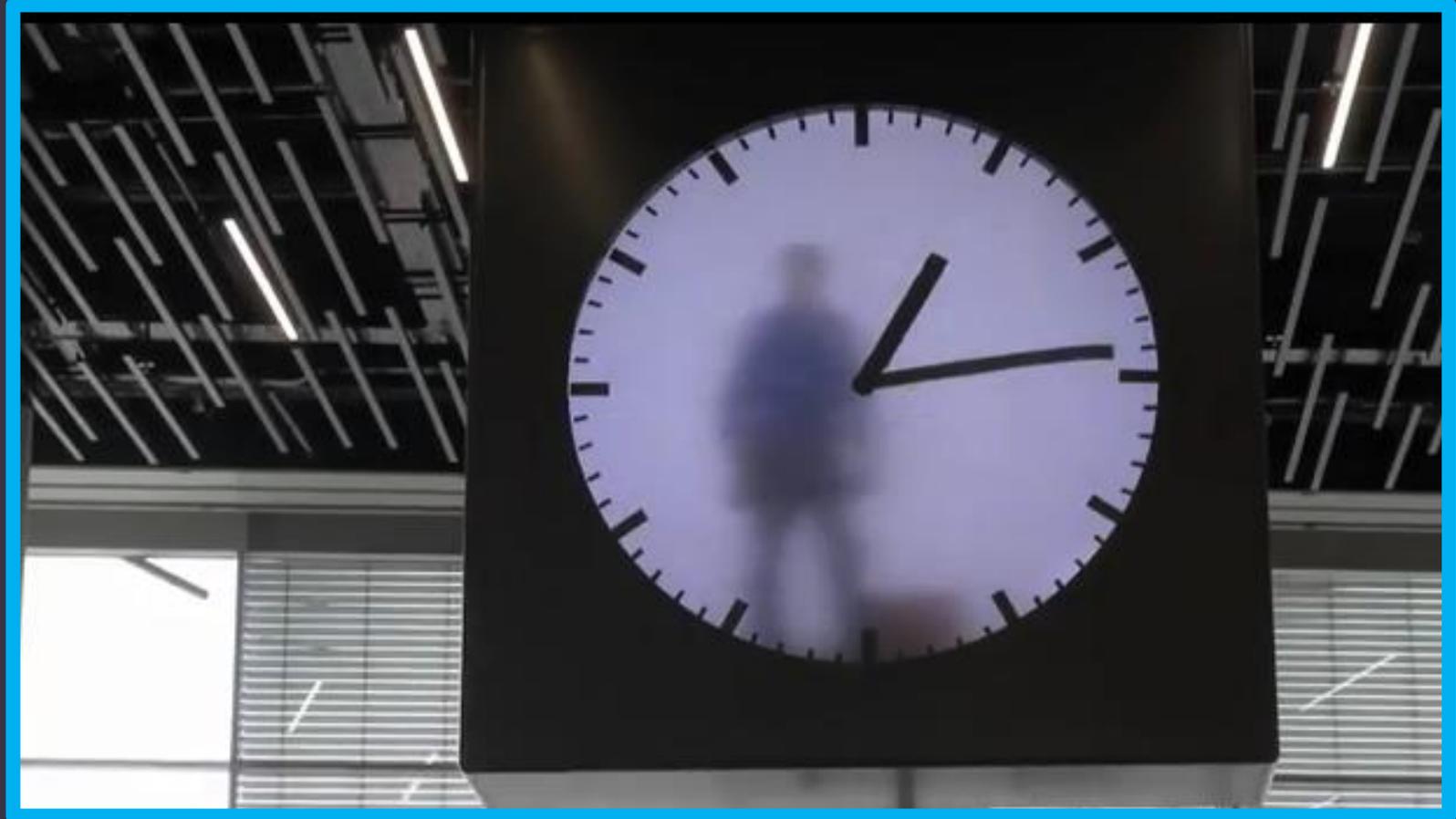
BE A
WOW
FACTOR (Y)

FACILITY



BE A
WOW
FACTOR (Y)

FACILITY



BE A
WOW
FACTOR (Y)

FACILITY

**MAKE YOUR NEXT
PLAYGROUND A
BICYCLE PLAYGROUND**



CHUTES & LADDER PARK



BE A
WOW
FACTOR (Y)

FACILITY



BE A
WOW
FACTOR (Y)

FACILITY



BE A
WOW
FACTOR (Y)

FACILITY

Inside a random gas station
bathroom in Kentucky



AS

@awareness_of_success

WOW
WITH
AN
“INTRIGUING”
BUTTON

BE A
WOW
FACTOR (Y)

FACILITY



BE A
WOW
FACTOR (Y)

FACILITY



BE A
WOW
FACTOR (Y)

FACILITY



*IndyGo*SM

BE A
WOW
FACTOR (Y)

FACILITY



INDIGO
COLOR

BE A
WOW
FACTOR (Y)

FACILITY
messaging



BE A
WOW
FACTOR (Y)

FACILITY
messaging



BE A
WOW
FACTOR (Y)

FACILITY
messaging



BE A
WOW
FACTOR (Y)

FACILITY
messaging



BE A
WOW
FACTOR (Y)

FACILITY
messaging



BE A
WOW
FACTOR (Y)

PROGRAM

GOAL OF WOW FACTORY

We want to
generate ideas,
look for possibilities,
hoping to trigger new ideas.

BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

PROGRAM

An inflatable tank pool float

**With a working water cannon
and foot pedals to get around!**



BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

PROGRAM



The poster features three action shots: a man in a blue jersey with the number 23 running on a track with a red ball; a man in a red shirt leaning over to pick up a blue ball on a grassy field; and a group of people playing a board game on a red and yellow grid. In the top right corner, there is a logo for Fort Atkinson Parks & Recreation, which includes three small icons (a tree, a building, and a ball) and the text 'FORT ATKINSON PARKS & RECREATION'.

ADULT RECESS

JONES PARK, FORT ATKINSON | 5.12.2023 | 6:00 - 9:00 P.M.

BE A
WOW
FACTOR (Y)

PROGRAM

walk[®] WITH a DOC **Hanford**

Saturday, March 18, 2023

9 - 10 AM (arrive by 8:45 to sign in)

Freedom Park (2000 9 1/4 Avenue, Hanford)

This doctor-led group is a fun and safe place to go for a walk, learn about health, and meet new friends.

The event is **FREE** and all are welcome!

Future walks will be held on the 3rd Saturday of every month and will rotate between Freedom and Centennial Parks.

No registration necessary. Questions?
Email balbert@cityofhanfordca.com or
btjohnson@cityofhanfordca.com.



March's Doc!
Adventist Health Ambulatory
Medical Officer Raul Ayala, MD



We are a local chapter of an international 501(c)3. Learn more at walkwithadoc.org

BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

PROGRAM

 **Outdoors**
3h · 

POP QUIZ.
Tell us where IN THE CITY this is. It is city
... See more



 3 16 comments 1 share

 Like  Comment  Share

BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

PROGRAM

ODD SPORTS “SAMPLER”

Give your attendees the
opportunity to
TRY SOMETHING NEW.

Maybe they will want to
make it into a league?

Let's go beyond futsal,
spike-ball, etc. [pickleball]

SAMPLE: NET BALL

BE A
WOW
FACTOR (Y)

PROGRAM



SAMPLE: KIN-BALL

BE A
WOW
FACTOR (Y)

PROGRAM



SAMPLE: SPEEDBALL

BE A
WOW
FACTOR (Y)

PROGRAM



SAMPLE: HALO BALL

BE A
WOW
FACTOR (Y)

PROGRAM



SAMPLE: TCHOUKBALL

BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

PROGRAM

ODD SPORTS “DEMOS”

Give your attendees the
opportunity to
SEE SOMETHING AMAZING.

Do it as a stand-alone event,
or as a part of another event

Let's go beyond the ordinary

DEMO: JUMP ROPE EXPERT

BE A
WOW
FACTOR (Y)

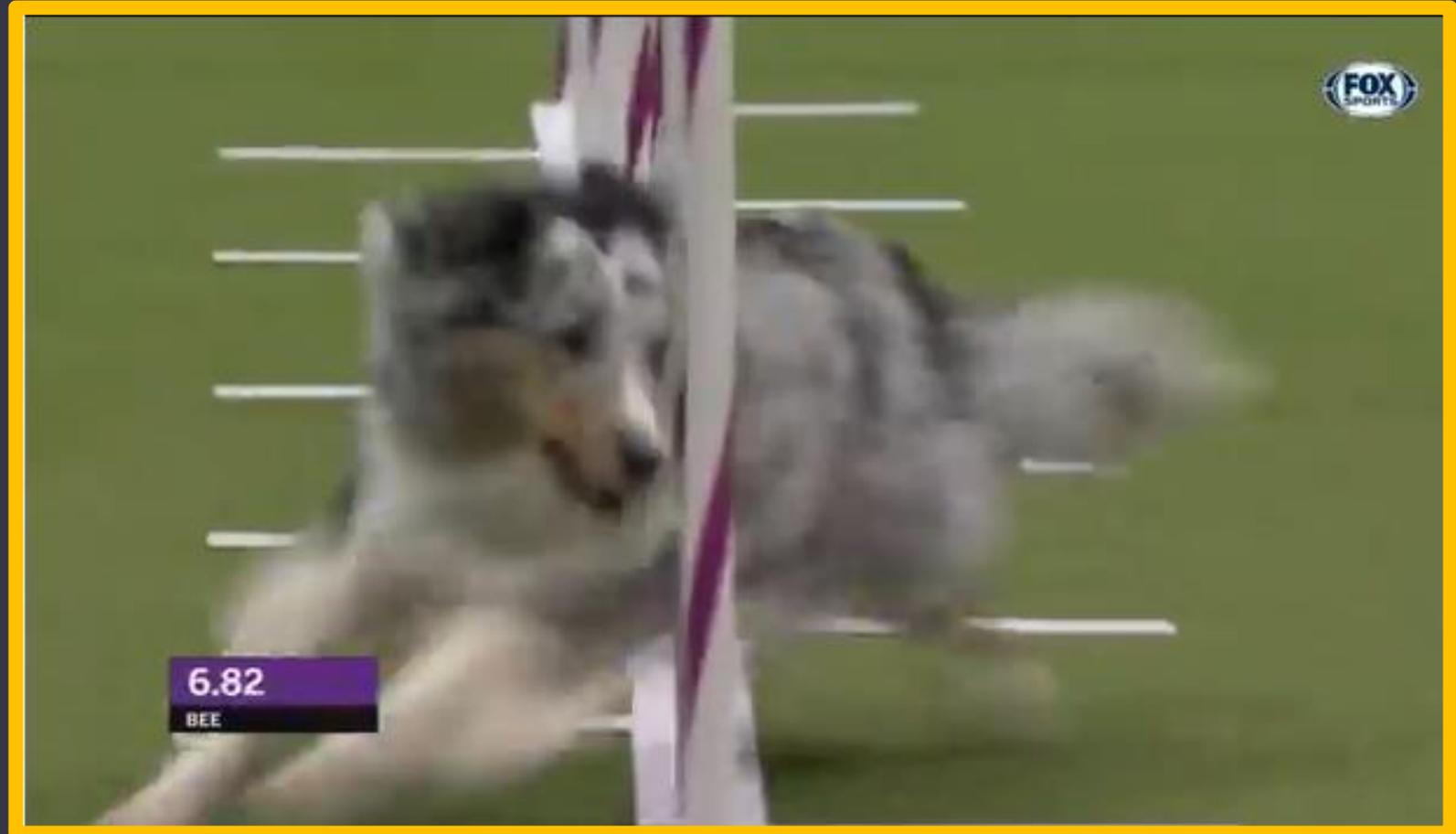
PROGRAM



DEMO: DOG AGILITY

BE A
WOW
FACTOR (Y)

PROGRAM



DEMO: SEPAK TAKRAW

BE A
WOW
FACTOR (Y)

PROGRAM



DEMO: MOTOBALL

BE A
WOW
FACTOR (Y)

PROGRAM



DEMO: CAR SOCCER

BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

PROGRAM

GUINNESS WORLD RECORD

Give your attendees the
opportunity to set a
GUINNESS WORLD RECORD.

Do it as a stand-alone event,
or as a part of another event

Get into the Record Books

GUINNESS: MATTRESS DOMINO

BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

PROGRAM

GUINNESS WORLD RECORD

Mattress Dominos [2,355]

Roasting Marshmallows [1,272]

Group Scream [127.2 dBA]

Longest Dinner Table [10,466 ft]

Longest Kickball Game [51 hours]

Largest Pancake Serving [13,000]

Rock Snake [31,731]

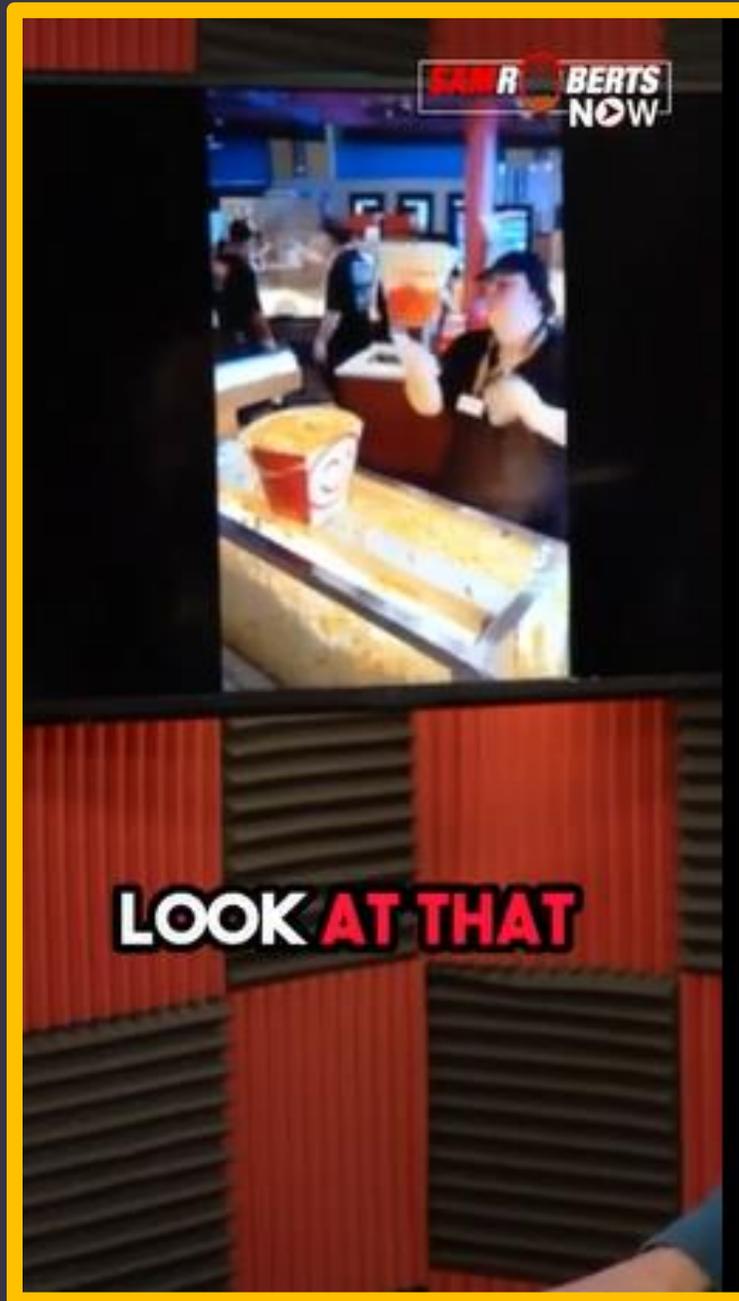
BE A
WOW
FACTOR (Y)

PROGRAM



BE A
WOW
FACTOR (Y)

STAFF



BE A
WOW
FACTOR (Y)

ACTIVATE
YOUR
CREATIVITY

What is Normal?

Normal is the
enemy of Creativity

The Normative Assumption

It's the idea that: Things that are now,
in the way they are now...
Will always be
the way they will always be.

Be willing to break out of the mold!

Traits of Creativity

BE A
WOW
FACTOR (Y)

ACTIVATE
YOUR
CREATIVITY

BE A
WOW
FACTOR (Y)

ACTIVATE
YOUR
CREATIVITY

Traits of Creativity

1. **CONFIDENCE:** ABILITY TO QUESTION WITHOUT FEAR
2. **OBSERVATION:** SEEING PROBLEMS/IDEAS
3. **HUMILITY:** KNOWING YOU DON'T KNOW EVERYTHING
4. **MINDFULNESS:** THINKING ON HOW TO THINK
5. **CURIOSITY:** EXPLORING AND EXPERIMENTING
6. **RESOURCEFULNESS:** SOMETHING TO TINKER WITH
7. **ENERGY:** TO EXPLORE AND TINKER
8. **ACTION:** NOT JUST THINKING, BUT DOING

Who is Creative?

Some people think they aren't creative, while others don't know how to harness it.

Truth is, the creativity has been trained out of most of us (*98% of adults per study*) so we need to train it back in

Creativity comes when it wants to, & leaves when it wants to. It comes in waves, not when you “schedule it”

BE A
WOW
FACTOR (Y)

ACTIVATE
YOUR
CREATIVITY

BE A
WOW
FACTOR (Y)

**ACTIVATE
YOUR
CREATIVITY**



Creativity Exercises

THINK LIKE CHILDREN

Children are far better at creativity than adults are, so ask kids how they might tackle your challenge. Be open to tinkering and questioning things like you would when you were a kid

BE A
WOW
FACTOR (Y)

**ACTIVATE
YOUR
CREATIVITY**

2 Creativity Exercises

USE ALL 21 SENSES

We have 21 senses, so use all of them. Magnetoreception, Time, Hunger, Equilibrioception, Taste, etc. Don't be limited by "traditional" senses but use others to wake up your mindset

<https://www.hellahealth.com/blog/wellness/humans-five-senses/>

BE A
WOW
FACTOR (Y)

ACTIVATE
YOUR
CREATIVITY

3

Creativity Exercises

GET UNCOMFORTABLE

Falsifying small traumas can make you mentally resilient & more creative. This means using things that are uncomfortable as a way to force ourselves into thinking differently.

Lie on your back and stare at the ceiling.
Give out energy drinks on a street corner in exchange for hi-fives. Take a different way home from work and “figure it out.”
All of these wake up our senses.

BE A
WOW
FACTOR (Y)

ACTIVATE
YOUR
CREATIVITY

4

Creativity Exercises

LOOK TO NATURE

Look to nature for answers.

Nature is a brilliant problem solver.

How would nature solve your problem?

BE A
WOW
FACTOR (Y)

ACTIVATE
YOUR
CREATIVITY

5 Creativity Exercises

FLEX + FUSE + FRACTURE

Ask yourself how you can **flex** the rules of the situation.

Ask yourself how you can **fuse** two or more ideas and put them together in a new way.

Ask yourself how you can **fracture** a concept into little tiny parts.

BE A
WOW
FACTOR (Y)

ACTIVATE
YOUR
CREATIVITY

6 Creativity Exercises

FORCING CONNECTIONS

Forcing Connections is a way to brainstorm that forces you to find ways that dissimilar things are similar.

Such as “downtown parking” and “a shoelace”. The idea here is to force people to make unusual connections. Its great for breaking out of a problem.

Creativity Exercises

BE A
WOW
FACTOR (Y)

ACTIVATE
YOUR
CREATIVITY

THINK LIKE CHILDREN

USE ALL 21 SENSES

GET UNCOMFORTABLE

LOOK TO NATURE

FLEX + FUSE + FRACTURE

FORCING CONNECTIONS

BE A
WOW
FACTOR (Y)

ACTIVATE
YOUR
CREATIVITY

Who is Creative?

YOU ARE!

There are so many more techniques that we can use to help us get creative.

Just remember that creativity doesn't come "on demand"

It requires us to show up a little differently...so try something new (and get uncomfortable)

GO **BE** THAT

WOW
FACTOR



REMARKABLE
RECREATION SOLUTIONS



Q&A / SHARE

How did it go with Last Week's Assignment?
Were you able to write your own personal
Leadership Philosophy?

**WOW FACTOR: UNLEASHING CREATIVITY
IN THE RECREATION PROFESSION**

WOW FACTOR: UNLEASHING CREATIVITY IN THE RECREATION PROFESSION

REMARKABLE
RECREATION SOLUTIONS



ASSIGNMENT FOR WEEK 4

**SPEND A HALF HOUR
TRYING OUT AT LEAST TWO OF
THE CREATIVITY EXERCISES**

First, find a problem you need to solve. Then try the exercises

BOOT CAMP ATTENDEE PAGE

- Sent the Link via email
- <https://remarkablerecreation.com/bcxca0321>

Here you will find:

- Copy of the PowerPoint
- Other vital info from that week's Boot Camp class

The screenshot shows the 'BOOT CAMP ATTENDEE PAGE' for 'RECREATION PROFESSIONAL BOOT CAMP 2024-03-21 [BCXCA0321]'. The page is divided into sections for 'WEEK ONE' with the theme 'GET REC'D: GETTING RECREATION TO YOUR COMMUNITY'. It features a 'Week 1 Power Point' download button and three content cards: 'Get Rec'd Action Steps', 'Declarations (Homework)', and 'Evaluative Criteria'.

RECREATION PROFESSIONAL BOOT CAMP
2024-03-21 [BCXCA0321]
BOOT CAMP ATTENDEE PAGE

WEEK ONE GET REC'D: GETTING RECREATION TO YOUR COMMUNITY

Week 1 Power Point
Get the Power Point Presentation

RECREATION PROFESSIONAL BOOT CAMP
WEEK 1
ESSENTIAL TRAINING FOR NEW YOUNG RECREATION PROFESSIONALS
REMARKABLERECREATIONSOLUTIONS.COM

ACTION STEPS: You must know Your
AFFIRM: Know your WHY
APPRECIATE: Know your HISTO
ASSESS: Know Your COMM
ALIGN: Know Your SERV
ANNOUNCE: Know Your MESS
GETTING RECREATION TO OUR COMMUNITY
MAKING OUR MISSION MATTER

DECLARATION
KNOW YOUR WHY
KNOW YOUR HISTORY
KNOW YOUR SERVICES
KNOW YOUR MESSAGE
REACHING MY COMMUNITY

FINDING YOUR CORE SERVICES
#1: Put all services "through
The Evaluative Criteria
❖ Does the program support Mission & Target Market?
❖ Does the community seek this type of program?
❖ Does our agency have the provide the program?
❖ Does the program fill a gap community services? (Alter

Get Rec'd Action Steps Declarations (Homework) Evaluative Criteria

SEE YOU NEXT WEEK!

WEEK #5 = APR 18, 2024

THU 1PM EST



RECREATION PROFESSIONAL BOOT CAMP

This **RECREATION PROFESSIONAL BOOT CAMP** will provide you with the foundation you need to **THRIVE** as a Recreation Professional. We will explore the theories of recreation, and give you hundreds of tangible “take-home” ideas to put those theories into practice. This Coaching Series will **ACTIVATE YOU**, so you can **ACTIVATE YOUR COMMUNITY**. We will be investigating program areas that you might not be engaged in yet, thus **LAUNCHING** the next phase of your career.

FORMAT

Online Group Webinar— LIVE!

8 Sessions / Once a week / 1.5 hours per session

Same day and time each week / Total of 12 hours

INVESTMENT

A Single Webinar Session is typically \$40.

This 8 Session Series = **\$240** (8 for the price of 6)

(Equal to \$30/session or \$20/hour)

DISCOUNTED FOR LIMITED TIME

Super Discount = **60% OFF** = **NOW \$96**

(Equal to \$12/session or \$8/hour)



BENEFITS (THE RETURN ON INVESTMENT)

- Perfect for new Young Recreation Professionals
- Insight into the Profession's Principles & Practices
- Build a foundation for launching your Rec Career
- Invest in Yourself and Build Expertise (\$380 Value)
- 100's of Take-Aways to Implement (\$900 Value)
- 8 Sess (12 hrs) of Recreation Coaching (\$480 Value)
- Plus, receive a Resume Review & Input (\$200 Value)
- Plus, receive Certificate of Completion (\$100 Value)
- After series, you get free access to 6 of the once-a-month Check-Ins (“Rec Quest Cohort”) (\$240 Value)
- Mentor for Life (“Just a call away”) (Priceless)

SERIES DATES

3/21–5/9 (2024)

THU's @ 1pm (EST)

8 Sessions / Online

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#RPBC24001

GET REC'D: GETTING RECREATION TO OUR COMMUNITY

WEEK 1

This introductory session provides a quick overview of the Recreation Profession, showing both the “Principles” and the “Practice” of providing recreation to your community. We will look at the WHY of recreation being essential. We will take a short tour of the history of Parks and Recreation in the United States. We will learn the WHAT of assessing our community needs, to then align our services to best meet those needs by determining our Core Services. We will discover what message is and learn how to best put that message in front of our community by creating Agency Ambassadors.

A STRATEGIC APPROACH TO CONTRACT INSTRUCTORS

WEEK 2

Here we introduce the concept of being strategic in our profession. Then, with that framework in mind we explore the best practices for implementing Contract Instructors on a wide scale. As a program area, Contract Instructors can reach all ages, all demographics, all cultures. This program area can significantly impact your Agency's fiscal outlook, by increasing Cost Recoveries and decreasing General Fund Subsidies, while accomplishing your Agency's Mission to meet your community. We will explore the best methods and practices for taking your Contract Instructor Program to the next level.

THE HEALTHY HABITS MOTIF, & THE CONNECTIONS CONCEPT

WEEK 3

The motif of “Healthy Habits” should run through all recreation programs. We will explore what Healthy Habits are (*it's much more than you might think*) and why they are so vital. Then, we dive into the 3 different types of creative HEALTHY HABITS CAMPAIGNS, aimed at a thriving community. We will explore the concept of “CONNECTIONS”: (1) Helping our community connect with one another, (2) How to connect with our elected officials, & (3) Connecting with our profession. At the end, we will activate our own *Personal Leadership Philosophy* and Check-In with the *Recreation Professional Job Competencies*.

WOW FACTOR: UNLEASHING CREATIVITY IN THE RECREATION PROFESSION

WEEK 4

JUST WOW: We will dig into what makes a Wow Factor and we will learn how to accomplish that Wow without losing our foundational mission. HOW TO WOW: We will investigate how Wow can be *Factored* into programs and facilities, by creating an Agency that values Innovation and Incubates creative ideas. BE A WOW FACTOR(Y): Discover how to keep churning out *Wow-Ness* as we explore dozens of creative real-life examples for adding *Wow on a Budget*. Then, we will practice *Activating Our Creativity*. At the end, we will investigate how to implement the Continuous Improvement Model.

EXCELLENT FACILITY RENTAL MANAGEMENT

WEEK 5

Even if you do not currently manage your Agency's Facility Rental Program, there are two good reasons to invest the time to understand this service: (1) You may find yourself in charge of facilities in the future, (2) Every program you run will be utilizing a facility, so it is vital to know what goes into managing it. We will explore the best practice methods for organizing the rental process. We will create a defensible rental fee structure based on square footage and “price-points”. We will examine a dozen effective policy considerations. We will investigate better ways to work with, and connect with, the maintenance staff.

PARTNERING WITH COMMUNITY GROUPS, & BRAND YOUR AGENCY

WEEK 6

Partnering with Community Groups can result in new programs, new facilities, new volunteers, and increased community safety. We will investigate how to negotiate with community groups. We will look at how to set up Partnership Agreements that exchange “equal value” between the two parties. Then, we will look at the pros and cons of dozens of real-life partnership examples. After that, we will discover the steps for determining your agency's Brand, knowing that Branding is a vital first step before Marketing your programs.

PERFORMANCE MEASURES, & BUDGET PROJECTIONS

WEEK 7

Tracking Performance Measures allows us to turn basic data into vital information that tells our Agency's Story, and highlights our Agency as an “Essential Service” to both our Elected Policy Makers and the community. We will discover the difference between outputs and outcomes. Then, we will cover some unique ideas for accomplishing Budget Projections. We will dive into the *Recreation Program Planning Worksheet*, that captures data from each single program, so we can build up to an Agency-Wide Budget. After that, we will use the Benefits Pyramid to establish a defensible pricing strategy for setting program fees.

REVENUE GENERATION IN PARKS AND RECREATION

WEEK 8

It is vital that Recreation Agencies press forward in their efforts to generate additional Revenue, instead of just passively “hoping” for more participants to register for the recreation programs. We will dive into 50 to 60 ideas for generating revenue to help your agency THRIVE! Some of these, you are likely already doing, but may need to think about them in new ways. Others will be new ideas that you can put into practice starting tomorrow. By increasing revenues, we allow our agency to have more resources available for other programs and we help our agency to reach its mission.

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WEEKS

SEE YOU NEXT WEEK!

WEEK #5 = 4/18 THU, 1PM EST

EXCELLENT FACILITY
RENTAL MANAGMENT

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