

# RECREATION PROFESSIONAL BOOT CAMP

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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. 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, generating Grants and Subsidies, while increasing your Agency's Mission to meet your community. We will explore the best methods and practices for 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 the 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 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

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

**WHY**

**WHAT**

# GETTING RECREATION TO OUR COMMUNITIES

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# CONDUCTING A “HEALTHY HABITS” CAMPAIGN

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MARK HONBERGER, DIRECTOR  
REMARKABLE RECREATION SOLUTIONS

# REASON FOR THIS SESSION



AS INDIVIDUALS LEARN TO ENGAGE IN “HEALTHY HABITS,”  
THE COMMUNITY THEN BECOMES A HEALTHIER COMMUNITY.

-----

PARK & RECREATION AGENCIES CAN, AND SHOULD,  
PLAY AN IMPORTANT ROLE IN ENCOURAGING  
THEIR COMMUNITY’S CITIZENS TO IMPLEMENT  
“HEALTHY HABITS” IN THEIR LIVES,  
SO THAT BOTH THEY AND THEIR COMMUNITY CAN THRIVE!

-----

THIS SESSION WILL SHOW YOU HOW TO BEGIN A  
“HEALTHY HABITS” CAMPAIGN IN YOUR COMMUNITY

Healthy Habits is a **MOTIF** that runs through all programs

# CONDUCTING A “HEALTHY HABITS” CAMPAIGN

## SESSION OBJECTIVES



- 1) **DISCOVER WHAT “HEALTHY HABITS” ARE, AND WHY THEY ARE IMPORTANT FOR A COMMUNITY**
- 2) **ANALYZE THE THREE DIFFERENT LEVELS OF A “HEALTHY HABITS” CAMPAIGN**
- 3) **INVESTIGATE HOW TO FULLY ENGAGE YOUR OWN AGENCY IN THE CAMPAIGN**

# WHAT ARE “HEALTHY HABITS” ?

**EATING RIGHT**

NUTRITION, NO SODA, NO FAST FOOD, ETC.

**FITNESS**

WALKING, RUNNING, GYM, STRETCHING, HIKES, SWIMMING, ETC.

**PUT AWAY HARMFUL THINGS**

EXCESSIVE ALCOHOL, DRUGS, CIGARETTES, ETC.

**FAMILY TOGETHER**

GAME TIME, FAMILY ACTIVITIES, COOK TOGETHER, ETC.

**SOCIAL CONNECTIONS**

BELONG TO A GROUP, ACTS OF KINDNESS, VOLUNTEERING, ETC.

**LEARNING NEW THINGS**

TAKE A CLASS, READ A BOOK, ETC.

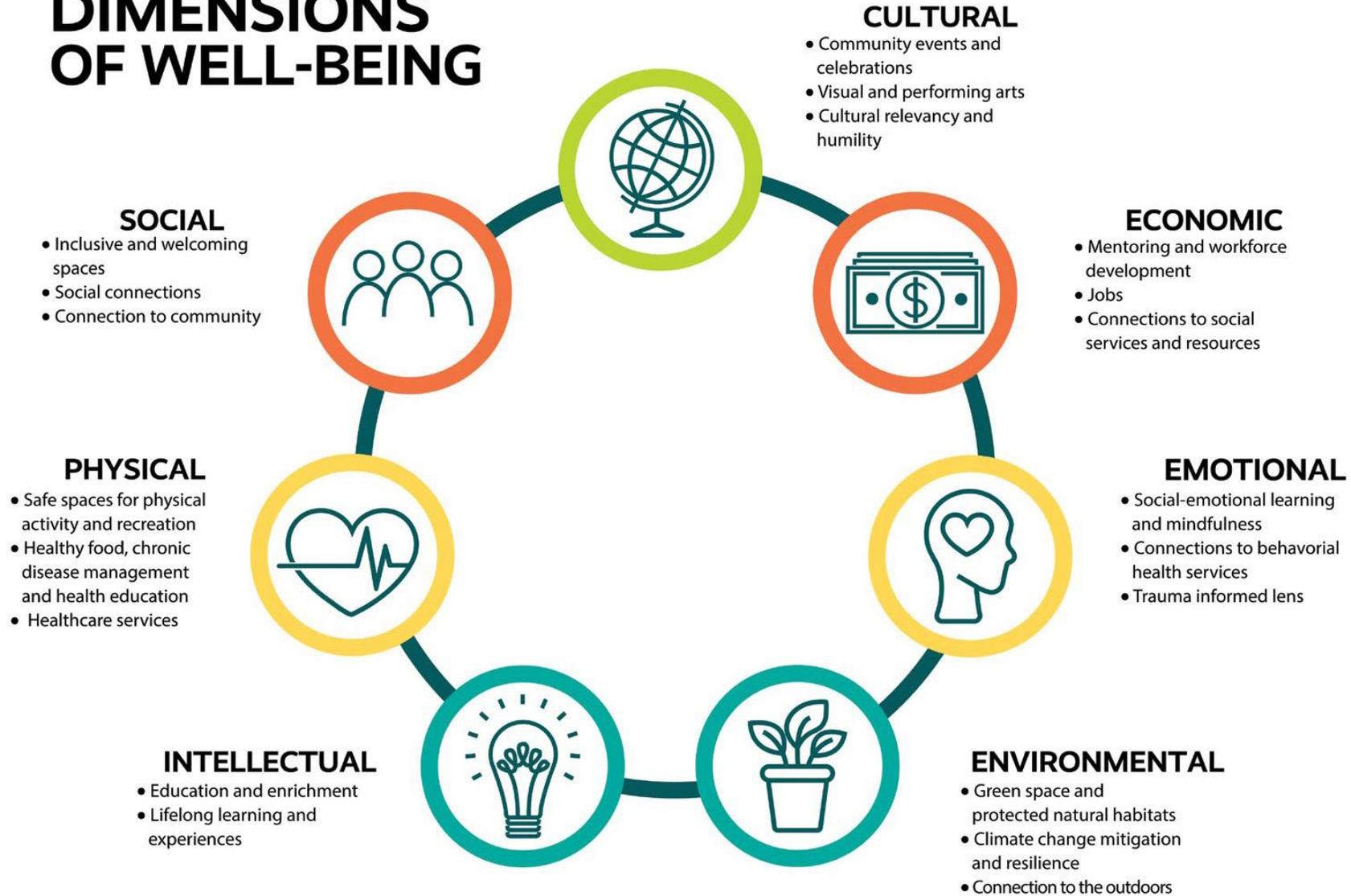
**GOAL SETTING**

COMPLETE AN ACCOMPLISHMENT, TAKE STEPS TOWARDS A GOAL

**MENTAL / SPIRITUAL**

BELIEF IN SOMETHING BIGGER THAN OURSELVES

# SEVEN DIMENSIONS OF WELL-BEING

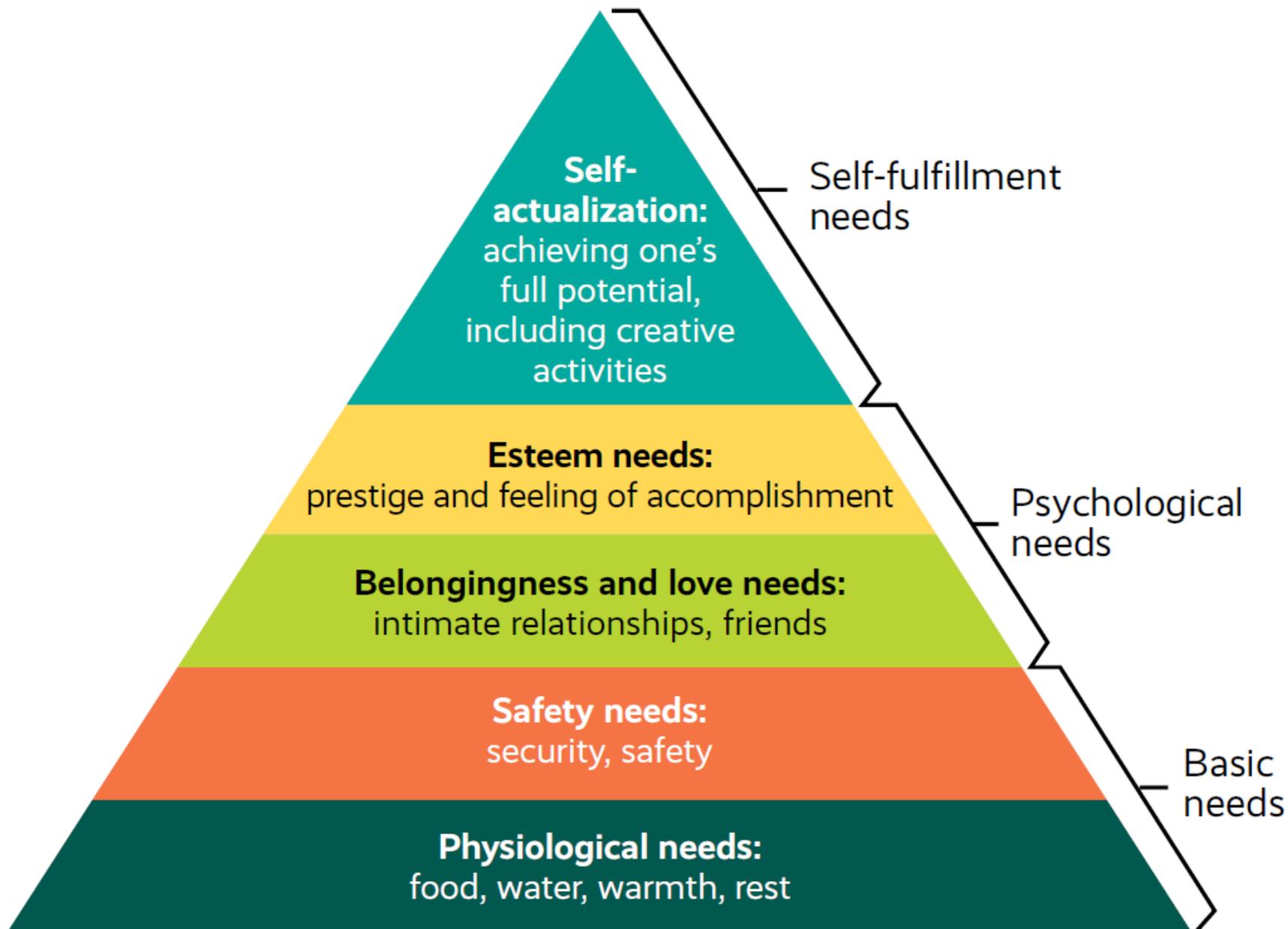


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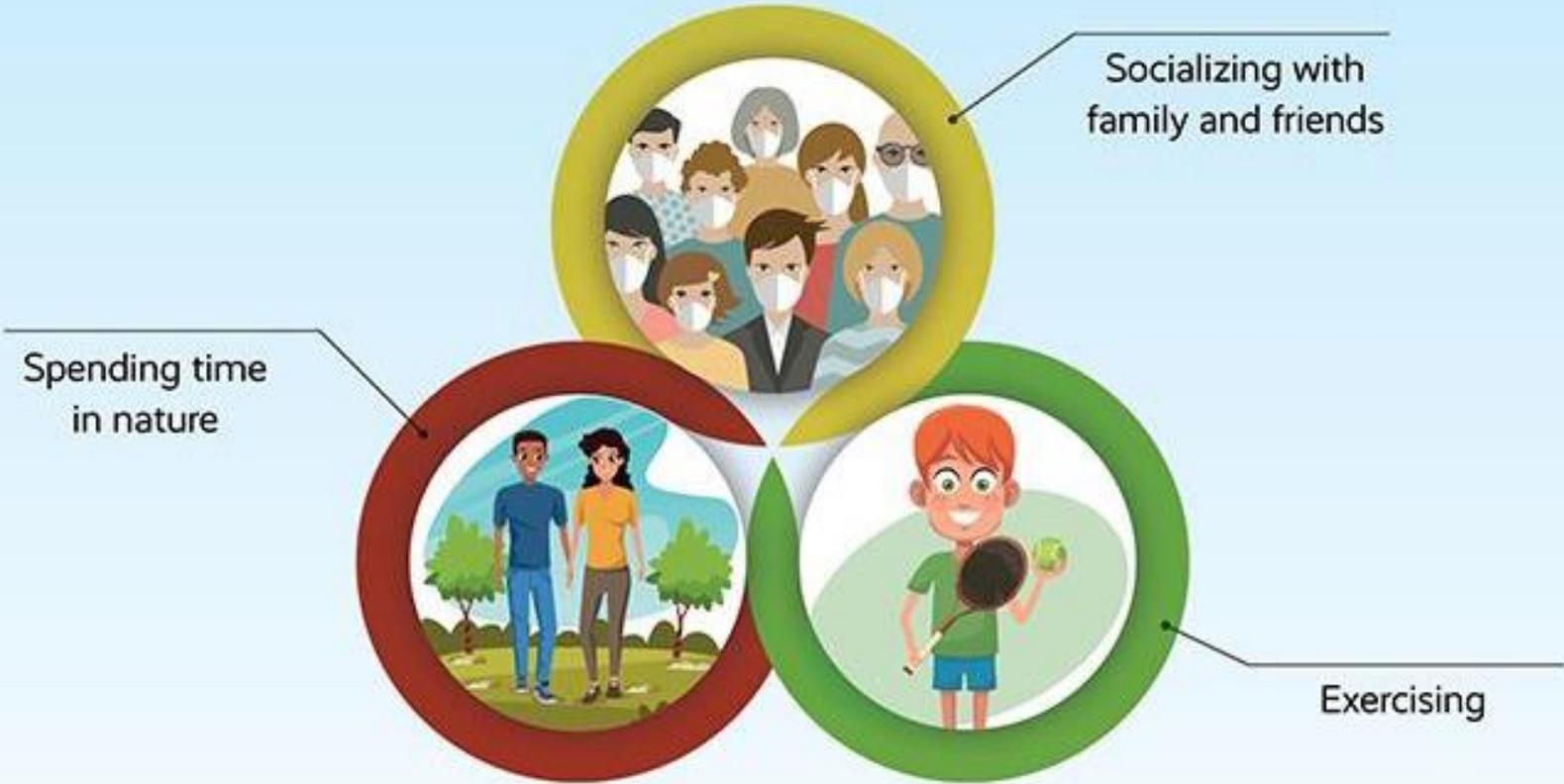
MA

EDS



**Nearly all (93%)** U.S. adults say that activities offered by park and recreation professionals and their agencies are beneficial to their mental health.

**Top activities include:**



Parents are among those most likely to agree that these activities benefit their mental health, with three in five indicating that **socializing with family and friends** and **spending time in nature** are especially beneficial.

COMM



Parks and recreation is a leader in delivering vital services that advance physical and mental health for community members.



Many park and recreation innovations made to health and wellness programs in response to the coronavirus (COVID-19) will continue post-pandemic.



Park and recreation agencies offer both in-person and virtual academic and enrichment programs for area youth.



Nine in 10 park and recreation agencies take specific actions to ensure their health and wellness programs and services promote health equity.

2021  
NRPA  
ARTICLE

BEING

# GOALS OF A HEALTHY HABITS CAMPAIGN (3-FOLD)



**FIRST GOAL** - - Creating **awareness** in community members of what Healthy Habits really are

**SECOND GOAL** - - Engage community members to **participate** in the campaign

**THIRD GOAL** - - Instill the idea of making it a **habit** (Consistency)

# POTENTIAL PARTNERS FOR CAMPAIGN



**MEDICAL AGENCIES** - - Doctors  
**FITNESS CENTERS** - - Other Business  
**SCHOOLS** - - Youth Sports Org  
**FRATERNAL ORG** - - Moose, Elk, Etc.  
**GOVT** - - County, State, WIC  
**BUSINESSES** - - Grocery Stores,  
Fitness Centers, Other

# 3 LEVELS OF A CAMPAIGN

## AGENCY INVOLVEMENT

**LOW END:** INFORMATIONAL CAMPAIGN ONLY (Marketing Campaign)

**MIDDLE:** INFORMATION, PLUS ACTIVITY (Folded into existing event)

**HIGH END:** FULL BLOWN WEIGHT-LOSS CHALLENGE

**“MAKE LIFE  
BETTER”  
CHALLENGE**



Information Only, w/Prize Incentive

Encourages community to engage in a full spectrum of Healthy Habits

Encourages community to utilize agency facilities

Three-Month Time Frame

The “Honor” System

# “MAKE LIFE BETTER” CHALLENGE

Coalinga-Huron Recreation and Park District



Information Only, w/Prize Incentive  
Encourages community to engage in  
a full spectrum of Healthy Habits

Encourages community to  
utilize agency facilities

Three-Month Time Frame

The “Honor” System

# “MAKE LIFE BETTER” CHALLENGE

Coalinga-Huron Recreation and Park District



## HOW THE CHALLENGE WORKS:

Participants are challenged to complete certain tasks

Participants show their progress on a simple tracking sheet

Each task earns points for the participant

The more points earned, the better the incentive (or prize)

# “MAKE LIFE BETTER” CHALLENGE

Coalinga-Huron Recreation and Park District

**Make Life Better! Challenge**




## Activity

	Points	Max Points
Example Activity	1	48
Start the CHALLENGE	5	5
Cook as a Family	2	24
Quit Smoking for a Week	2	26
No Soda for a Month	3	9
No Fast Food	3	9
Exercise 20-30 Min 3-4 days a week	4	48
Get a Membership Card	4	12
Like us on Facebook	5	5
Sign up for FINISH STRONG 5k Run, Huron	10	10
Play in the park with Family	2	24
Complete a personal goal (tell us what it is)	3	9
Attend a PLAYbook Event	2	none
Bring a Friend to a PLAYbook Event	2	none
Take a Class (monthly)	5	30
Spring Clean as a Family	4	4

ARCH

# “MAKE LIFE BETTER” CHALLENGE

Coalinga-Huron Recreation and Park District

**Make  
Life  
Better!  
Challenge**



Bring a Friend to a PLAYbook Event	2	none	<b>MARCH</b>
Take a Class (monthly)	5	30	
Spring Clean as a Family	4	4	
Walk, Jog, Run a Mile (1 mile/1 point)	1	none	
Disc Golf or Handball at Keck Park	2	10	
Play Disc Golf or Handball with a Friend	2	none	
Have Lunch with the Seniors	4	48	
Go to R.C. Baker Museum, Coalinga	2	14	
Visit the Library	2	14	
Sign up for Community Education, WHCCD	2	24	
Volunteer with a Community Program	4	48	
Act of Kindness (write in your MLBC Journal)	3	9	
Check in on Foursquare	1	none	
TEAM Family Nights	1	24	
Keep a weekly "MLBC" Journal (must submit)	1	13	
Get a Physical (see your Doctor or Rural Health Clinic)	10	10	
Weigh yourself weekly	1	13	
Lose Weight (1 pound/1 point)	1	30	



## Activity

Activity	Points	Max Points	MARCH			APRIL			MAY			Total			
			Week 1 (1-3)	Week 2 (4-10)	Week 3 (11-17)	Week 4 (18-24)	Week 5 (25-31)	Week 6 (1-7)	Week 7 (8-14)	Week 8 (15-21)	Week 9 (22-28)		Week 10 (4/29-5/5)	Week 11 (6-12)	Week 12 (13-19)
Example Activity	1	48	xxx	x	xx	xx	xxxx				x	xx			15
Start the CHALLENGE	5	5													
Cook as a Family	2	24													
Quit Smoking for a Week	2	26													
No Soda for a Month	3	9													
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Weigh yourself weekly	1	13													
Lose Weight (1 pound/1 point)	1	30													
			MARCH			APRIL			MAY						
Grand Total:															

## HOW TO USE THE TRACKING SHEET:

Select and complete an activity from our list. Mark all completed activities with an "x". You can do some activities more than once in a week; be sure to track those! See our example.

## FINISH LINE

All participants who submit their complete tracking sheet win a free 10 day Recreation Swim Pass.

## WIN PRIZES

Participants win a single pass good for both Coalinga Fitness Center and Huron Weight Room based on final point tally.

150pts	Day Pass*
200pts	Month Pass*
250pts	3 Month Pass*
300pts	3 Month Family Pass*
350pts	6 Month Pass*

**2nd Place: Most Overall Points**  
12 Month Pass\*

**1st Place: Most Overall Points**  
12 Month Family Pass\*



\*Pass valid June 2013; or after current membership expires.



FINISH LINE!!

SUBMIT THIS TRACKING SHEET FOR A FREE RECREATION SWIM PASS!

Name: \_\_\_\_\_ Age: \_\_\_\_\_ Sex: \_\_\_\_\_  
 Address: \_\_\_\_\_ Email: \_\_\_\_\_  
 Height: \_\_\_\_\_ Current Weight: \_\_\_\_\_ Goal Weight: \_\_\_\_\_ Final Weight: \_\_\_\_\_

**PLAYbook Events Attended:**

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Set Goals:**

#1: \_\_\_\_\_ Complete by: \_\_\_\_\_

How will I meet this goal: \_\_\_\_\_

#2: \_\_\_\_\_ Complete by: \_\_\_\_\_

How will I meet this goal: \_\_\_\_\_

#3: \_\_\_\_\_ Complete by: \_\_\_\_\_

How will I meet this goal: \_\_\_\_\_



# Make Life Better! Challenge

 An illustration showing a yellow stick figure sitting on a bench with a barbell, and another yellow stick figure in a yoga-like pose with a blue ball.

Most people would agree that "PARKS MAKE LIFE BETTER!" as 98% of households visit a Park at least once each year, and 50% of households participate in a recreation program at least once each year. Now it is your turn! CHRPD wants to help you make your life better by giving you a jump start. CHRPD will give you a few incentives (i.e. prizes) to get started, through our 3 month long, "MAKE LIFE BETTER!" CHALLENGE. Then, at the end of the Challenge, once you have these Healthy Habits firmly implanted into your normal routine, it will be up to you keep the MOMENTUM you have gained.

We all make choices that we know are not Healthy for us. The key to getting Healthy is to be willing to make changes. Join us in CHRPD's District-Wide effort to get fit, get active, and get connected. When we have support, we can run farther, work harder, and get stronger. Not only will the "MAKE LIFE BETTER!" CHALLENGE get you connected with others who are striving to tone-up, get physical, build muscle, and improve their skills, but joining the CHALLENGE! comes with benefits and incentives to help you build the Momentum you need to carry these Healthy Habits throughout life.

**HOW IT WORKS:**

- ◇ Sign up for FREE
- ◇ Earn Points
- ◇ Return MLBC tracking sheet: 5/31
- ◇ Win Prizes!



# “MAKE LIFE BETTER” CHALLENGE

Coalinga-Huron Recreation and Park District

**Make  
Life  
Better!  
Challenge**



## MARKETING THE CHALLENGE:

Cover of Agency Activity Guide  
Dedicated page in Activity Guide  
Promotion on Agency Website  
Promotion on Agency Facebook  
Posters inside Agency Facilities  
Articles in local newspaper  
Testimonials of participants  
Promotion through Agency booths  
at other community events

# “MAKE LIFE BETTER” CHALLENGE

Coalinga-Huron Recreation and Park District

# Make Life Better! Challenge



SPRING  
2013

ISSUE 004 (Mar, Apr, May)

# The PLAYbook

Coalinga-Huron  
Recreation and  
Park District



Your guide to  
the X's & O's  
of Recreation  
in Coalinga  
and Huron

Encompassing a total of 1,100 square miles, the District was formed in 1972 to serve both the communities of Huron and Coalinga, CA. With a total population of 27,000 people, CHRPD 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. CHRPD also operates Camp Yeager, a camp accommodating about 125 people, located in Cambria, CA.



JOIN THE  
Make  
Life  
Better!  
Challenge

# “MAKE LIFE BETTER” CHALLENGE

Coalinga-Huron Recreation and Park District

# Make Life Better! Challenge



# Make Life Better! Challenge



Most people would agree that “PARKS MAKE LIFE BETTER!” as 98% of households visit a Park at least once each year, and 50% of households participate in a recreation program at least once each year. Now it is your turn! CHRPD wants to help you make your life better by giving you a jump start. CHRPD will give you a few incentives (i.e. prizes) to get started, through our 3 month long, “MAKE LIFE BETTER!” CHALLENGE. Then, at the end of the Challenge, once you have these Healthy Habits firmly implanted into your normal routine, it will be up to you keep the MOMENTUM you have gained.

We all make choices that we know are not Healthy for us. The key to getting Healthy is to be willing to make changes. The “MAKE LIFE BETTER!” CHALLENGE is designed to help you make those changes, by developing Healthy Habits, which will last a lifetime.

Join us in CHRPD’s District-Wide effort to get fit, get active, and get connected. When we have support, we can run farther, work harder, and get stronger. Not only will the “MAKE LIFE BETTER!” CHALLENGE get you connected with others who are striving to tone-up, get physical, build muscle, and improve their skills, but joining the CHALLENGE! comes with benefits and incentives to help you build the Momentum you need to carry these Healthy Habits throughout life.

**HOW IT WORKS:**

- ◊ Sign up for FREE for the “MAKE LIFE BETTER!” CHALLENGE (MLBC) and obtain a tracking sheet for you and your family members
- ◊ Start Earning Points (see sidebar on right for examples)
- ◊ Return completed MLBC tracking sheet by the end of May 2013
- ◊ Win Prizes! (see sidebar on right)

**PICK-UP YOUR TRACKING SHEETS AT ANY CHRPD FACILITY:**

- Keck Community Center
- Coalinga Fitness Center
- Keenan Community Center
- Coalinga Senior Activity Center
- [www.chrpd.org/mlbc](http://www.chrpd.org/mlbc)
- [www.facebook.com/chrpd](http://www.facebook.com/chrpd)



**Set Goals**

- Develop Healthy Habits
- Eat Healthy
- Get Active
- Get Fit
- Participate Together
- Quit Bad Habits
- Set Personal Goals
- Support Each Other in achieving your goals

**Earn Points**

SEE TRACKING SHEET FOR COMPLETE POINT LIST  
HERE ARE SOME EXAMPLES:

Activity	Points
Cook as a Family	2
Quit Smoking	5/month
Quit Soda	3/month
Exercise 20-30min/3days	4/week
Family TEAM Night (Huron)	1/night
Personal Fitness Goal	3/goal
Attend PLAYbook event	2/event
Bring a friend to event	2/friend
Play as a family in Park	2
Join Fitness Center	10
Like us on Facebook	5
Walk/Jog/Run	1/mile
Family Spring Cleaning	4
Play Disc Golf at Keck	2/round
Disc Golf with Friends	2/friend
Be a Volunteer	4/time
Have lunch with Seniors	4/lunch

**Finish Line**

SUBMIT YOUR COMPLETED TRACKING SHEET TO WIN A FREE PASS TO OUR POOL'S RECREATION SWIM TIME

**Win Prizes**

PARTICIPANTS WIN ONE FITNESS MEMBERSHIP BASED ON FINAL POINT TALLY.

Points	Prize
150	Day Pass
200	Month Pass
250	3 Month Pass
300	3 Month Family Pass
350	6 Month Pass
400	6 Month Family Pass

2nd Place: Most Overall Points  
12 Month Pass

1st Place: Most Overall Points  
12 Month Family Pass



# MY OWN MARATHON

PROGRESSIVE  
MARATHON

## HOW THE MARATHON WORKS:

A Do-It-Yourself Marathon

Focused specifically on walking, jogging, stepping (with a counter)

Participants track as they complete each quarter mile

Across a 4-Month period, they should be able to complete 26 miles

# MY OWN MARATHON

PROGRESSIVE  
MARATHON

## THE INTRO PACKET:

Includes a list of **City Paths** and their distances (Encourage Use)

Includes a list of **City Classes** & miles achieved (Encourage Attendance)

Includes **Health Tips**

Includes **Tracking Sheet**

Includes **Sponsored Items:** Tee Shirts,  
Pedometers, Business Coupons, Etc.

# MY OWN MARATHON

PROGRESSIVE  
MARATHON

## THE “FINAL MILE” EVENT:

All participants to do with last mile together at this event, to celebrate their accomplishment

Not a separate event - - Rather it was added to an existing event - -  
Timed to occur at the end of the Marathon Time frame

# MY OWN MARATHON

PROGRESSIVE  
MARATHON

## PARTNERS = DOCTOR OFFICES:

We created a “**prescription** to good health” (third of a page) that carried the event logo and information on where to register

Doctors could then “prescribe” our event to any patients that might need to “get active”

# MY OWN MARATHON

PROGRESSIVE  
MARATHON

## PARTNERS = SCHOOL CLASSES:

Elementary School Teachers had their entire class participate

We developed a special tracking sheet that would work for a group of 30 participants

Teachers had kids walk the perimeter of school grounds as a part of their class each week (Tracker in Class)

**“LOSE BIG”  
WEIGHT LOSS  
CHALLENGE**

**LOSE  
BIG**

**HOW “LOSE BIG” WORKS:**

Register as a Team (5 Participants)

Winning Team: \$2500, Entry: \$250

Winning Team: Percentage Weight Loss (Not Total Pounds) (5pt/perc)

Individual Points are added up to get the Team Score

Slogan: “*Lose Big, Gain \$2500*”

Time Period: Ten Months

**“LOSE BIG”  
WEIGHT LOSS  
CHALLENGE**

**LOSE  
BIG**

**THE WEIGH-IN'S:**

Required: Beginning & End

Throughout: Monthly (Not Required)

Agency Staff signed a confidentiality agreement to keep personal information private

Weigh-Ins done by **Agency Staff** in a private room, with a calibrated scale (Always use the same scale)

Info tracked/filed in secure location

**“LOSE BIG”  
WEIGHT LOSS  
CHALLENGE**

**LOSE  
BIG**

**OTHER CONSIDERATIONS:**

Teams with less than 5 members

Replacing team members  
that drop out in the middle  
of the program

Pregnant Team Members

**“LOSE BIG”  
WEIGHT LOSS  
CHALLENGE**

**LOSE  
BIG**

**PARTICIPATION POINTS:**

For the **Monthly Team Challenges**  
and the **Monthly Weigh-Ins**

Participation Points for each Team  
Member who shows up (either/both)

Participation points are collected for  
separate prizes, and do not count  
towards the \$2500 prize

Encourages continued efforts towards  
finishing the 10-Month Lose Big  
Challenge *(plus blogging options)*

# “LOSE BIG” WEIGHT LOSS CHALLENGE

**LOSE  
BIG**

## MONTHLY TEAM CHALLENGES:

Monthly Winners get a personal **consultation with local nutritionist**, plus bragging rights for a month

- Volleyball Tournament
- Dodgeball Tournament
- Fun Run 5K Event
- Water Polo
- Fitness Obstacle Course
- Shopping Contest (*Grocery Store*)

Winner announced at the half-time of the local HS Football Game

**“LOSE BIG”  
WEIGHT LOSS  
CHALLENGE**

**LOSE  
BIG**

**LOSE BIG TEAM NAMES (x24):**

- The Skinny Cows
- From FLABulous to FABulous
- Mission SLIMpossible
- Fat & Furious
- Healthy to Wealthy
- The Winning Losers
- Thin It to Win It
- Chubs to Champs
- Thinning the Herd
- Ain't nobody got time for fat

**“LOSE BIG”  
WEIGHT LOSS  
CHALLENGE**

**LOSE  
BIG**

**STARTING STATISTICS:**

24 teams, 120 participants

Initial Total Weight: 27,400 pounds

*(That is 13.7 tons of contestant)*

*(Average: 228 lbs. per contestant)*

Males (31%), Females (69%)

Age Range: 15 to 65

**“LOSE BIG”  
WEIGHT LOSS  
CHALLENGE**

**LOSE  
BIG**

**ONGOING ENCOURAGEMENT:**

Regular **Encouraging Emails** sent out to all participants

Each participant was given access to the “**Lose Big Blog** - - Teams had ongoing opportunities to post about their weight loss journey, share their goals, struggles, & accomplishments (Plus Smack Talk)

Technology: **Lose It App**

The background is a bright yellow color with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. A solid orange horizontal band is positioned near the top of the page.

# FULLY ENGAGE YOUR AGENCY

**LET'S LOOK AT SOME WAYS TO  
ENGAGE YOUR *WHOLE* AGENCY**

# ENGAGING YOUR WHOLE AGENCY



## GOING ALL OUT FOR YOUR “HEALTHY HABITS” CAMPAIGN:

Encourage agency staff to participate as well

Train staff to be able to talk enthusiastically about Healthy Habits

Vending Machines may need to be addressed (To meet campaign goals)

Snack Menus in the After School Program may need to be addressed

Agency Policies to match campaign



# WHAT ARE “HEALTHY HABITS” ?

**EATING RIGHT**

NUTRITION, NO SODA, NO FAST FOOD, ETC.

**FITNESS**

WALKING, RUNNING, GYM, STRETCHING, HIKES, SWIMMING, ETC.

**PUT AWAY HARMFUL THINGS**

EXCESSIVE ALCOHOL, DRUGS, CIGARETTES, ETC.

**FAMILY TOGETHER**

GAME TIME, FAMILY ACTIVITIES, COOK TOGETHER, ETC.

**SOCIAL CONNECTIONS**

BELONG TO A GROUP, ACTS OF KINDNESS, VOLUNTEERING, ETC.

**LEARNING NEW THINGS**

TAKE A CLASS, READ A BOOK, ETC.

**GOAL SETTING**

COMPLETE AN ACCOMPLISHMENT, TAKE STEPS TOWARDS A GOAL

**MENTAL / SPIRITUAL**

BELIEF IN SOMETHING BIGGER THAN OURSELVES

# ENGAGING YOUR WHOLE AGENCY



## THE “CONNECTIONS” CONCEPT FOR OUR COMMUNITY

Helping our community to connect with one another

**TENNIS CONNECTION** - - Folks register to be on the list. Once a month, we send the list to everyone on the list. They set up matches.

**PARENTS CONNECTION** - - For moms with small children to set play dates.

# CONDUCTING A “HEALTHY HABITS” CAMPAIGN

## SESSION OBJECTIVES



- 1) **DISCOVER WHAT “HEALTHY HABITS” ARE, AND WHY THEY ARE IMPORTANT FOR A COMMUNITY**
- 2) **ANALYZE THE THREE DIFFERENT LEVELS OF A “HEALTHY HABITS” CAMPAIGN**
- 3) **INVESTIGATE HOW TO FULLY ENGAGE YOUR OWN AGENCY IN THE CAMPAIGN**

**Next: The “Connections” Concept as a Professional**

# CONNECTIONS CONCEPT FOR PROFESSIONALS



## AS A PROFESSIONAL IT IS IMPORTANT TO MAKE CONSCIOUS CONNECTIONS:

Just as “Connections” are vital for the members of our community...

...who benefit from connecting with one another,

So too, it is vital for us as Recreation Professionals...

...to focus on making those connections that will be a benefit!

1

# CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH YOUR ELECTED OFFICIALS & YOUR COMMUNITY STAKEHOLDERS:

Communicate regularly!

Even if they disagree with you.

*Especially, if they disagree with you.*

When at a public meeting with  
elected/appointed officials...

*...we should note that we  
do not always need to respond  
to every statement they make.*

# 2

## CONNECTIONS CONCEPT FOR PROFESSIONALS



### CONNECTING WITH YOUR PROFESSION:

Recreation Professionals in neighboring cities and towns.

Reach-Out, Call, In-Person

In your Region, State, Nationally.  
Assoc Boards, Engage w/Projects

#### Benefits:

Gain Great New Ideas (Programs)

Gain A Support Network

Gain Professional Development

Gain Career Advancement

# 3

## CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH THE RECREATION PROFESSIONAL COMPETENCIES:

Professional Competencies are a list of the skills needed for you to be “competent” in your profession.

Each skill (or Competency) is then matched to each of the appropriate Job Positions found in your Organization.



3

## CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH THE RECREATION PROFESSIONAL COMPETENCIES:

A column for each Job Position (x8)

Each column has 3 possible designations for each competency:

- Mandatory
- Desirable
- Skill To Develop

3

# CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH THE RECREATION PROFESSIONAL COMPETENCIES:

	Supervisor I			Coordinator			Specialist			Rec Leader		
	Skill to Develop	Desirable	Mandatory									
			X			X			X			X
			X			X			X			X
			X			X			X			X

# 3

## CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH THE RECREATION PROFESSIONAL COMPETENCIES:

Far Right column shows where each skill or competency is likely to be obtained (Primary/Secondary):

- In-House Training
- Professional Associations
- Private Seminar
- Director's Workshop
- College Courses

3

# CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH THE RECREATION PROFESSIONAL COMPETENCIES:

Skill Acquisition				
In-House Training	Professional Assoc.	Private Seminar	Directors' Workshop	College Courses
2	2	1		1
1	2	2		1
2	1	1	2	2

# 3

## CONNECTIONS CONCEPT FOR

## CONNECTING WITH THE RECREATION PROFESSIONAL COMPETENCIES:

### Skills Analysis for Recreation Positions

Assessed Skills	Director			Superintend.			Manager			Supervisor II			Supervisor I			Coordinator			Specialist			Rec Leader			Skill Acquisition							
	Skill to Develop	Desirable	Mandatory	In-House Training	Professional Assoc.	Private Seminar	Directors' Workshop	College Courses																								
2 Communication Skills			X			X			X			X			X			X			X			X			1	2	2		1	
4 Problem Solving			X			X			X			X			X			X			X			X			1	1	2			
5 Computer Skills			X			X			X			X			X			X			X			X					2	2		
6 Enthusiasm			X			X			X			X			X			X			X			X			1	2				
7 Role Modeling			X			X			X			X			X			X			X			X			2	2				
9 Conflict Resolution			X			X			X			X			X			X			X			X				2	1			
11 Risk Management			X			X			X			X			X			X			X			X			2	2				
12 Writing Skills			X			X			X			X			X			X			X								2	1		
13 Technology		X			X			X			X			X			X			X								1		2		

# 3

# CONN CONC

	Director			Superintend.			Manager			Supervisor II			Supervisor I			Coordinator			Specialist			Rec Leader			Skill Acquisition				
	Skill to Develop	Desirable	Mandatory	In-House Training	Professional Assoc.	Private Seminar	Directors' Workshop	College Courses																					

14 Professional Committees		X			X				X		X			X		X									2			2	
15 Prioritizing Job Assignments			X			X				X		X		X		X									2				
16 Goal Setting			X			X				X		X		X		X									2	2	2	2	2
18 Marketing Promotion		X			X					X		X		X		X									2	2	2		2
20 Scheduling Staff		X		X			X			X		X		X											1				
21 Facility Management			X			X			X		X		X		X										2	2			
22 Personnel Evaluations			X			X			X		X		X		X										1	2	2		
23 Personnel Discipline			X			X			X		X		X		X										1	2	2		
25 Budgeting - Program budgets		X			X				X		X		X		X										1	2			2
27 Personnel Hiring			X			X			X		X		X		X										1	2	2	2	
28 Staff Develop/Support			X			X		X		X		X		X											2	2			
29 Encourage Constant Improvement			X			X			X		X		X		X										1	2			
30 Delegation of Work			X			X			X		X		X		X										2	2		2	2
31 Analyzing Industry Trends			X		X			X		X		X		X												1			2
32 Presentation			X			X			X		X		X		X										2	1	2		2
33 Fundraising			X			X		X		X		X		X												1	2		
34 Analyzing Cost Recovery			X			X			X		X		X		X										2	2			2





# CONNECTING WITH THE RECREATION PROFESSIONAL COMPETENCIES:

Skills Analysis for Recreation Positions

Assessed Skills	Director		Superintend.		Manager		Supervisor II		Supervisor I		Coordinator		Specialist		Rec Leader		Skill Acquisition							
	Skill to Develop	Desirable	Desirable	Mandatory	Skill to Develop	Desirable	Desirable	Mandatory	Skill to Develop	Desirable	Desirable	Mandatory	Skill to Develop	Desirable	Desirable	Mandatory	Skill to Develop	Desirable	Mandatory	In-House Training	Professional Assoc.	Private Seminar	Directors' Workshops	College Courses
1 Hands-On Program Tasks										X									X	2	2	1	1	1
2 Communication Skills			X		X		X		X		X		X		X				X	1	2	2	1	1
3 Ethical Behavior			X		X		X		X		X		X		X				X	2	1	1	2	2
4 Problem Solving			X		X		X		X		X		X		X				X	1	1	2		
5 Computer Skills			X		X		X		X		X		X		X				X			2		2
6 Enthusiasm			X		X		X		X		X		X		X				X	1	2			
7 Role Modeling			X		X		X		X		X		X		X				X	2	2			
8 Leadership			X		X		X		X		X		X		X				X	2	1	2	2	2
9 Conflict Resolution			X		X		X		X		X		X		X				X	2	2	1		
10 Attend Professional Trainings			X		X		X		X		X		X		X				X	2			2	2
11 Risk Management			X		X		X		X		X		X		X				X	2	2			
12 Writing Skills			X		X		X		X		X		X		X							2		1
13 Technology			X		X		X		X		X		X		X							1		2
14 Professional Committees			X		X		X		X		X		X		X					2				2
15 Prioritizing Job Assignments			X		X		X		X		X		X		X					2				
16 Goal Setting			X		X		X		X		X		X		X					2	2	2	2	2
17 Partnership Building			X		X		X		X		X		X		X					2	2			2
18 Marketing Promotion			X		X		X		X		X		X		X					2	2	2		2
19 Professional Association			X		X		X		X		X		X		X					2	2		2	2
20 Scheduling Staff			X		X		X		X		X		X		X					1				
21 Facility Management			X		X		X		X		X		X		X					2	2			
22 Personnel Evaluations			X		X		X		X		X		X		X					1	2	2		
23 Personnel Discipline			X		X		X		X		X		X		X					1	2	2		
24 Meeting Facilitation			X		X		X		X		X		X		X					2	1			
25 Budgeting - Program budgets			X		X		X		X		X		X		X					1	2			2
26 Seeking Donations			X		X		X		X		X		X		X					1	2			
27 Personnel Hiring			X		X		X		X		X		X		X					1	2	2		2
28 Staff Develop/Support			X		X		X		X		X		X		X					2	2			
29 Encourage Constant Improvement			X		X		X		X		X		X		X					1	2			
30 Delegation of Work			X		X		X		X		X		X		X					2	2		2	2
31 Analyzing Industry Trends			X		X		X		X		X		X		X					1				2
32 Presentation			X		X		X		X		X		X		X					2	1	2		2
33 Fundraising			X		X		X		X		X		X		X					1	2			
34 Analyzing Cost Recovery			X		X		X		X		X		X		X					2	2			2
35 Working with Colleges			X		X		X		X		X		X		X					2				
36 Working with Service Clubs			X		X		X		X		X		X		X					1	2			
37 Working with Non-Profits			X		X		X		X		X		X		X					2	2			
38 Contract Administration			X		X		X		X		X		X		X					1	2			
39 Bid Process			X		X		X		X		X		X		X					1				
40 Grants - Intro			X		X		X		X		X		X		X					1	2			
41 Managing Parks Facilities			X		X		X		X		X		X		X					2	2			2
42 Strategic Thinking			X		X		X		X		X		X		X					2		2	2	
43 Working with Commissions			X		X		X		X		X		X		X					1			1	
44 CIP Management			X		X		X		X		X		X		X					1	1		2	
45 Parks Operations			X		X		X		X		X		X		X					2	2			2
46 Budgeting - Division			X		X		X		X		X		X		X					1			2	
47 Business Efficiencies			X		X		X		X		X		X		X					1	2			
48 Grants - Competitive			X		X		X		X		X		X		X					1	2			
49 Parks Design			X		X		X		X		X		X		X					1	2			
50 Working with Council			X		X		X		X		X		X		X					1	2		1	
51 Make/Enforce Policies/Proced			X		X		X		X		X		X		X					1	2		2	
52 Political			X		X		X		X		X		X		X					2			2	2
53 Negotiations			X		X		X		X		X		X		X					2	2	2		
54 Reading Blue Prints			X		X		X		X		X		X		X					2				
55 Working w/ Bargaining Groups			X		X		X		X		X		X		X					2	1			

## Ways the Spreadsheet can be used:

- Employees will have a better idea of what they need to work on, to get to the next level.
- Supervisors can help employees set goals during annual evaluations.
- Agendas for staff retreats can include certain skill building tasks.

# 4

## CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH THE NINE NODES OF LEADERSHIP:

What is a Node?

- On a Fruit Tree Branch, a “node” is a “growth spot”
- It could end up being a leaf, or another branch, or even the fruit itself



4

## CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH THE NINE NODES OF LEADERSHIP:

Similarly, in our professional lives, we have many growth spots (i.e. Nodes)

For the Recreation Profession,  
I have identified...

...9 different categories or  
growth areas or nodes

# 4

## CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH THE NINE NODES OF LEADERSHIP:

- 1) **People Development** (Staff)
- 2) **Park & Facility Development**
- 3) **Program Development** (Community)
- 4) **Fund & Resource Development**
- 5) **Community Needs Assessment**
- 6) **Best Practice Assessment**
- 7) **Communication Strategies** (Mktg)
- 8) **Professional Development**
- 9) **Personal Development**

# 4

## CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH THE NINE NODES OF LEADERSHIP:

The Nodes can be used to organize:

- Your Goals & Objectives
- Your Staff's Goals & Objectives
- Your Email Folders
- Your Filing Systems (Folders)
- Your Personal Leadership Philosophy

5

## CONNECTIONS CONCEPT FOR PROFESSIONALS



## CONNECTING WITH YOUR OWN LEADERSHIP PHILOSOPHY:

Creating your own personal  
Leadership Philosophy Statement:

- This would be a written statement of your own Leadership Philosophy
- Taking the time and effort to represent yourself in this manner will truly set you apart
- Others will be able to see what you are trying to accomplish

5

# CONNECTIONS CONCEPT FOR PROFESSIONALS



**Mark Honberger**

2065 KC Ranch Road • Show Low, AZ 85901 • (928) 278-8035

## LEADERSHIP PHILOSOPHY

*I develop Parks and Recreation agencies  
that create Thriving Communities through...*

### ...People Development

*I invest in people by coaching individuals, building teams, and establishing Work/Training Plans that utilize staff's strengths to accomplish agency goals while expanding staff's competencies and leadership skills*

### ...Park & Facility Development

*I create parks & facilities to be gathering places that are Unique, Utilized, and Uniting; with user policies that Invite, Inform, and Involve participants in upholding extreme standards of quality, cleanliness, and safety*

### ...Program Development

*I design programs to meet the community's needs, serve the agency's target markets and mission, fill-in gaps in community services, reflect the profession's best practices, and exceed the customer's expectations*

### ...Fund & Resource Development

*I utilize fiscal integrity, responsible decision-making, reasonable risks, creative problem solving, collaboration, and sound revenue strategies to maximize cost recovery ratios and reduce general fund subsidies*

### ...Community Needs Assessment

*I seek strong community input in crafting an agency's vision, by reaching out to my community to make connections, develop customer relationships, and truly understand community needs*

### ...Best Practice Assessment

*I seek continual improvement, always striving to be better than yesterday, by seeking the best methods to increase efficiencies, quality, and safety, while reducing our liabilities, and finding innovative uses for technology*

### ...Marketing & Communication Strategies

*I constantly communicate a clear, and concise, "message" of the agency's vision and accomplishments through all programs, facilities, staff, publications, meetings, media contacts, and all conversations*

# CONNECTING WITH YOUR OWN LEADERSHIP PHILOSOPHY:

## ...People Development

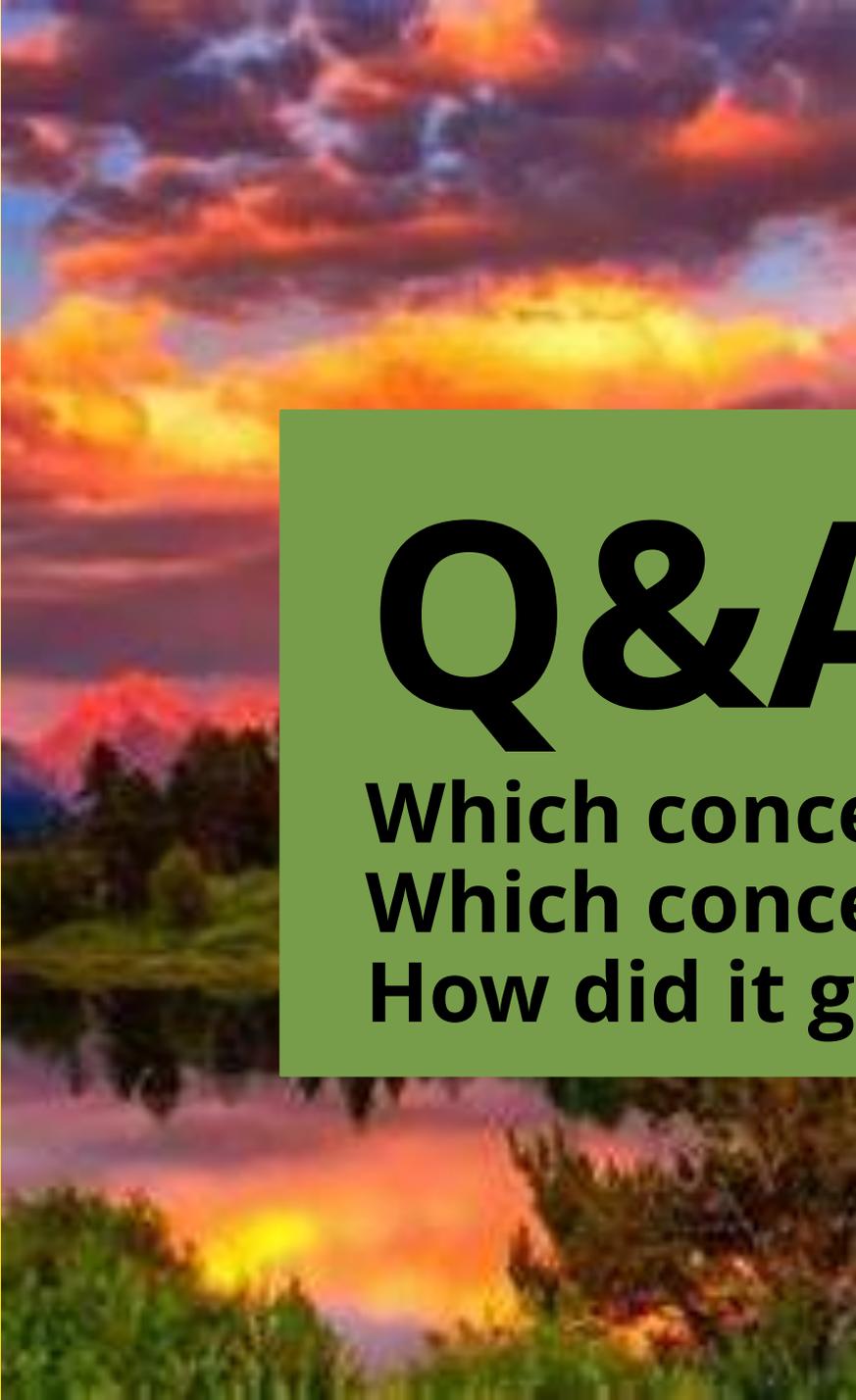
*I invest in people by coaching individuals, building teams, and establishing Work/Training Plans that utilize staff's strengths to accomplish agency goals while expanding staff's competencies and leadership skills*

## ...Program Development

*I design programs to meet the community's needs, serve the agency's target markets and mission, fill-in gaps in community services, reflect the profession's best practices, and exceed the customer's expectations*

## ...Community Needs Assessment

*I seek strong community input in crafting an agency's vision, by reaching out to my community to make connections, develop customer relationships, and truly understand community needs*



**REMARKABLE  
RECREATION SOLUTIONS**



# **Q&A / SHARE**

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

**HEALTHY HABITS & THE  
CONNECTIONS CONCEPTS**



# CONDUCTING A “HEALTHY HABITS” CAMPAIGN

*REMARKABLE*  
RECREATION SOLUTIONS



MARK HONBERGER, DIRECTOR  
REMARKABLE RECREATION SOLUTIONS

**(928) 278-8035   marknrec@gmail.com   remarkablerecreationsolutions.com**

# CONDUCTING A “HEALTHY HABITS” CAMPAIGN & THE “CONNECTIONS” CONCEPT

## ASSIGNMENT FOR WEEK 3

### TRY WRITING YOUR OWN LEADERSHIP PHILOSOPHY

**You can break it up into  
your own categories**

**Or you can use my  
categories if you wish**



# 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

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

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

Week I 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?  
❖ Does the program fill a gap community services? [Alter

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

SEE YOU NEXT WEEK!

WEEK #4 = APR 11, 2024

THU 1PM EST

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 Future Career
- Invest in Yourself and Build Expertise (\$80 Value)
- 100's of Take-Aways to Implement (\$900 Value)
- 8 Sess (12 hrs) of Recreation Coaching (\$80 Value)
- Plus, receive a Resume Review & Input (\$60 Value)
- Plus, receive Certificate of Completion (\$100 Value)
- After series, you get free access to 6 of the 12 one-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  
RECREATION SOLUTIONS



#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. (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 “holding on” 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 to help our agency reach its mission.

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WEEK 2

SEE YOU NEXT WEEK!

WEEK #4 = 4/11 THU, 1PM EST

WOW FACTOR:

UNLEASHING CREATIVITY IN  
THE RECREATION PROFESSION

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