

# RECREATION PROFESSIONAL BOOT CAMP

WEEK 2

ESSENTIAL TRAINING FOR NEW  
YOUNG RECREATION PROFESSIONALS

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# 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. The main 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.

## HEALTHY HABITS MOTIF, & THE CONNECTIONS CONCEPT

WEEK 3

The motif of “Healthy Habits” is a 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, & 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 programs 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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WEEK 2

AQUATICS	CONTRACT INSTRUCTORS
ADULT SPORTS	ENRICHMENT / GENERAL REC
YOUTH SPORTS	SPECIAL EVENTS
AFTERSCHOOL PROGRAMS	FITNESS CENTERS
TEEN CENTERS	MOBILE REC
SENIOR CENTERS	CAMPS (SUMMER/KIDS/SPORTS/AWAY)
COMMUNITY REC CENTERS	FACILITY RENTALS
MULTI-GENERATIONAL	PRE-SCHOOL

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# RECREATION PROGRAM AREAS

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

# GETTING RECREATION TO OUR COMMUNITIES



MAKING OUR MISSION MATTER = THE FIVE ACTION STEPS



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# A Strategic Approach To Contract Instructors

*Presenter-- Mark Honberger*

# A STRATEGIC APPROACH TO CONTRACT INSTRUCTOR CLASSES

## ATTENDEE SURVEY

Who currently utilizes  
Contract Instructors?

What challenges are  
you experiencing?



# A STRATEGIC APPROACH TO CONTRACT INSTRUCTOR CLASSES

AUDIENCE  
PARTICIPATION

## REASON FOR THIS SESSION

Contract Instructor Classes are such a **robust** and **far-reaching** program area.

It can cover **all program areas** of recreation.

It can cover all **all ages & all cultures** of a community.

It can **reduce General Fund Subsidies**, while greatly increasing **Revenue Generation.**



# A STRATEGIC APPROACH TO CONTRACT INSTRUCTOR CLASSES

## REASON FOR THIS SESSION

Yet this program area is so often **underutilized** by many Park and Recreation Agencies...

...who would love to have the **benefits provided** by a properly utilized Contract Instruct Classes Program



# A STRATEGIC APPROACH TO CONTRACT INSTRUCTOR CLASSES

## REASON FOR THIS SESSION

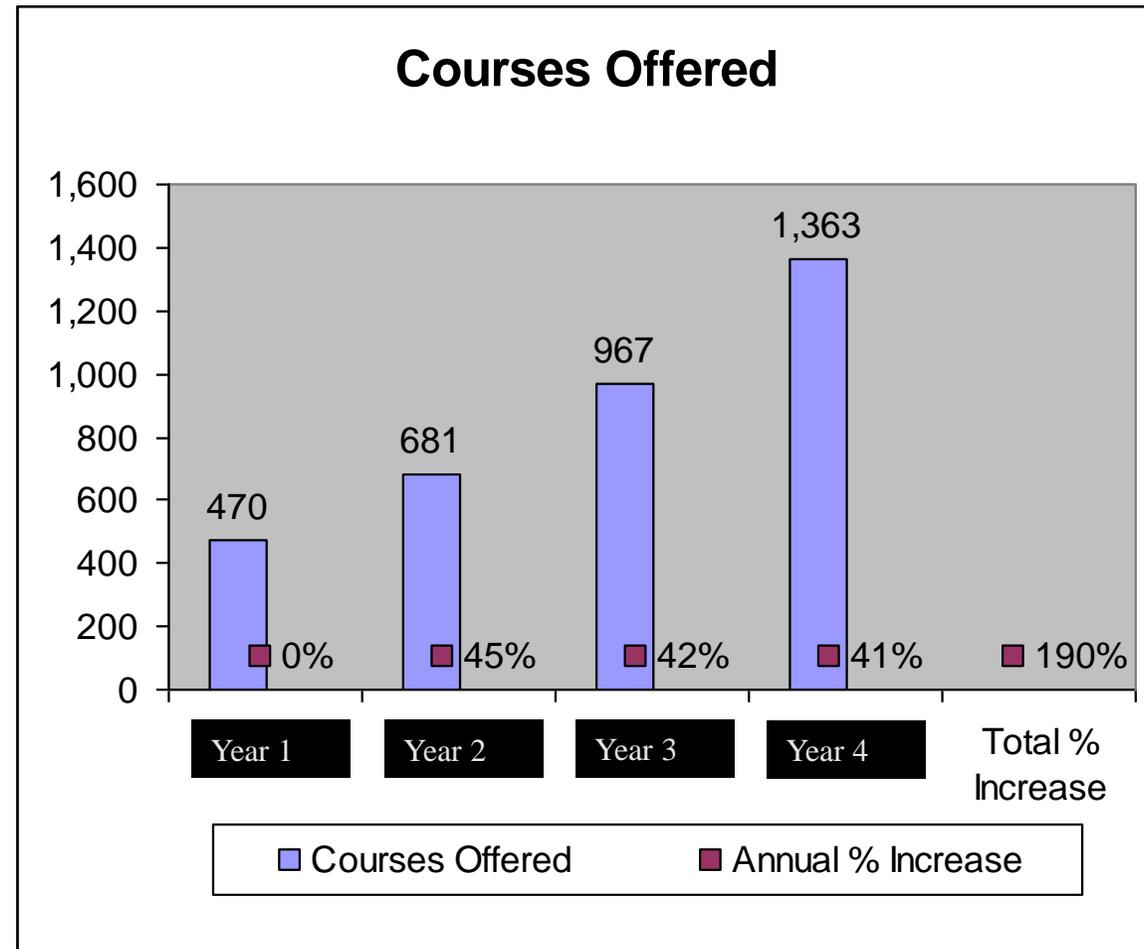
Additionally, with the increase of **employment costs** due to hourly wage increases...

...Contract Instructors provide an **amazing alternative**, and only **incur costs when classes are offered**.



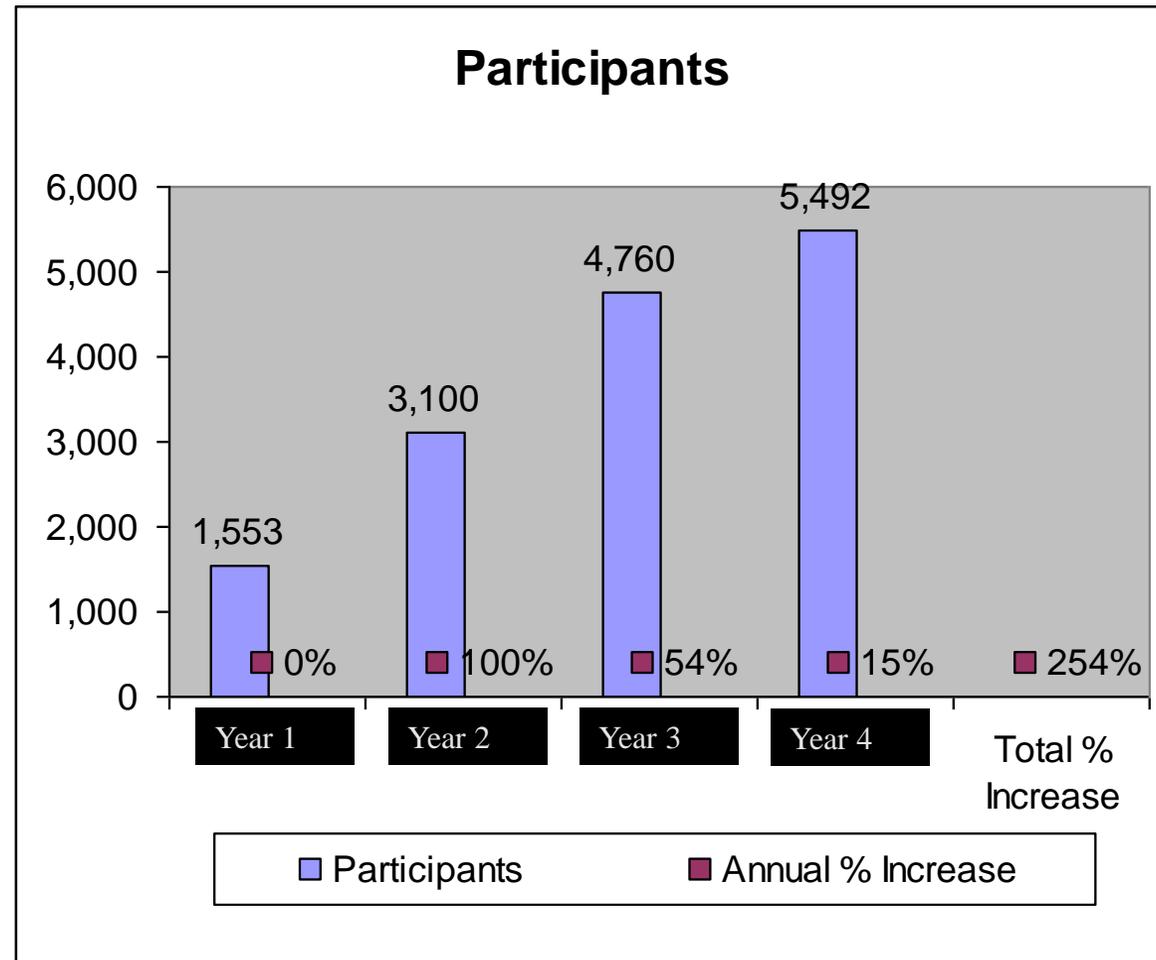
# A STRATEGIC APPROACH TO CONTRACT INSTRUCTOR CLASSES

SAMPLE  
OF  
SUCCESS



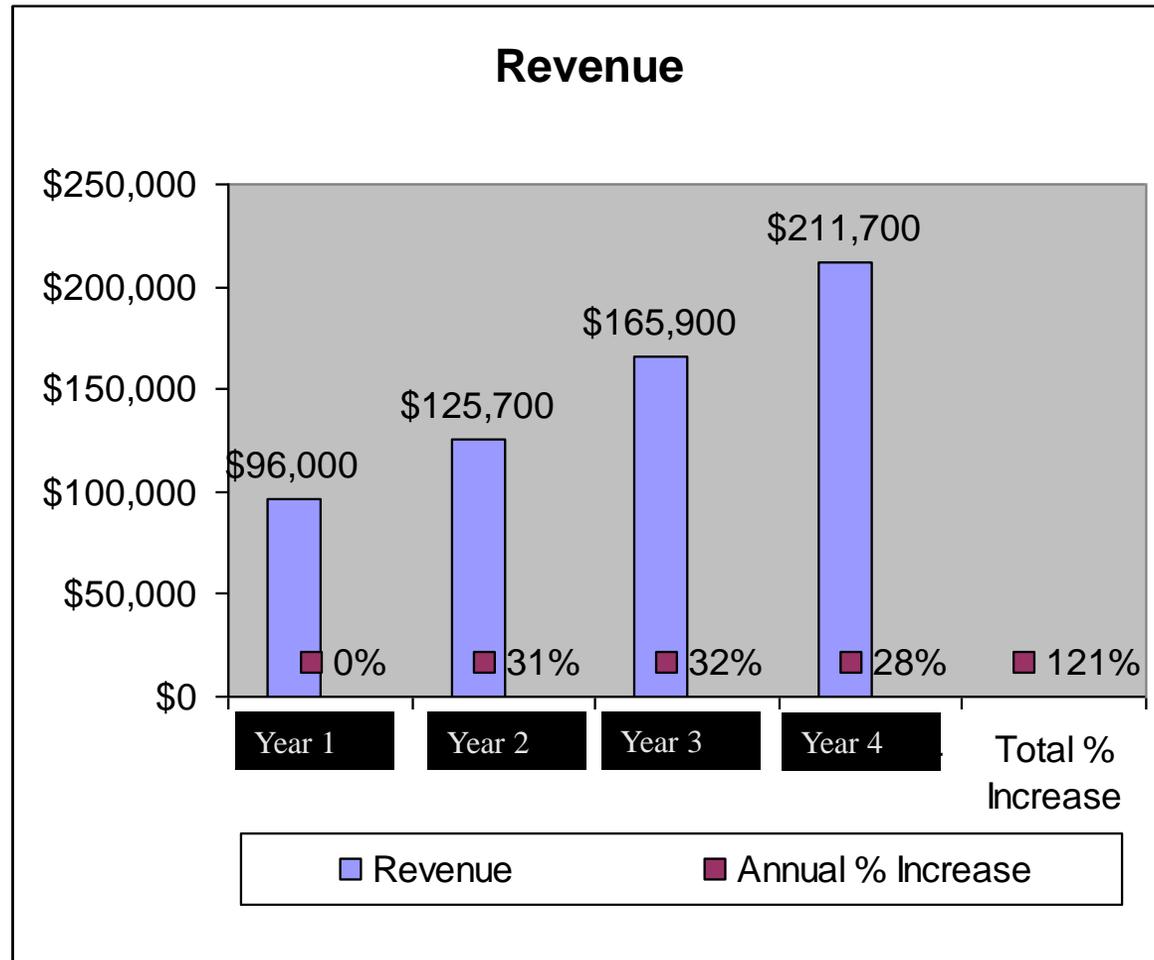
# A STRATEGIC APPROACH TO CONTRACT INSTRUCTOR CLASSES

SAMPLE  
OF  
SUCCESS



# A STRATEGIC APPROACH TO CONTRACT INSTRUCTOR CLASSES

SAMPLE  
OF  
SUCCESS



# A STRATEGIC APPROACH TO CONTRACT INSTRUCTOR CLASSES

## TODAY'S SESSION OBJECTIVES

- 1) Demonstrate how to apply a Strategic Approach towards Contract Instructors
- 2) Compile a bunch of ready-to-use "take-home" ideas to apply towards your Contract Instructor Classes
- 3) Be able to develop your own Contract Instructor Handbook pertinent to your own Agency

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# TAKING A STRATEGIC APPROACH (THE BASICS)

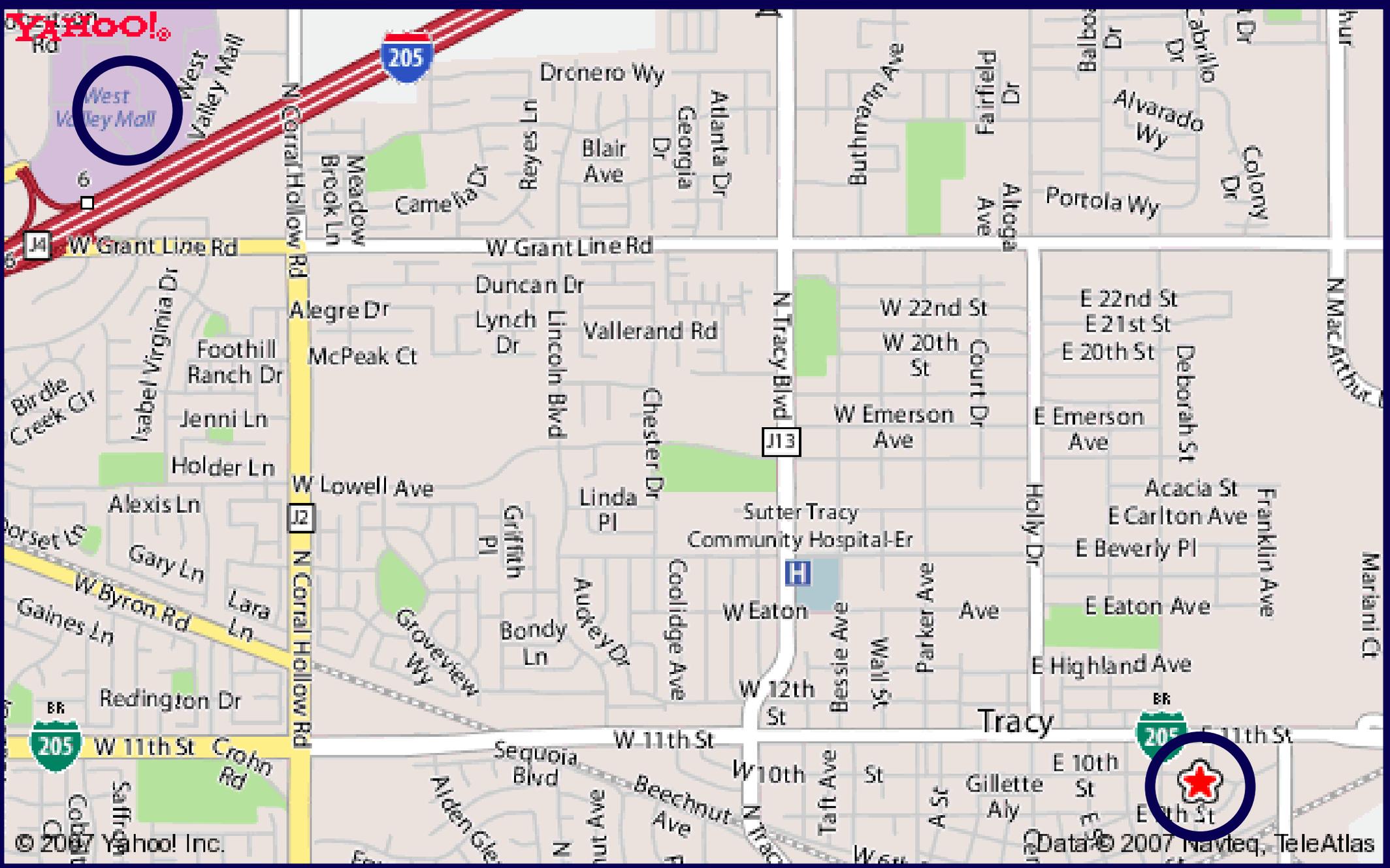
**STEP #1 – KNOW WHERE YOU WANT TO GO**

**STEP #2 – ASSESS WHERE YOU ARE AT CURRENTLY**

**STEP #3 – TAKE STRATEGIC STEPS TO GET WHERE YOU'RE GOING**

**[MAP EXERCISE]**





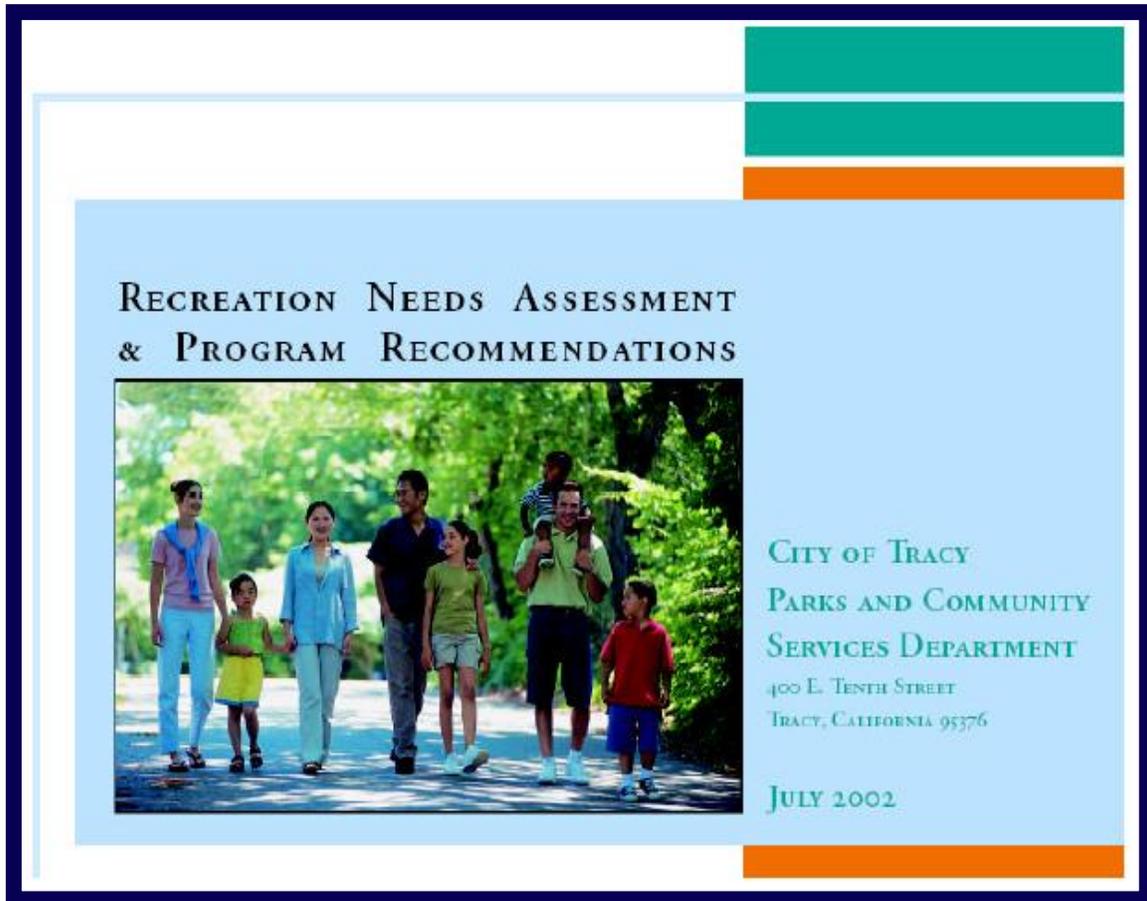
# TAKING A STRATEGIC APPROACH (THE BASICS)

**STEP #1 – KNOW WHERE YOU WANT TO GO**

**STEP #2 – ASSESS WHERE YOU ARE AT CURRENTLY**

**STEP #3 – TAKE STRATEGIC STEPS TO GET WHERE YOU'RE GOING**

# STEP #1 – KNOW WHERE YOU WANT TO GO



Profession's Vision  
Community's Needs  
Agency's Vision  
Agency's Mission  
Agency's Target Market



# TAKING A STRATEGIC APPROACH (THE BASICS)

**STEP #1 – KNOW WHERE YOU WANT TO GO**

**STEP #2 – ASSESS WHERE YOU ARE AT CURRENTLY**

**STEP #3 – TAKE STRATEGIC STEPS TO GET WHERE YOU'RE GOING**

## STEP #2 – ASSESSING WHERE YOU ARE AT CURRENTLY

### EVALUATIVE CRITERIA

Does it support the mission of Agency?

Does it serve a Target Market?

Does it fill a gap in existing community services?

Are we the best service provider?

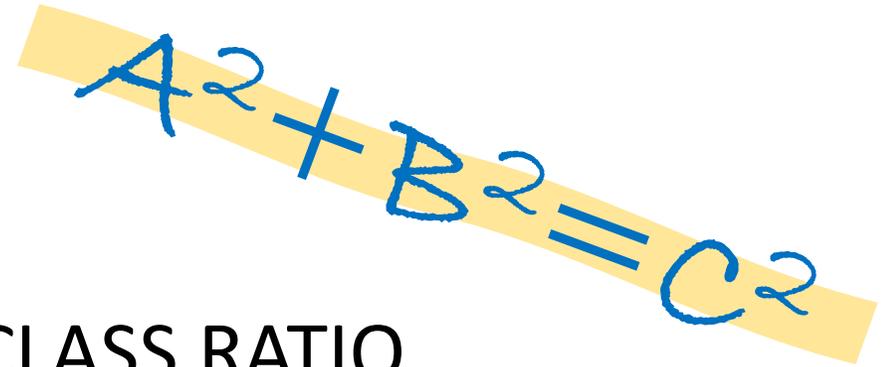
Do we have the organizational capacity and/or resources to provide the program?



# STEP #2 – ASSESSING WHERE YOU ARE AT CURRENTLY

## PERFORMANCE INDICATORS

(Just a Little Bit of Math)



$A^2 + B^2 = C^2$

NEW CLASS RATIO

CANCELLATION RATIO

PARTICIPANT RATIO



# STEP #2 – ASSESSING WHERE YOU ARE AT CURRENTLY

## NEW CLASS RATIO

$$A^2 + B^2 = C^2$$

$$\frac{\text{Number of New Classes}}{\text{Total Classes Offered}} = \text{Percentage of New Classes}$$

$$\frac{10 \text{ New Classes}}{100 \text{ Classes Offered}} = 10\% \text{ New Classes}$$

**What is the correct ratio (or percentage)?**



# STEP #2 – ASSESSING WHERE YOU ARE AT CURRENTLY

## CANCELLATION RATIO

$$A^2 + B^2 = C^2$$

$$\frac{\text{Classes Offered} - \text{Classes Held}}{\text{Classes Offered}} = \text{Percentage of Classes Cancelled}$$

$$\frac{100 \text{ Offered} - 90 \text{ Held}}{100 \text{ Offered}} = 10\% \text{ Classes Cancelled}$$

**What is the correct ratio (or percentage)?**



# STEP #2 – ASSESSING WHERE YOU ARE AT CURRENTLY

## PARTICIPANT RATIO

$$A^2 + B^2 = C^2$$

$$\frac{\text{Duplicated Participants}}{\text{Distinct Participants}} = \text{Average Registrations Per Participant}$$

$$\frac{150 \text{ Duplicated}}{100 \text{ Distinct}} = 1.50 \text{ Registrations Per Participant (Avg)}$$

**What is the correct ratio?**



# TAKING A STRATEGIC APPROACH (THE BASICS)

**STEP #1 – KNOW WHERE YOU WANT TO GO**

**STEP #2 – ASSESS WHERE YOU ARE AT CURRENTLY**

**STEP #3 – TAKE STRATEGIC STEPS TO GET WHERE YOU'RE GOING**



## STEP #3 – TAKING STRATEGIC STEPS

ALIGN SERVICES  
TO MEET THE  
EVALUATIVE  
CRITERIA

ADDING NEW CLASSES  
(**GROWING**)

RE-ALIGNMENT OF CLASSES  
(**GUIDING**)

CUTTING OF CLASSES  
(**PRUNING**)

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## STEP #3 – TAKING STRATEGIC STEPS

# ALIGN SERVICES TO MEET THE EVALUATIVE CRITERIA

Does the program support our Agency Mission & Target Market? **[Agency Fit]**

Does the community seek our agency for this type of program? **[Market Position]**

Does our agency have the capacity to provide the program? **[Economic Viability]**

Does the program fill a gap in existing community services? **[Alternative Coverage]**



# STEP #3 – TAKING STRATEGIC STEPS

## SETTING FEES

Who benefits? (Community or Individual)

Will the fee pose a hardship on users?

What level of fee will the market bear?

Department's ability to collect a fee?

Cost Recovery Requirements?

Knowing both Direct and Indirect Costs?

Political realities;

Historical perspectives?



# STEP #3 – TAKING STRATEGIC STEPS

## WORKING WITH THE INSTRUCTORS

### CONTRACTOR VS EMPLOYEE

**IRS General Rule** - - A person is an Independent Contractor (W9), *IF* payer has the right to control/direct...

**ONLY THE RESULT OF THE WORK,**  
not what will be done  
or how it will be done



# STEP #3 – TAKING STRATEGIC STEPS

## WORKING WITH THE INSTRUCTORS

### SETTING PARTICIPANT MAXIMUMS

Room Capacity / Quality of Instruction

### SETTING PARTICIPANT MINIMUMS

Protection for the Instructor

### SETTING INSTRUCTOR PERCENTAGE

60% to 70% (Stated as 60%)



# STEP #3 – TAKING STRATEGIC STEPS

## WORKING WITH THE INSTRUCTORS

### WORTH OF SERVICE (Flat Rate, Per Hour)

EXAMPLE: Monthly (4 classes, 1 day/ wk, 1 hr/class)

CLASS HOURS: 4 hrs

FEE: \$40/Part.      INST. %: 60% (\$24)

INST. W.O.S.: \$40/hr (\$160)

Takes 7 students to meet the W.O.S...  
...I would set the minimum at 5



# STEP #3 – TAKING STRATEGIC STEPS

## WORKING WITH THE INSTRUCTORS

### CANCELLING CLASSES

Ways Not To!

### SEEKING NEW INSTRUCTORS

Creative Ways to Find Them

### CONTRACT LENGTH

Match With Activity Guide



# STEP #3 – TAKING STRATEGIC STEPS

## WORKING WITH THE INSTRUCTORS

### AGENCY POLICIES & PROCEDURES

Fingerprinting

Business License

Insurance

Liability Waivers

Etc.



# STEP #3 – TAKING STRATEGIC STEPS

## WORKING WITH THE INSTRUCTORS

### CREATING SPACES

Meeting The Needs

Safety / Cleanliness

To Lease, or Not To Lease

### CAPACITY FOR CLASSES

Create More



# STEP #3 – TAKING STRATEGIC STEPS

## WORKING WITH THE INSTRUCTORS

### FORECASTING / PROJECTING

It is not like “Staffed” Programs

NOTE: Under Promise, Over Deliver

Know Capacity, Work to Fill It (Exceed It)

Do Projections/Forecasts Several Times throughout the year

Do It With Excel Spreadsheets



# STEP #3 – TAKING STRATEGIC STEPS

## FORECASTING / PROJECTING

<u>Class/Camp Name</u>	<u>Sessions</u>	<u>Classes /Session</u>	<u>Total Classes</u>	<u>Participants /Class</u>	<u>Total Participants</u>	<u>Fee /Class</u>	<u>Total Revenue</u>	<u>Instructor Percentage</u>	<u>Projected Expenditure</u>
Gymnastics	12	8	96	6	576	\$40	\$23,040	60%	\$13,824
Kids Love Soccer	5	6	30	10	300	\$80	\$24,000	70%	\$16,800

# STEP #3 – TAKING STRATEGIC STEPS

## WORKING WITH THE INSTRUCTORS

### BRANDING YOUR AGENCY

Covers the Whole Customer Experience

### MARKETING IDEAS

Relationship Marketing (Loyalty)

Perpetual Marketing

Marketing Events  
(Activity Showcase)



# STEP #3 – TAKING STRATEGIC STEPS

## WORKING WITH THE INSTRUCTORS

### CONTRACT INSTRUCTOR HANDBOOK

Sets the Tone

Carries Agency's Vision/Mission

Provides Information on Agency

Provides for a Written Proposal



STEP #3 – TAKING STRA

# CONTRACT INSTRUCTOR HANBOOK

COVER PAGE

## COMMUNITY CLASS INSTRUCTOR

### Class Proposal Handbook



This Instructor Handbook Idea is brought to you by:

REMARKABLE  
RECREATION SOLUTIONS



For more information about this handbook, or how to utilize it, contact mark honberger: (928) 278-8035

# STEP #3 – TAKING STRA

# CONTRACT INSTRUCTOR HANBOOK

**PAGE 2**

## CITY OF REMARKABLE, RECREATION DEPARTMENT, WELCOMES YOU!

Thank you for your interest in becoming an independent Community Class Instructor with the Remarkable Recreation Department (RRD). We are excited about the possibility of working together to reach our common goals and serve our community.



### **ABOUT THE DEPARTMENT**

The Department was formed in 1972 to serve the community. With a total population of 30,000 people, RRD is responsible for the maintenance and operation related to special events, activities, sports and recreation programs for youth and adults that takes place in four parks (totaling over 50 acres), two community centers, one fitness center, one senior center, two pools, and a Landscape & Lighting Maintenance District. The Remarkable Recreation Department also operates a Camp Facility, accommodating about 150 people, located on the coast.

### **HOW IT WORKS**

The Remarkable Recreation Department is dedicated to building strong families through the provision of educational, creative, and recreational opportunities. RRD utilizes independent Community Class Instructors to provide recreational services to our community. A Community Class Instructor's program may be designed for preschoolers, school age children, teens, adults, families and seniors.

- 1 The process begins with the independent Community Class Instructor "proposing" a course or activity. There is a form enclosed in this handbook that you are encouraged to utilize. The proposal is then submitted to RRD.
- 2 A Recreation Supervisor will then review the proposal, assess the "content" of the course/activity to determine its potential in meeting the District's vision and goals, and then contact you for a more detailed discussion.
- 3 Together, the Recreation Supervisor works with you to determine the specific design of a course/activity, including: facility suitability & availability, course time frames, fee structure, maximums or minimums, age ranges, descriptions.
- 4 Once RRD and the independent Community Class Instructor verbally enter into an agreement, a written contract is produced which states specifically the courses or services that you are agreeing to.

# STEP #3 – TAKING STRA

# CONTRACT INSTRUCTOR HANBOOK

**PAGE 3**

## BENEFITS TO BEING AN INSTRUCTOR

*Being contract instructor with RRD is the best way to go about teaching a community class! Plus, if you are also a business, the marketing benefits are stupendous, with inclusion in our Activity Guide, a document that folks hang onto for at least 3 months.*



**TOP 10 REASONS TO BE AN INSTRUCTOR WITH RRD** — The “benefits are endless!” Don’t miss out on this incredible opportunity to provide a service to the community, meet potential customers, market your business, and be paid to do so!

- 1) You will be paid a percentage of the per-student fee.
- 2) You will be guaranteed a minimum number of students, otherwise not required to teach the class.
- 3) RRD will provide the facility for your class.
- 4) RRD will advertise your class for you.
- 5) Your class will go into our ACTIVITY GUIDE (*see website for the most current ACTIVITY GUIDE*) which is mailed to every residence, PO Box, and business in the community. The ACTIVITY GUIDE has a 3 to 4 month lifespan.
- 6) Your Business Name can be listed as the instructor in the ACTIVITY GUIDE, so everyone will see it.
- 7) You will be in control of the class content .
- 8) You can market your business while teaching the class, meaning that your class participants will get to know you, and be more likely to utilize your business later.
- 9) RRD can help you design your course if needed, and we can even help you develop a “catchy” course title to draw more participants.
- 10) RRD carries a reputation of high quality programs, and you will now be a part of the RRD family.



PAGE  
3

This idea is brought  
to you by:

**REMARKABLE RECREATION SOLUTIONS**

*For more info, contact mark honberger at 928-278-8035*

# STEP #3 – TAKING STRA

# CONTRACT INSTRUCTOR HANBOOK

**PAGE 4**

## HOW TO GET STARTED

*Getting Started is easy! It all starts with the submission of written Community Class Proposal, and we have provided some simple fill-in-the-blank questions at the back of this handbook to help you do that.*



**CLASS PROPOSAL** — Prospective Instructors who wish to teach Community Classes for the Remarkable Recreation Department must complete a written Class Proposal per the process outlined on page 2. (Fill-In-The-Blanks on page 7)

**ACTIVITY GUIDE DEADLINES** — To place activities in the ACTIVITY GUIDE, time must be allotted to create, edit, print, and mail the guide. Therefore, agreements must be completed by the following deadlines:

WINTER/SPRING	(Jan, Feb, Mar, Apr)	Deadline = November 1
SUMMER	(May, Jun, Jul, Aug)	Deadline = March 1
FALL	(Sep, Oct, Nov, Dec)	Deadline = July 1

**FINGERPRINTING** — RRD requires that all Community Class Instructors and their Assistants complete a background screening before entering the Program. Community Class Instructors must schedule an appointment with the Police Department to complete their background screening. Be prepared to bring an I.D. card or Driver's License.

**REPORTING INCOME** — RRD does not withhold state or federal income tax, but will report the Contractor's income via Form 1099. Instructors will receive a W-9 form to complete.

**RRD INSURANCE** — RRD is a part of a self-insured insurance pool known as a "Joint Powers Authority" or the JPA. In the event that an accident or injury occurs, and a claim is brought against the District, the JPA will defend it. The JPA will *not* defend or pay out any claims brought against an Independent Contractor.

**INSTRUCTOR INSURANCE** — RRD may require (based on risk level of activity) a Contract Instructor to obtain a separate liability insurance certificate to protect themselves from any claims brought against them. Contract Instructors may choose to obtain separate liability insurance, even if RRD does not make it a requirement. Contract Instructors have the option of going through RRD to obtain liability insurance. Contract Instructors also have the option of obtaining liability insurance through their homeowners or business insurance.

# STEP #3 – TAKING STRA

# CONTRACT INSTRUCTOR HANBOOK

**PAGE 5**

## ADDITIONAL CONSIDERATIONS

*Please consider these additional items as you prepare your proposal. Again, the Recreation Supervisor can help you determine the specific design and location for your course or activity.*



**STANDARD REVENUE SPLIT** — A standard split of 60/40 will be applied to compensate Community Class Instructors unless otherwise negotiated. Community Class Instructors will receive 60% of the monies received from classroom registration. The remaining 40% is retained by RRD to cover general operations.

**MATERIAL FEES** — Student material fees will be determined by the Community Class Instructor. Instructors may also opt to supply classroom materials, direct students to the appropriate source, or build the cost of supplies into the class fee.

**AVAILABLE FACILITIES** — The Remarkable Recreation Department offers classes at a plethora of facilities and parks (and occasionally businesses) located throughout the community

COMMUNITY FACILITIES include:

**Cool Community Center** (1 main hall, Kitchen, 2 class rooms)

**Fancy Fitness Center** (large gymnasium for fitness classes)

**Senior Center** (dinning area, 2 smaller classrooms)

**Pretty Park** (shaded picnic area, stage, ball field, large turf area)

**Not-So-Pretty Park** (large turf area, handball and basketball courts)

**Big Tree Park** (shaded picnic area, ball field, pool, large turf area)

**HOLIDAYS** — RRD observes the following holidays: New Year's Day, Martin Luther King, Jr. Birthday, President's Day, Memorial Day, Independence Day, Labor Day, Veteran's Day, Thanksgiving Day and day after, Christmas Day

# STEP #3 – TAKING STRA

# CONTRACT INSTRUCTOR HANBOOK

**PAGE 6**

## COURSE REGISTRATION PROCEDURES

Please review the following procedures, so that you understand how registrations & payments will take place.



**REGISTRATION** — All In-Person program registration takes place through the Remarkable Recreation Department Office, located at the *Cool Community Center*. Community Class Instructors should never collect registration money, registration forms, or lab/material fees. Online Registration is also available through the website.

**PROMOTION** — Instructor should work with the Recreation Supervisor to create promotional materials and departmental publications. All print copy must be approved by the RRD prior to distribution. Instructors are encouraged to promote their own classes through print media and social networks.

**COURSE CANCELLATIONS** — Instructors are responsible for contacting the Recreation Supervisor immediately if they have reason to cancel a class. RRD will then contact any participants regarding cancellations, reschedules, and refunds. Classes that do not meet the minimum student enrollment may be canceled. If a class is canceled by RRD, the Department will issue refunds to registrants.

**CONTRACT INSTRUCTOR PAYMENT** — Contract Instructors receive a percentage of the participant fees. Larger participation levels will yield a larger income for the Contract Instructor. Contract Instructor payments will be issued within 30 days of completing the course, or within 15 days of the end of the month for re-occurring classes.

**COURSE ROSTERS** — A list of all course participants should be obtained from the RRD office prior to the start of each course. It is important to have the most up-to-date participant information.

**EVALUATIONS** — Participant survey forms can be obtained from the RRD office. They are to be given to participants on the final day of class, and returned to the district office. The Recreation Supervisor will share results with contractor.



# STEP #3 – TAKING STRA

# CONTRACT INSTRUCTOR HANBOOK

**PAGE 7**

## COMMUNITY INSTRUCTOR PROPOSAL FORM — PAGE A

Please complete this questionnaire. You may also provide any previously developed material you have, that will highlight your proposed activity.

Instructor's Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

SESSION (please check one):  **SPRING** (Jan, Feb, Mar, Apr)

**SUMMER** (May, Jun, Jul, Aug)  **FALL** (Sep, Oct, Nov, Dec)

Course Title: \_\_\_\_\_

Course Description (You may attach description supplementals): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Extra Note for Participants: (i.e. experience required, supplies to bring to class, etc.): \_\_\_\_\_  
\_\_\_\_\_

Participant's Age Range: \_\_\_\_\_ Length of Class (i.e. 4 wks, 6 wks, 8 wks): \_\_\_\_\_

Check your proposed Class Day(s):  Mo  Tu  We  Th  Fr  Sa  Su

Proposed Session Dates (i.e. 6/4-6/25): \_\_\_\_\_

Proposed Time: \_\_\_\_\_ to \_\_\_\_\_

Proposed Advertised Course Fee: \$ \_\_\_\_\_  
(take into consideration the standard 60/40 split)

Supply fee (if applicable): \$ \_\_\_\_\_

Minimum # of Participants: \_\_\_\_\_

Maximum # of Participants: \_\_\_\_\_

**WORTH OF SERVICE: \$ \_\_\_\_\_**

(Total amount instructor needs to receive at end of service in order to justify the contractor's time. This may be a flat amount or hourly rate.)

# STEP #3 – TAKING STRA

# CONTRACT INSTRUCTOR HANBOOK

**PAGE 8**

### **PROGRAM FOCUS**

What statement(s) does your class support? (Check all that apply)

- Fostering Human Development (*Fine Arts, Cultural, Continued Learning, Skill Building*)
- Connecting People to Others (*Social, Neighbors Helping Neighbors, Friendships*)
- Strengthening Families (*Participating Together, Appreciation, Parenting Skills*)
- Increasing Safety (*Safe Habits, Prevention, Life Saving Skills, Crime Reduction*)
- Improving Health and Wellness (*Fitness, Healthy Habits, Strengthening, Endurance*)

### **METHOD OF LEARNING**

How will participants in this program be engaged in learning? (Check all that apply)

- Active Instructor: Instructor shows the physical example while participants watch and try to repeat steps. Instructor checks for understanding, repeats example if necessary.
- Passive Instructor: Instructor tells how it is done while participants try to initiate steps.
- Lecture: Instructor talks about subject while participants sit and listen.
- Video: Participants watch a video.
- Reading: Participants are given material to read and learn.
- Parent Participation: Parents are encouraged to participate with child to repeat instructions to participant if necessary.
- Take-Home: Participants take materials home with them.
- Quiz: Participants take a written quiz on material covered in class.
- Performance: Participants have the opportunity to perform as a group.
- Small Groups: Participants work in small groups to come together on a solution.
- Stations: Participants move among multiple stations.

# STEP #3 – TAKING STRA

# CONTRACT INSTRUCTOR HANBOOK

**PAGE 9**

**INSTRUCTOR QUALIFICATIONS**

Please list your previous experience in providing this service along with a reference that can speak to your abilities/qualifications:

**ORGANIZATION:** \_\_\_\_\_ Years: \_\_\_\_\_

Location: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

**ORGANIZATION:** \_\_\_\_\_ Years: \_\_\_\_\_

Location: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

**ORGANIZATION:** \_\_\_\_\_ Years: \_\_\_\_\_

Location: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Please list other qualifications that may lead us to contract with you for this service: \_\_\_\_\_

\_\_\_\_\_

Please provide a copy of all pertinent certifications held, resume, and/or biography.

**PROGRAM OUTCOMES**

List up to 3 outcomes, by priority, using measurable action phrases (ie define, demonstrate, name, analyze, etc.) to complete the following phrase:

"As a result of their experience in this program, participants will be able to..."

1) ... \_\_\_\_\_

2) ... \_\_\_\_\_

3) ... \_\_\_\_\_

# STEP #3 – TAKING STRA

# CONTRACT INSTRUCTOR HANBOOK

**PAGE 10**

COMMUNITY INSTRUCTOR PROPOSAL FORM — PAGE D

**OUTCOME MEASUREMENT**

How will the above outcomes be measured? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

A success is defined as: \_\_\_\_\_  
\_\_\_\_\_

**NEED FOR PROGRAM**

Please list all other providers of a similar program in this community:

Provider Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Summary of Service: \_\_\_\_\_

Provider Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Summary of Service: \_\_\_\_\_

Provider Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Summary of Service: \_\_\_\_\_



PAGE 10

This idea is brought to you by: **REMARKABLE RECREATION SOLUTIONS**

For more info, contact mark honberger at 928-278-8035

# TAKING A STRATEGIC APPROACH (THE BASICS)

**STEP #1 – KNOW WHERE YOU WANT TO GO**

**STEP #2 – ASSESS WHERE YOU ARE AT CURRENTLY**

**STEP #3 – TAKE STRATEGIC STEPS TO GET WHERE YOU'RE GOING**

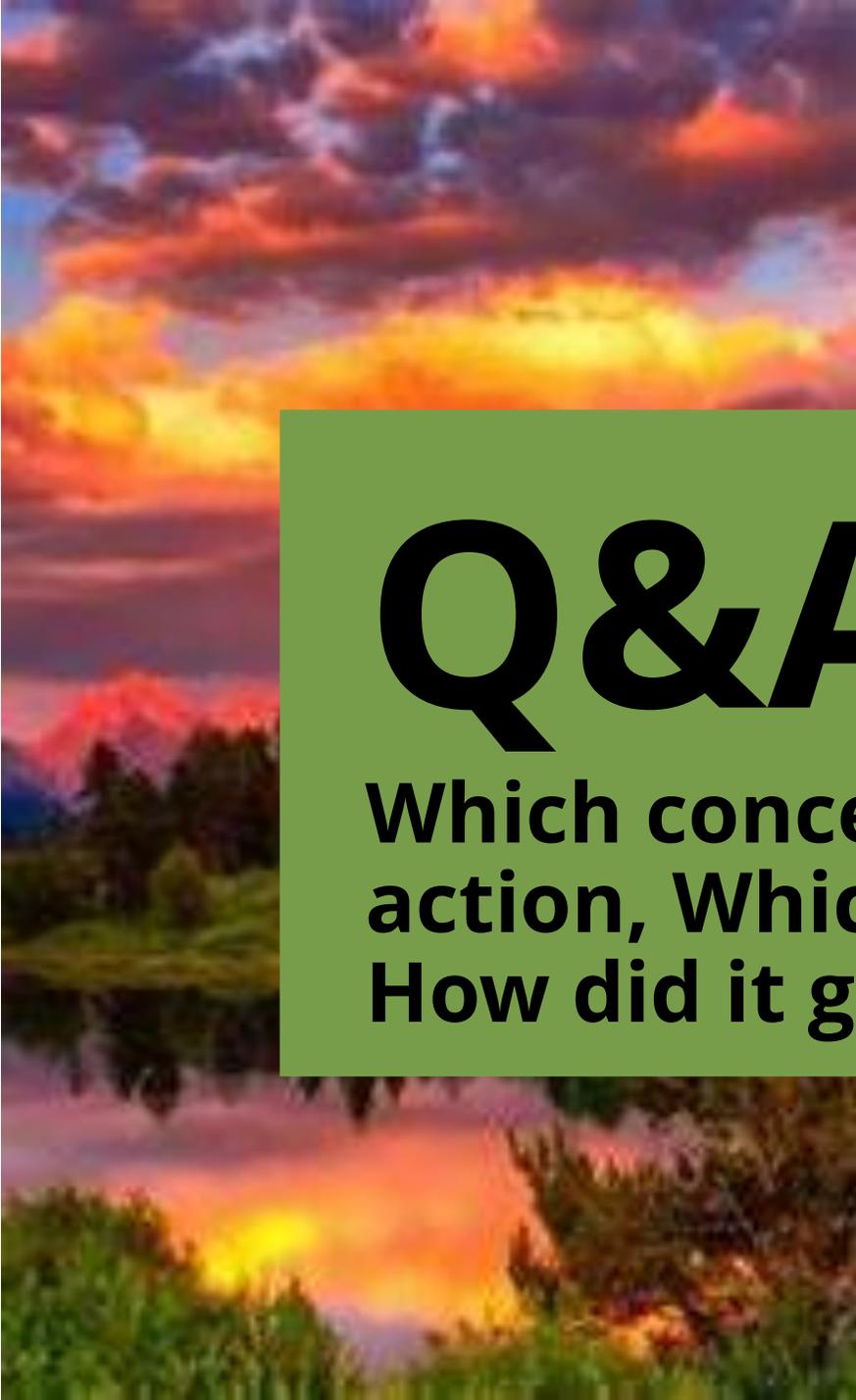
# A STRATEGIC APPROACH TO CONTRACT INSTRUCTOR CLASSES

## TODAY'S SESSION OBJECTIVES

- 1) Demonstrate how to apply a Strategic Approach towards Contract Instructors
- 2) Compile a bunch of ready-to-use "take-home" ideas to apply towards your Contract Instructor Classes
- 3) Be able to develop your own Contract Instructor Handbook pertinent to your own Agency

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# Q&A / SHARE

Which concepts from Today can you put into action, Which concepts were new for you, How did it go with Last Week's Assignment, Etc.

A STRATEGIC APPROACH TO  
CONTRACT INSTRUCTORS

# 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 class

The screenshot shows the attendee page for the Recreation Professional Boot Camp. At the top, it displays the event title "RECREATION PROFESSIONAL BOOT CAMP" with the date "2024-03-21" and the code "[BCXCA0321]". Below this is a prominent orange banner for "WEEK ONE" with the subtitle "GET REC'D: GETTING RECREATION TO YOUR COMMUNITY". A central white box features a "Week 1 Power Point" download button. At the bottom, three columns of content are visible: "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 Y...  
**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

**FINDING YOUR CORE SERV**  
#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? [Ed  
❖ Does the program fill a gap community services? [Alter

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



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# A Strategic Approach To Contract Instructors

*-- Mark Honberger*

REMARKABLE RECREATION SOLUTIONS  
(928) 278-8035    marknrec@gmail.com  
[remarkablerecreationsolutions.com](http://remarkablerecreationsolutions.com)

# A STRATEGIC APPROACH TO CONTRACT INSTRUCTOR CLASSES

## ASSIGNMENT FOR WEEK 2

**LIST AT LEAST 3  
CONTRACT INSTRUCTOR CLASSES,**  
that would fit your agency  
and your community,  
that your agency is not  
currently doing



SEE YOU NEXT WEEK!  
WEEK #3 = APR 4, 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 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 Recovery, and by increasing the use of Grants and Subsidies, while also increasing 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 PROGRAM

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.

## TRACKING 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 insights for accomplishing Budget Projections. We will dive into the *Recreation Program Planning Worksheet*, that captures data for 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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WEEK 2

SEE YOU NEXT WEEK!

WEEK #3 = 4/4 THU, 1PM EST

Conducting a Creative  
Healthy Habits Campaign (x3)

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