

TEXAS RECREATION AND PARK SOCIETY

2021 ANNUAL INSTITUTE | FRISCO, TX

“PRESS PLAY” PROGRAM

The “Press Play” program features 20+ hours of continuing education on-demand for attendees to view at their leisure. These sessions are focused on content but will leave you with valuable tools and information to implement immediately.

FOR CEUs: Only 60 minute sessions are eligible for CEUs. Attendees must watch at least 50 minutes of a session and then complete an evaluation and pass a 5-question quiz in order to earn continuing education credit.

60 Minute On-Demand Sessions

1. Play? Or Team Building with a Purpose

60 min | .1 CEU

Jordan Daniel, PhD, Associate Professor, Angelo State University, and Will Doss, Program Coordinator, McKinney PARD

Pizza parties, trust falls sessions, escape rooms. Everyone has an idea of what makes team-building work. You'd be surprised that many of the things people do to facilitate team building may not be working on those things. This session clears that up.

- *Participants will be able to reframe how to team build*
- *Participants will be able to develop and modify a team building protocol to meet their needs*
- *Participants will be able to compare and contrast good vs bad team building*

2. Unlocking the Employee Engagement Code

60 min | .1 CEU

Shawn Welch, Shawn Welch Company

Research has shown that a majority of employees lack motivation at work. The key to unlocking the employee motivation code is by creating a culture of engagement. A culture of engagement requires a fundamental shift in the way you lead and invest in your employees. In this session, you will learn the “keys” or principles to creating a culture of employee engagement and in the process, unlock your park’s potential.

- *Participants will be able to name the actions that hinder your ability to create engagement*
- *Participants will be able to list the characteristics of employees of highly engaged teams*
- *Participants will be able to develop an employee engagement plan*

3. Preserving Human Interaction in a Digital World

60 min | .1 CEU

Jan Hincapie, Writer, Speaker, Outdoor Enthusiast, Retired Parks and Recreation Director

We live in a fast-paced world. We are constantly looking for ways to streamline and automate processes in our agencies. While technology has certainly enhanced our world, have we gone too far? Have we lost face-to-face, human interaction? In this session the speakers will talk about what technology has done to the human side of our jobs and present ways we can change our philosophy, management approach and work environment to create and support opportunities for human interaction.

- *Participants will be able to discuss how technology has impacted our world.*
- *Participants will be able to discuss the difference in a digital native and the digital immigrant*

- *Participants will be able to discuss how a digital workplace can support human interaction through environment, philosophy and management*

4. Beyond Recovery...A Time for Transformation

60 min | .1 CEU

Jamie Sabbach, President & CEO, 110%

The cloak under which we all once existed and called “normal” has been ripped away, likely gone forever. Looking back, “normal” may have worked for some but it wasn’t all that great for others. Excessive entitlement, greed, political self-interest, unsustainable growth, inequities with growing division between the haves and have nots, poor public health indicators and more have led us to a place where we might wonder whether “normal” was best. As we begin to assess the pandemic’s path of destruction, it has revealed many weaknesses and fractures in our society and systems. If we are to begin to heal and recondition, it will take a complete and unmitigated commitment to strengthening our communities’ social fabric, creating rules and policy that favor the common good, and doing some tough but necessary work which will require courage, resolve, determination and strength of character.

- *Participants will be able to review and analyze pre pandemic and current realities.*
- *Participants will be able to describe and identify the deficiencies in our current park and recreation operation a model(s) and the opportunities which exist moving forward.*
- *Participants will be able to engage in exercise and activity specific to effective efforts to respond to challenging conventional thinking and introducing more socially and fiscally responsible initiatives.*

5. Keep Austin Inclusive: The Therapeutic Recreation Services of the Austin Parks and Recreation Department

60 min | .1 CEU

Laurel Heizelman, CTRS, Inclusion Specialist, Austin Parks and Recreation

Austin Parks and Recreation Department has been striving to Keep Austin Inclusive for many decades. Austin PARD Therapeutic Recreation Services offers both adaptive and inclusive recreation. Keep Austin Inclusive will discover the Danny G. McBeth Recreation Center, Austin’s adaptive recreation center, home to an adult day-habilitation program, out-of-school time programs for youth, and a Special Olympics delegation of over 200 athletes. We will also cover the Inclusion Unit, which supports participants and staff department wide at community recreation centers, senior centers, and art/nature/cultural centers. Lastly, we will discuss PARDs newest services at Dottie Jordan Recreation Center, offering an expansion of adaptive and inclusive programs. Currently, Austin PARD employs over 10 CTRS’s in full time roles along with temporary/seasonal TR Students, Interns, and CTRS’s working in various roles.

- *Participants will be able to recognize similarities and differences in Austin PARDs TR Services as related to assessments and implementation*
- *Participants will be able to compare administration practices of the different PARD TR Services*
- *Participants will be able to evaluate the effectiveness of Austin PARD advancement of the profession*

6. Parks and Recreation Professional to Administration: Are you ready to move!

60 min | .1 CEU

Scott Swigert, Assistant City Manager, City of Mont Belvieu

Parks and Recreation Professionals continue to be underrepresented in City Management and there is a great need for them to move up into these positions. Those that choose to advance will have a basic knowledge of what they need to do to begin the process to make the next step.

- *Participants will be able to identify the needs, issues, and benefits for City management*
- *Participants will be able to understand the roles of City Management*
- *Participants will be able to identify ways to set the foundation to begin the process to transition from a parks and recreation professional to a Administrator*

7. Esports: The Digital Transformation of Recreational Programming

60 min | .1 CEU

Daniel Herz, Chief Revenue Officer, Mission Control GG

Esports is emerging as the premiere platform for park & rec organizations to provide relevant & valuable programming for multigenerational socialization. Esports leagues are just like your soccer or ultimate frisbee intramurals, but now in video games.

- *Participants will be able to discuss 3 benefits to starting an Esports Program*
- *Participants will be able to identify one area in their current facility that could house an Esports program*
- *Participants will be able to discuss 3 resources available to start an Esports Program*

8. Equity in Action

60 min | .1 CEU

Kimberly McNeeley, City of Austin Parks and Recreation Director and Brion Oaks, City of Austin Chief Equity Officer

Explore race equity issues associated with the parks and recreation profession. Learn about the specific actions the City of Austin and the Austin Parks and Recreation Department took to analyze inequity and implement specific actions to address issues. Learn about the journey and gain practical tips for implementation within your agency.

- *Participants will be able to explore indicators and disparities associated with social equity/race equity*
- *Participants will be able to discuss specific strategies to analyze equity within an agency*
- *Participants will learn be able to implement specific implementation strategies used to advance social equity/race equity*

9. Texas Parks and Wildlife Programs and Grants

60 min | .1 CEU

Travis Glick, Community Archery Specialist, Texas Parks and Wildlife Department, and Cappy Smith, Grant Coordinator, Texas Parks and Wildlife Department

TPWD staff from Outreach and Ed team will explain/demonstrate the amazing Outdoor recreation opportunities that TPWD offers certifications in and explaining how they can fit in your current programs, then Grants will explain how to fund them

- *Participants will be able to identify what programs they can be offering in their facilities*
- *Participants will be able to discuss how those programs can fit in their current programs*
- *Participants will be able to explain how to apply for grants with TPWD to help fund their programs*

10. A Higher Level of Inclusive Play

60 min | .1 CEU

Jill Moore, Inclusive Play Specialist, Landscape Structures

The playground should be a place for laughter, friends and fun, for all. Traditional playgrounds focus on accessible-element play count and developmentally appropriate activities; but miss the mark when it comes to supporting a wide range of abilities. Per the CDC, one in 54 children has autism resulting in challenges interpreting sensory messages, engaging in play and social interaction. All children learn through their senses. Evidence-based research shows sensory-rich play environments with appropriate levels of challenge, a variety of activities to promote choice, develop functional skills, imaginary play and social skills provide a higher level of inclusive play for all.

- *Participants will be able to identify the facts about play – for people with and without disabilities – why play is important to all people*
- *Participants will be able to discuss the differences between a play environment that simply meets minimum federal accessibility requirements and one that is fully inclusive*
- *Participants will be able to articulate the best practice design elements for inclusive play environments*

11. Creating Indoor Soccer Leagues on a Shoestring Budget

60 min | .1 CEU

Joe Guzman, Assistant Program Manager, City of Corpus Christi Parks and Recreation Athletics Division

Does indoor soccer feel out of your budget and resources? Joe Guzman has spent his professional career finding innovative ways to bring soccer into agencies. In this session, you will learn that with a little space you too can offer an indoor soccer program using limited resources in order to generate income.

- *Participants will be able to discuss ways to bring in more interest from teams*
- *Participants will be able to to separate recreational players/teams from more competitive players/teams*
- *Participants will be able to generate schedules favorable to maximize participation*

12. Simple Data Driven Decision Making to Better Serve Your Community

60 min | .1 CEU

Kyle Livesay, Recreation Operations Manager, City of Pearland

Data doesn't have to be complicated to be useful. This session is intended to help to simplify the concept of data driven decision making while providing easy approaches to collecting usable information for the purpose of better serving the community.

- *Participants will be able to express confidence with data collection and utilization - Overcoming, the "I am not a data person" barrier*
- *Participants will be able to discuss the types of data they need to collect to accomplish their goals*
- *Participants will be able to discuss specific tools and approaches that they can quickly apply to their organization*

13. Dynamic, Resilient & Inclusive Parks thru Transactive Community Engagement

60 min | .1 CEU

Amy Mitchell, Landscape Architect, A/G, Inc. and Diane Jones Allen, Principal Landscape Architect, FASLA, Design Jones, LLC

Everyone deserves to feel welcome, safe and inspired in public parks. This session will explore techniques to create a more effective transactive engagement process that allows parks to become inclusive places that express distinct community character.

- *Participants will be able to distinguish the definition, goals and benefits of using transactive engagement and design for public parks and recreation spaces*
- *Participants will be able to use community and site history to shape the program, create spatial form, and instill distinct character and identity within a site*
- *Participants will be able to list the steps to include in a design process that will lead the community toward a sense of ownership and stewardship for their park*

14. Mirror, Mirror: A Study on Participation Choices of Females in Recreation Centers

60 min | .1 CEU

Amber Graham, Fitness Director, TAMU San Antonio, and Jordan Daniel, PhD, Associate Professor, Angelo State University

This session will feature research conducted to understand the participation choices of females attending recreation centers, including an in-depth examination of body image trends in colleges in universities and how that impacts female participation. Learners will examine effective ways to develop educational opportunities for patrons utilizing their facilities while discussing potential challenges

- *Participants will be able to define and discuss body image trends in colleges and universities and list three ways body image can impact program participation among female students*
- *Participants will be able to list at least two challenges patrons may face when beginning a fitness and wellness program*

- *Participants will be able to discuss effective ways to develop programs for patrons who may struggle with body image*

15. Inclusion, Equity, and the Built Environment

60 min | .1 CEU

N. Damaris McGlone, CTRS, Director of City of Brownsville Parks and Recreation Department

A deep dive into a Brownsville projects bringing equity and inclusion to the poorest neighborhoods built environment for the benefit of all, & those with disabilities and economic disparities through partnerships & unique funding sources.

- *Participants will be able to list at least three partnerships/funding strategies leveraged for trend setting design solution*
- *Participants will be able to discuss how this innovative storm water management park project enhanced 2 other connectivity & park projects initiatives to address accessibility*
- *Participants will be able to share at least 1 new idea to enhance equity, accessibility, and inclusion in underserved neighborhoods*

16. The Change Curve

60 min | .1 CEU

Gabriel Castillo, President, CEO, RecStar Consulting

COVID 19 has forced us to make changes in our organization, the challenge is for you to help and support people through these individual transitions, which can sometimes be intensely traumatic, and involve loss of power and prestige and even employment.

- *Participants will be able to identify phases of change each person or group could go through*
- *Participants will be able to share at least 3 mistakes commonly seen while rolling out change*
- *Participants will be able to discuss the biggest barriers to creating lasting change*

17. Playing Naturally in Frisco

60 min | .1 CEU

Jeff Witt, Play Frisco, Natural Resources Division, Manager, and Molly Kinson, Play Frisco, Natural Resources Division, Education & Outreach Supervisor

In its first year, Play Frisco's new Natural Resources Division managed over 1,300 acres of open space and natural areas and created several new programs to meet Frisco's natural resource conservation goals and public education needs.

- *Participants will be able to identify common needs that the Play Frisco Natural Resource Division addresses in its community, and demonstrate how the team's activities within its first year were able to meet many of those goals*
- *Participants will be able to explain how the team was created in a fiscally-responsible way by combining staff from existing city departments. Describe these new staff roles within Play Frisco's Natural Resource Division, and explain how they have been critical to the team's overall*
- *Participants will be able to evaluate the efficiency and effectiveness of the new Natural Resources Division team, and support why the combination of natural resource conservation operations and public education both remain important for all growing cities*

18. Promoting Cultural Safety

60 min | .1 CEU

Shelby Jackson, CTRS, Graduate Assistant and PhD Student, Oklahoma State University

As our communities continue to change and diversify, we must prepare to be inclusive of different abilities and cultures. The most effective way to do this is through promoting cultural safety while working towards

cultural competency. We will discuss the key aspects of diversity, components of culture, barriers, and tips to provide a safe, inclusive environment for people from all backgrounds.

- *Participants will be able to identify the 3 key aspects of diversity by the end of the presentation*
- *Participants will be able to identify the difference between cultural safety and cultural competency by the end of the presentation*
- *Participants will be able to identify 2-3 barriers to cultural competency by the end of the presentation*

19. Identify and Ignite Your Organization's Role in Successful Inclusion

60 min | .1 CEU

Lindsey Oakes, PhD, LRT/CTRS, Assistant Professor of Therapeutic Recreation, Texas State University

Is your park and recreation organization seeking to successfully include people with varying abilities? Do you go beyond surface-level policies, mission statements, and politically correct language to incorporate inclusive perspectives and innovative strategies to make inclusive service delivery a sustainable reality? This session will provide attendees with information about organizational level best practices for inclusion. Data from research investigating organizational facilitators and barriers to inclusion will be shared.

- *Participants will be able to define the various levels of the continuum of inclusion*
- *Participants will be able to recognize organizational level facilitators and barriers to the inclusion of individuals with varying abilities*
- *Participants will be able to identify next steps for their respective organizations to adjust their organizational culture and climate in support of increased inclusion of individuals with varying abilities*

30 Minute Sessions

1. Preparing the Profession for the Future: Diversity, Equity and Inclusion and Parks & Recreation

30 min | No CEUs

Autumn Saxton-Ross, Vice President of Education and Chief Equity Officer, National Recreation and Park Association

NRPA's new strategic plan not only highlights how our profession is essential, but also how equity must be at the center of all we do. This session will outline NRPA's plan for centering diversity, equity and inclusion within the organization and the field.

- *Participants will be able to discuss at least 2 aspects of NRPA's new strategic plan as it relates to equity*
- *Participants will be able to identify at least 2 resources related to equity*
- *Participants will be able to identify 1 action step for improving equity within their department*

2. Leadership for a Better World: Strategies to Build a Strong Team

30 min | No CEUs

Ali Sanej, COO, PerfectMind

Ali will leverage his leadership experience and provide proven strategies that you can use to build a stronger, more effective Parks and Rec team. Whether you are an executive or manager, learn how to empower your team and watch your community thrive!

- *Participants will be able to identify, analyze, and discuss the critical factors in hiring and training needed to develop successful, productive team members.*
- *Participants will be able to utilize leadership strategies, technological resources, and data that will empower your team members.*
- *Participants will be able to apply the 5-step process to conflict resolution in the workplace.*

3. Inclusivity in Design: Yesterday, Today & Tomorrow

30 min | No CEUs

Farheen Charanya, Associate, Perkins & Will, and Chris Kastelic, Principal, Perkins & Will

This presentation will discuss ideas and design principles that weave into the inception of a universally designed facility.

- *Participants will be able to be able to define inclusivity*
- *Participants will be able to give measurable examples of how a place can be made inclusive for all the users along with current and future trends*
- *Participants will be able to discuss effective design principles for inclusivity*

4. Four Keys to the Future of Aquatics

30 min | No CEUs

George Deines, Counsilman-Hunsaker

Aquatic professionals should always be forward-thinking individuals looking to enhance their operation for the future. This session will detail four key areas that necessitate a closer look to help ensure aquatics stays relevant now and into the future.

- *Participants will be able to identify the four key areas that need dedicated focus for aquatics to survive into the future.*
- *Participants will be able to summarize the effect the four key areas can have on their aquatics program.*
- *Participants will be able to describe tangible and practical outcomes to ensure they implement good strategies to maintain their aquatics program at a sustainable level.*

5. How to Measure the ROI of your Marketing Strategies

30 min | No CEUs

Peter Ross, Co-Founder, 829 Studios

There are a myriad of different ways to market your business and all of them require time and money. In this session, we will review data from dozens of companies to determine where exactly you should be aligning your resources.

- *Participants will be able to utilize framework to evaluate traditional and digital marketing*
- *Participants will be able to identify metrics to track and analyze the success of your business' performance*
- *Participants will be able to explain why online marketing strategies generally have the best ROI*

6. Stay Creative: Online Summer Discovery Programming

30 min | No CEUs

Laura Esparza, Division Manager, Museums and Cultural Programs, Austin PARD, Lucy Miller-Downing, Culture and Arts Education Coordinator, Austin PARD, James Byers, Culture and Arts Education Specialist, Austin PARD

During the summer of 2020, in response to the world-wide pandemic, Austin's PARD rallied and did something it had never done before: implemented a full-day online "camp" for over 700 kids confined to home. Learn the technology and techniques behind it.

- *Participants will be able to utilize basic skills in operating Zoom, videography and developing a production plan*
- *Participants will be able to discuss models for parental agreements, and compassionate and mindful techniques for managing behavior online*
- *Participants will be able to create a "collection" of items for a curriculum and where to locate more curriculum on the Smithsonian Institution's Learning Lab*