

PRCA Programming 101



Well-planned and thoughtful
programming is like making ... A PIE

Assess

Plan

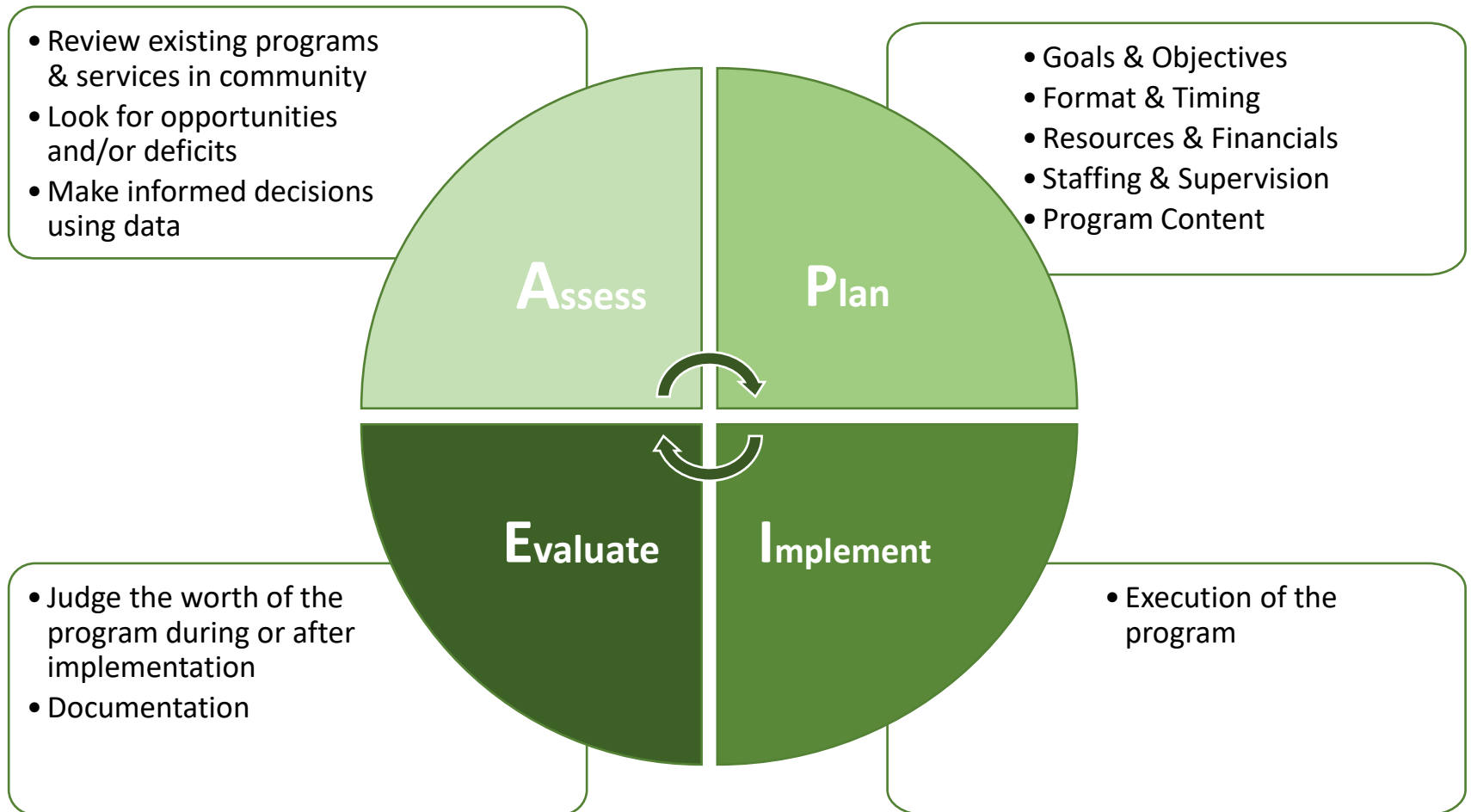
Implement

Evaluate



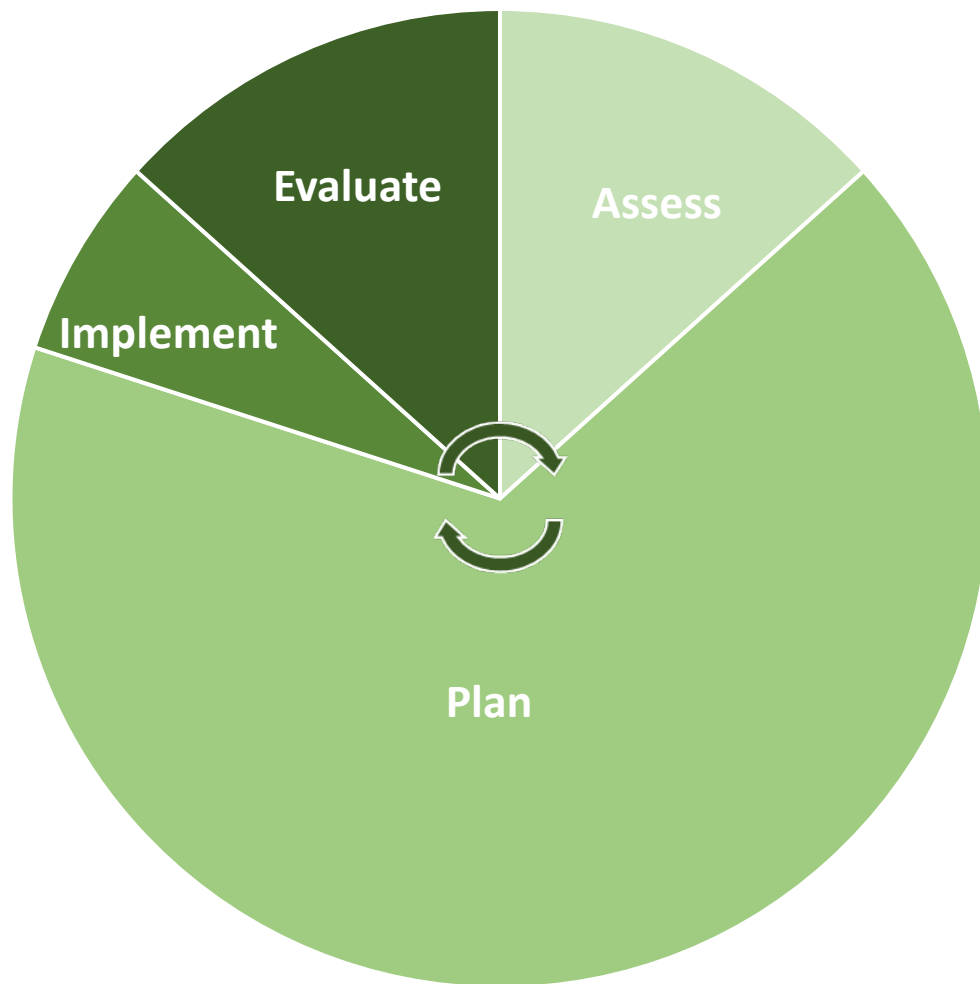
Recreation Planning Process

(in a textbook)



Recreation Planning Process

(in reality)



In PRCA it looks like this...

2023 PRCA Program Production Schedule

	Winter 2023	Spring 2023	Camps 2023	Summer 2023	Fall 2023
Programs run from:	Jan 1, 2023 - March 31, 2023	April 1, 2023 - May 31, 2023	Summer 2022	Memorial Day - Labor Day	Labor Day - Dec 31, 2023
Evaluation Worksheets due by	5/1/22	7/1/22	9/1/22	10/1/22	2/1/23
(Chris) Update seasonal registration, discount dates by	8/12/22	11/11/22	11/11/22	1/7/23	4/7/23
Worksheet step # 1 due by	8/12/22	11/11/22	11/11/22	1/7/23	4/7/23
Manager worksheet review	8/15/22 - 8/19/22	11/15/22 - 11/18/22	11/17/22 - 11/18/22	1/9/23 - 1/12/23	4/10/23 - 4/12/23
Build programs in RecTrac and review Activity Proof Report by	8/26/22	11/30/22	12/6/22	1/27/23	4/26/23
Interface and images due in Share Drive by	8/29/22	12/1/22	12/7/22	1/31/23	4/28/23
Manager interface review	8/30/22 - 8/31/22	12/2/22 - 12/5/22	12/8/22 - 12/9/22	2/1/23 - 2/3/23	4/29/23 - 5/3/23
Creation of PRCA Complete Interface	9/1/22 - 9/2/22	12/6/22-12/7/22	12/12/22-12/14/22	2/6/23 - 2/7/23	5/4/23 - 5/5/23
Admin Systems: Prepare draft #1	9/5/22 - 9/30/22	12/7/22 - 1/6/23	12/15/22 - 1/12/23	2/8/23 - 3/3/23	5/8/23 - 6/2/23
PRCA first proof	10/3/22 - 10/7/22	1/9/23 - 1/13/23	1/13/23 - 1/20/23	3/4/23 - 3/10/22	6/5/23 - 6/9/23
1 st round edits made in RecTrac	10/3/22 - 10/7/22	1/9/23 - 1/13/23	1/13/23 - 1/20/23	3/4/23 - 3/10/23	6/5/23 - 6/9/23
Seasonal marketing request submitted to Manager by	10/7/22	1/13/23	1/20/23	3/10/23	6/9/23
Admin Systems: 1 st round edits in brochure	10/10/22 - 10/14/22	1/16/23 - 1/21/23	1/23/23 - 1/26/23	3/11/23 - 3/17/23	6/13/23 - 6/16/23
PRCA final proof	10/17/22 - 10/21/22	1/21/23 - 1/25/23	1/27/23 - 2/1/23	3/18/23 - 3/23/23	6/19/23 - 6/23/23
2 nd round edits made in RecTrac	10/17/22 - 10/21/22	1/21/23 - 1/25/23	1/27/23 - 2/1/23	3/18/23 - 3/23/23	6/19/23 - 6/23/23
Review Activity Proof Report and make corrections by	10/21/22	1/25/23	2/2/23	3/24/23	6/26/23
Admin Systems: 2nd round edits in brochure	10/21/22 - 10/26/22	1/25/23 - 1/30/23	2/2/23 - 2/7/23	3/24/23 - 3/29/23	6/26/23 - 6/30/23
Admin Systems: Brochure and mailing list to printer	11/1/22	2/3/23	n/a	3/31/23	7/7/23
Set programs to Active status and review on WebTrac from customer point of view by	11/5/22	2/10/23	2/10/23	4/7/23	7/14/23
Brochures to KRC / PO and on website	11/15/22	2/17/23	2/17/23 (website only)	4/14/23	7/21/23
Resident registration begins	11/28/22	3/6/23	3/6/23	5/1/23	8/1/23
Non-Res registration begins	12/5/22	3/13/23	3/13/23	5/8/23	8/8/23
10% Registration discount	11/28/22 - 12/12/22	3/6/23 - 3/19/23	3/6/23 - 3/19/23	5/1/23 - 5/14/23	8/1/23 - 8/14/23

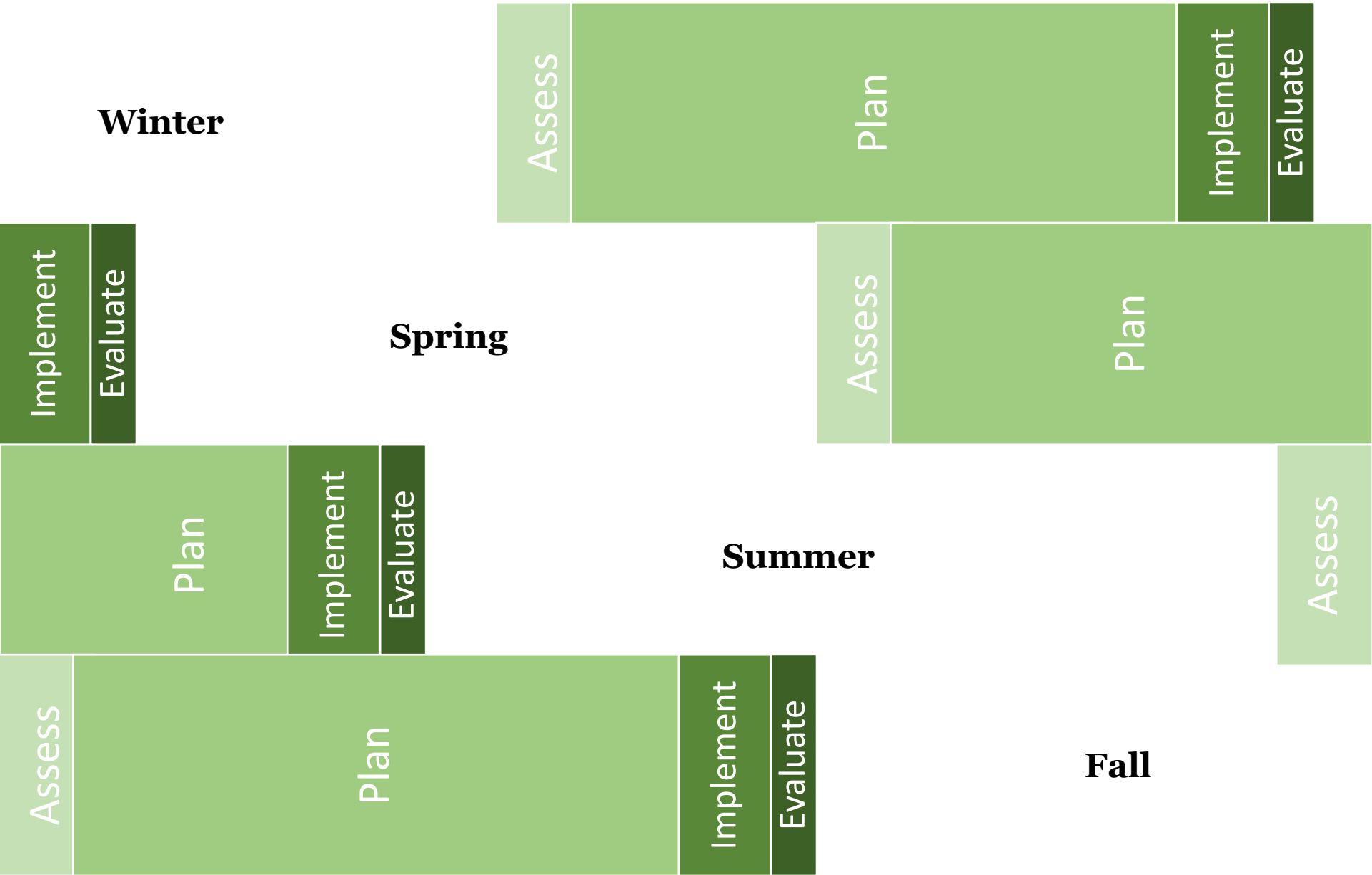
Assess

Plan

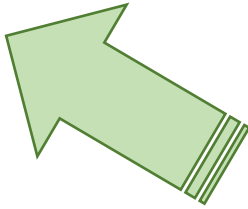
Implement

Evaluate

Actually it looks more like this...



Review previous documentation



Assessment is the first step of the
Program Production Schedule

Previous documentation could be...

- Evaluation worksheets
- Survey results
- Staff experiences
- Professional assessment
- Historical data

Review of previous reports and documentation
Update seasonal registration, discount dates by (Chris)
Worksheet step # 1 due by
Manager worksheet review
Build programs in RecTrac by
Review Activity Proof Report and make corrections by
Manager seasonal plan review
Interface and images reviewed and final in Share Drive by
Admin Systems: Prepare draft #1
PRCA first proof
1 st round edits made in RecTrac
Admin Systems: 1 st round edits in brochure
PRCA final proof
2 nd round edits made in RecTrac
Review Activity Proof Report and make corrections by
Admin Systems: 2nd round edits in brochure
Admin Systems: Brochure and mailing list to printer
Set programs to viewable on web and review on WebTrac from customer point of view by
Brochures to KRC / PO and on website
Resident registration begins
Non-Res registration begins
10% Registration discount
Complete Evaluation Report

Purpose, Goals and Objectives

Review of previous reports and documentation ✓
Update seasonal registration, discount dates ✓ (Chris)
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Complete Evaluation Report

Purpose

Connect directly to mission/vision/QSFOC

Why are you offering it?

Goals

What will be accomplished?

Objective

Measurable statements to lead to accomplishing the goal

A – Audience – who?

B – Behavior – what?

C – Condition – how?

D – Degree – when?



Format & Timing

Review of previous reports and documentation ✓
Update seasonal registration, discount dates by (Chris) ✓
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Complete Evaluation Report

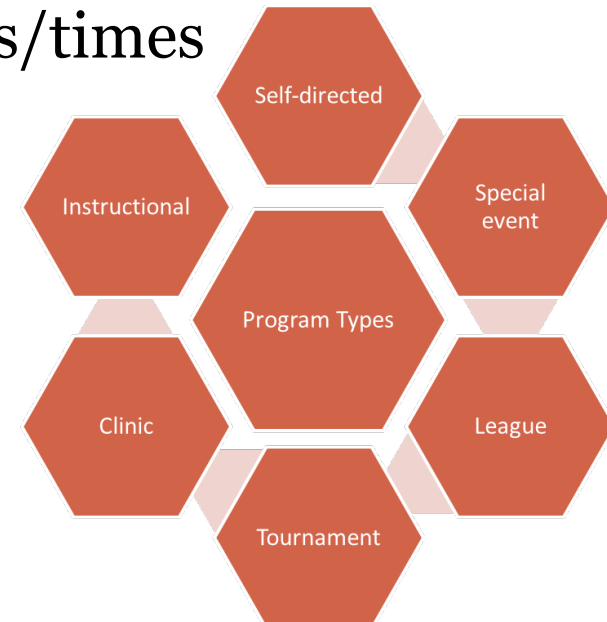
Consider your audience

- Are they beginners or experienced?
- Where do they live, work?
- What have past participants said?

School calendar, community events

Offer a variety of formats/days/times

Use available data;
trial and error is expensive



Identify Resources

Review of previous reports and documentation ✓
Update seasonal registration, discount dates by (Chris) ✓
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Fiscal
Physical

- Space & Facilities
- Equipment
- Supplies

Technology
Human



Partnerships & Sponsorships

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Complete Evaluation Report

- Who could you team up with?
- Collaborations allow for better use of resources
- Be creative and think outside of our field (public, non-profit, commercial)
- Over communicate and outline expectations

PlayKettering
celebrates

PARTNERSHIPS

"Alone we can do so little. Together we can do so much."

- Helen Keller

The Immortal words of Helen Keller truly exemplify how the Lathem Senior Center approaches programming for our members. From individuals who share their time and expertise to lead a program to the organizations that offer either financial or in-kind support - sometimes both - to allow us to offer larger programming at minimal costs, our partnerships are at the heart of our center. In 2022, the CIL received over \$4,500 in direct financial support and the equivalent of more than \$19,000 in in-kind donations encompassing gift cards and grand prizes for monthly Bingo Bonanza, entertainment, food and prizes for parties and social events, grab bag prizes for weekly Wednesday Bings, snacks for enrichment classes, box lunches for Lunch & Learns and Golf League lunches and prizes. Additionally 38 individuals from 34 different organizations presented 57 free or low cost programs for Senior Adult participants. We would like to say an enthusiastic "Thank you" to the sponsors and groups listed below.

Additionally, the most emphatic thank you goes out to the Charles L. Lathem family for their very generous donation which made possible a variety of upgrades in and around the CIL. If you haven't already, stop by to see our new look and keep an eye out for even more improvements in the activity area by the CIL in Indian Riffe Park.

Senior and Adult Program Supervisor

Jennifer Glessler

937-296-3480

jennifer.glessler@ketteringpa.org

CAPITAL HEALTH
THE OAKS OF WEST KETTERING

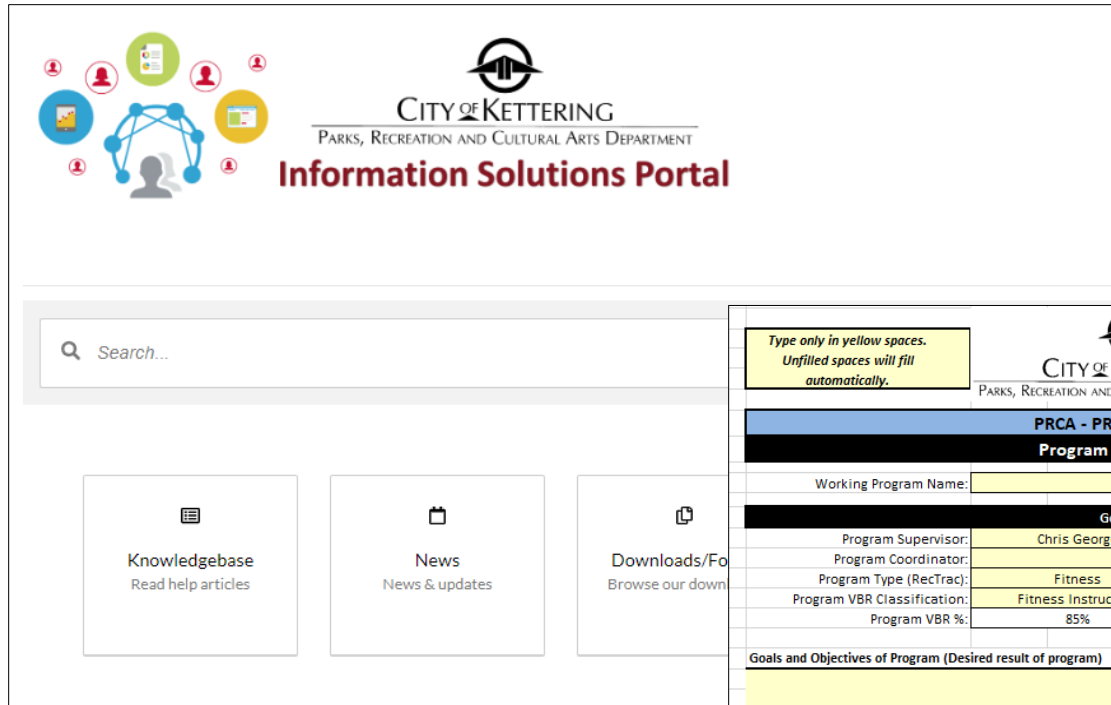
BROOKDALE
SENIOR LIVING

ADULT & SENIOR PROGRAMS

48

Program Worksheets


Review of previous reports and documentation ✓
Update seasonal registration, discount dates ✓ (Chris)
Worksheet step # 1 due by
Manager worksheet review
Build programs in RecTrac by
Review Activity Proof Report and make corrections by
Manager seasonal plan review
Interface and images reviewed and final in Share Drive by
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Resident registration begins
Non-Res registration begins
10% Registration discount
Complete Evaluation Report



CITY OF KETTERING PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT							
PRCA - PROGRAM WORKSHEET Program Pricing and Proposal							
Working Program Name:		Example Fitness Program					
General Information							
Program Supervisor:		Chris George		Year:		2022	
Program Coordinator:				Season:		Spring	
Program Type (RecTrac):		Fitness		Age:		Adult	
Program VBR Classification:		Fitness Instruction		Skill Level:		Beginner	
Program VBR %:		85%		Lifecycle:		Growth	
Goals and Objectives of Program (Desired result of program)							
Expense Projections - Use estimates for a SINGLE SECTION							
Estimated Personnel Expenses for a single section							
Coordinator (only if Direct Expense)	Hourly Rate	Planning Time	Program Time		Wages	Benefits	TOTALS
	\$ -	0	0	=	\$ -	\$ -	\$ -
	\$ -	0	0	=	\$ -	\$ -	\$ -
PRCA Staff (Direct Expense)							
Example Staff 1	\$ 15.00	1	0	=	\$ 15.00	\$ 2.62	\$ 17.62
Example Staff 2	\$ 10.00	1	1	=	\$ 20.00	\$ 3.49	\$ 23.49
Example Staff 3	\$ 12.00	0	5	=	\$ 60.00	\$ 10.47	\$ 70.47
Grand total PRCA staff:							\$ 111.58
Contractor Information							
	Rate (per or flat)	Min.			Wages		
	\$ -	-		=	\$ -	\$ -	\$ -
	\$ -	-		=	\$ -	\$ -	\$ -
	\$ -	-		=	\$ -	\$ -	\$ -
Grand total Contractual:							\$ -
GRAND TOTAL PERSONNEL:							\$ 111.58

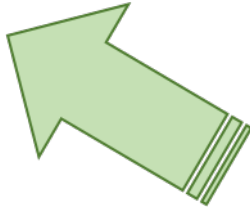
Let's take a look at the worksheet!

Review of previous reports and documentation ✓
Update seasonal registration, discount dates ✓ (Chris)
Worksheet stop list due by ✓
Manager worksheet review
Build programs in RecTrac by
Review Activity Proof Report and make corrections by
Manager seasonal plan review
Interface and images reviewed and final in Share Drive by
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Non-Res registration begins
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Complete Evaluation Report

<p>Type only in yellow spaces. Unfilled spaces will fill automatically.</p>		 CITY OF KETTERING PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT	
PRCA - PROGRAM WORKSHEET			
Program Pricing and Proposal			
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Program VBR %:	85%	Lifecycle:	Growth
Goals and Objectives of Program (Desired result of program)			
Expense Projections - Use estimates for a SINGLE SECTION			
Estimated Personnel Expenses for a single section			
Coordinator (only if Direct Expense)	Hourly Rate	Planning Time	Program Time
	\$ -	0	0
	\$ -	0	0
PRCA Staff (Direct Expense)			
Example Staff 1	\$ 15.00	1	0
Example Staff 2	\$ 10.00	1	1
Example Staff 3	\$ 12.00	0	5
			Grand total PRCA staff:
			\$ 111.58
Contractor Information		Rate (per or flat)	Min.
		\$ -	
		\$ -	
		\$ -	
			Grand total Contractual:
			\$ -
			GRAND TOTAL PERSONNEL:
			\$ 111.58

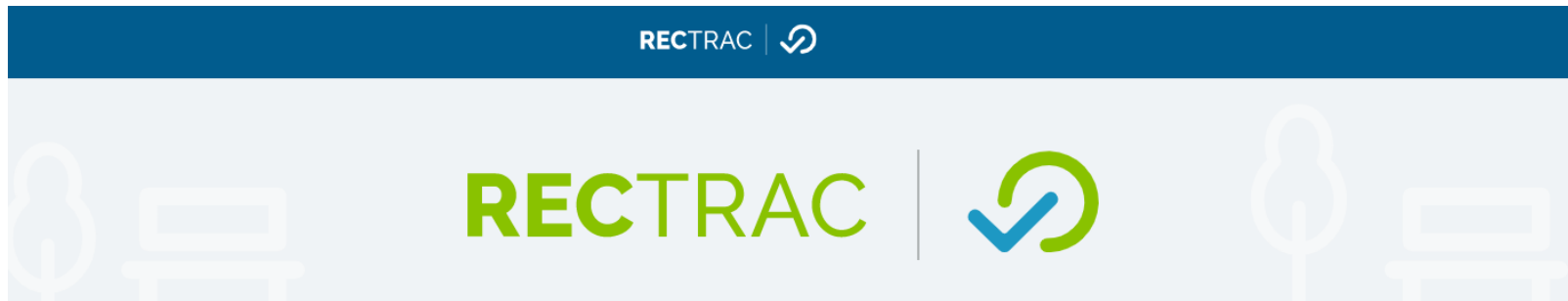
Build programs in RecTrac

Review of previous reports and documentation ✓
Update seasonal registration, discount dates by (Chris) ✓
Worksheet step 1 due by ✓
Manager worksheet review ✓
Build programs in RecTrac by
Review Activity Proof Report and make corrections by
Manager seasonal plan review
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Resident registration begins
Non-Res registration begins
10% Registration discount
Complete Evaluation Report



There are separate trainings for this one 😊

And there are lots of helpful folks willing to step in and help you!



Review Activity Proof Report

Review of previous reports and documentation ✓
Update seasonal registration, discount dates by (Chris) ✓
Worksheet step 1 due by ✓
Manager worksheet review ✓
Build program in RecTrac by ✓
Review Activity Proof Report and make corrections by
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Non-Res registration begins
10% Registration discount
Complete Evaluation Report

How do you check basic info (*days, dates, times, max/min count, etc...*)?



DATA GRID

How do you check high level info not in data grid (*fees, rules, questions attached to an activity or section*)?



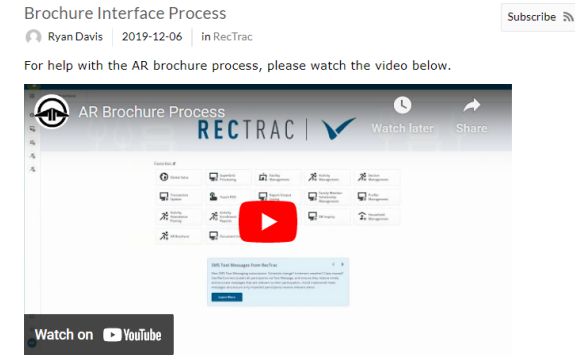
ACTIVITY PROOF REPORT

Make necessary edits before running interface

Interface and images due in Share Drive

Review of previous reports and documentation ✓
Update seasonal registration, discount dates by (Chris) ✓
Worksheet submitted due by ✓
Manager worksheet review ✓
Build programs in RecTrac by ✓
Review Activity Proof Report and make corrections by ✓
Manager seasonal plan review ✓
Interface and images reviewed and final in Share Drive by
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1 st round edits made in RecTrac
Admin Systems: 1 st round edits in brochure
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Admin Systems: Brochure and mailing list to printer
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Brochures to KRC / PO and on website
Resident registration begins
Non-Res registration begins
10% Registration discount
Complete Evaluation Report

Note: there is a training video on the Employee Portal



IMPORTANT!!

The interface is your first edit. Do not wait until the first proof of the guide to make edits.

Examples:

- *i.e. interface will default to ages 6-99, we want it to be 6+*
- *i.e. remove the staff line if applicable*
- *i.e. make sure there are spaces between month and day*

If actual errors are found, fix it in RecTrac!

1st & 2nd proofs, edits in RecTrac, Activity Proof Report (again)

Review of previous reports and documentation ✓
Update seasonal registration, discount dates by (Chris) ✓
Worksheet step #1 due by ✓
Manager worksheet review ✓
Build programs in RecTrac by ✓
Review Activity Proof Report and make corrections by ✓
Manager seasonal plan review ✓
Interface and images reviewed and final in SharePoint by ✓
Admin Systems: Prepare draft #1 ✓
PRCA first proof
1 st round edits made in RecTrac
Admin Systems: 1 st round edits in brochure ✓
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Complete Evaluation Report

Our goal is to have fewer edits after design is done because we have edited the interface before submitting to Admin Support

Any changes you make in the brochure proofs need to also be made in RecTrac

- Most common: Dates and fees

Make sure all of your edits have direction for Abby/Leah (not questions)

- If you have a question for someone, the brochure proof is not the place to put it

Make programs active, review web from customer POV

Making programs active can be done in bulk – saves a lot of time!
Remember: if you don't do this step, nobody can sign up online

Go online to make sure your stuff looks good to the customer

Think about keywords

Swim lesson example:

Swim, swimming, lesson, lessons, class, classes, instruction, parent, child, infant, toddler, aquatic, aquatics

This one is pretty good. What else could be added?

Review of previous reports and documentation
Update seasonal registration, discount dates by (Chris)
Worksheet step 11 due by
Manager worksheet review
Build programs in RecTrac by
Review Activity Proof Report and make corrections by
Manager seasonal plan review
Interface and images reviewed and final in 5 days Drive by
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PRCA first proof
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Complete Evaluation Report

The screenshot shows the 'Activity Search' page of the City of Milpitas website. The header includes navigation links like HOME, ACTIVITIES, TICKETS, SHELTERS, PASSES, LEAGUE SCHEDULES, and CONTACT US. On the left, there's a sidebar with a 'Keyword Search' box and a 'Types' filter where 'Aquatic Programs' is selected. Below the filters are sections for 'Registration Event (0)', 'Age: (0)', 'Location: (0)', and 'Activity Number'. The main content area displays search results for 'Showing results 1-45 of 46'. The first result is 'Parent and Child Level 1: Water Acclimation - 01-10101' for 8 months - 3 years, with 1 section. The second is 'Parent and Child Level 2: Water Exploration - 01-10102' for 6 months - 3 years, with 2 sections. The third is 'Preschool Beginner: Introduction to Water Skills - 01-10111' for 4 years - 5 years, with 2 sections. The fourth is 'Preschool Intermediate: Advancement of Water Skills - 01-10112' for 4 years - 5 years, with 2 sections.

Evaluation Report

Review of previous reports and documentation
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Interface and images reviewed and final in Sales Drive by
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10% Registration discount
Complete Evaluation Report

Registered program participants automatically get an email from us after their program

Results from the survey can be found on the Dashboards



Thanks for participating with us! We hope you had a great time and we'd love to hear about it! Our goal is to provide a high-quality experience and you can help ensure we are doing just that.

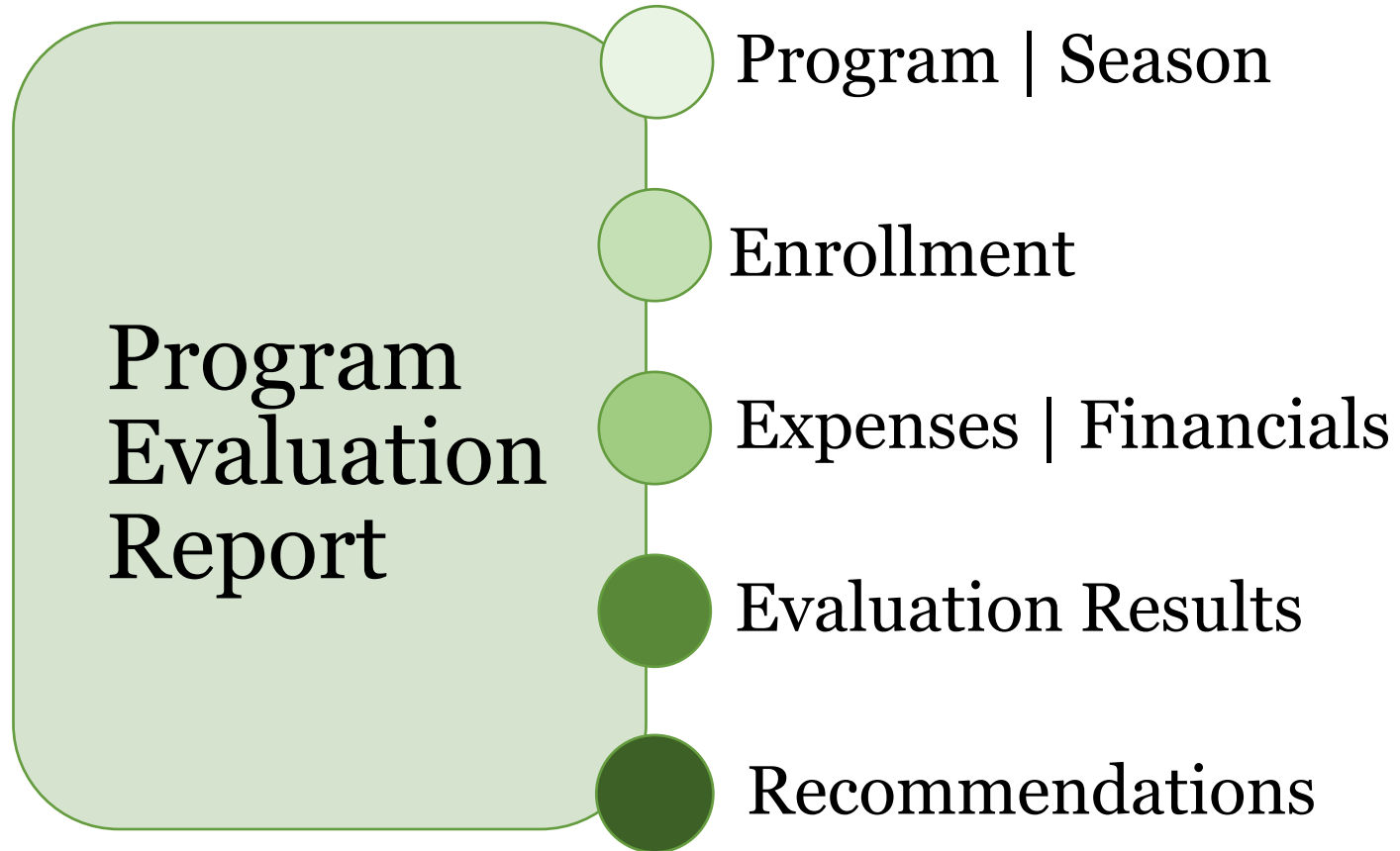
Please take our survey

City of Kettering
Parks, Recreation & Cultural Arts Department

Contact Us:
kettprca@ketteringoh.org
(937)-296-2587

Evaluation Report

Review of previous reports and documentation ✓
Update seasonal registration, discount dates by (Chris) ✓
Worksheet step 1 due by ✓
Manager worksheet review ✓
Build programs in RecTrac by ✓
Review Activity Proof Report and make corrections by ✓
Manager seasonal plan review ✓
Interface and images reviewed and final in Sales Drive by ✓
Admin Systems: prepare draft #1 ✓
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Admin Systems: 2 nd round edits in brochure ✓
Admin Systems: Brochure and mailing list completed ✓
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Brochures to KRC / PR and on website ✓
Resident registration begins ✓
Non-Res registration begins ✓
10% Registration discount ✓
Complete Evaluation Report



PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT

Program Evaluation

Core Information

Section(s)

Did participation Meet Expectations?

Actual (all sections)

Actual Enrolled:	0
------------------	---

Waitlisted:	
-------------	--

Enrolled	Fee	Revenue
----------	-----	---------

Resident:		\$ -	\$ -
-----------	--	------	------

Non-Resident:		\$ -	\$ -
---------------	--	------	------

Resident Early Bird:		\$ -	\$ -
----------------------	--	------	------

Non-Res Early Bird:		\$ -	\$ -
---------------------	--	------	------

Res CIL Member:		\$ -	\$ -
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Non-Res CIL Member:	\$	-	\$	-
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Actual Revenue:	\$ -
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Total # sessions held:		
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Actual Supply Expenses

Staff	Rate	Hours	Total
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		\$0.00
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		\$0.00
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		\$0.00
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		\$0.00
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		\$0.00
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		\$0.00
		\$0.00

		\$0.00
		\$0.00

		\$0.00
1		\$0.00

Review of previous reports and documentation	✓
Update seasonal registration, discount dates (Chris)	✓
Worksheet step #1 due by	✓
Manager worksheet review	✓
Build programs in RecTrac by	✓
Review Activity Proof of Report and make corrections by	✓
Manager seasonal plan review	✓
Interface and images reviewed and final in SharePoint by	✓
Admin Systems: Prepare draft #1	✓
PRCA first proof	✓
1 st round edits made in RecTrac	✓
Admin Systems: 1 st round edits in brochure	✓
PRCA final proof	✓
2 nd round edits made in RecTrac	✓
Review Activity Proof of Report and make corrections by	✓
Admin Systems: 2 nd round edits in brochure	✓
Admin Systems: Brochure and mailing list transfer	✓
Set programs to viewable on web and review on WebTrac from customer pointing view by	✓
Brochures to KRC / PRCA and on website	✓
Resident registration begins	✓
Non-Res registration begins	✓
10% Registration discount	✓
Complete Evaluation Report	