



Education Program



SESSION GUIDE

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**ESSENTIAL
PLAYS**
TRAPS 2021
Education Program

Main Stage

- Livestream event on 3/10/21 at 8:00 am
- Available on-demand in the days following the event

Have You Played Today?*

60 min | .1 CEU

Shannon Coates, Parks and Recreation Director, City of Frisco

Welcome to Frisco, Texas, a city built for PLAY. A city where the question asked every day is, “Have you played today?” From sports to public art to natural spaces, Frisco has it all. And the City of Frisco’s Parks and Recreation Department, Play Frisco, wants to share it with you! Come hear the story of a 2019 grant winning department whose mission is to create a sense of well-being through play. A department who believes that one day play will become essential regardless of age or ability. A department who wants you to find YOUR play! This session will focus on the importance of play, how to integrate play into daily operations and offerings for the community and how to connect with policymakers to gain support. If you have not played today, this session is for you!

- *Participants will identify 3 potential partners in their community to promote play*
- *Participants will list 3 benefits of play*
- *Participants will create a framework for play that can be implemented in their organization*

**this session content is CE pre-approved by NCTRC*



Main Stage

- Livestream event on 3/10/21 at 12:00 pm
- This session is available **live only** and will not be available after event

Disrupt or Be Disrupted: Where Are We Innovating?

60 min | No CEUs

Danny Twilley, Assistant Dean of the Outdoor Economic Development Collaborative, West Virginia University

John Chambers the former executive chairman and CEO of Cisco Systems is considered one of the innovators of the internet and has a guiding philosophy of Disrupt or Be Disrupted. It is within this sentiment that Danny will share how he has both failed and succeed in putting this philosophy into action even before he knew about it. He will share his experience in working across departments and programs, being told no, but still “solving to yes”, and receiving one of the biggest challenges of his professional career. Through his personal experience he believes recreation professionals, with their programmatic mindsets and goal to improve their communities, are perfectly poised to be community innovators. Come join us for some laughter, learning, and inspiration through guided questions from the moderators and the audience.



**ESSENTIAL
PLAYS**
TRAPS 2021
Education Program

Main Stage

- Livestream event on 3/10/21 at 3:45 pm
- Available on-demand in the days following the event

What Nature Needs YOU to Know About...PLAY!*

60 min | .1 CEU

Dr. Stuart Brown and Tom Norquist, National Institute for Play

Join renowned play researcher and Ted Talk star, Dr. Stuart Brown along with his colleague and friend, Tom Norquist, leading play advocate and National Institute for Play board member in a fascinating and informative discussion on the science of play!

By examining the many patterns of play, what is and is not REAL PLAY, how it has emerged over the eons as a survival necessity, its remarkable benefits there to enjoy for a lifetime, and the consequences when it is missed. And more. This foundation should ground the audience to see it as it is. Then Tom adds practicality to this foundation and our dance (really) brings the theoretical together with the innovative and practical.

- *Participants will be able to define play*
- *Participants will be able to discuss benefits of play in each domain: physical, social, emotional, and cognitive*
- *Participants will discuss rationale for incorporating play into more activities and aspects of life*

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**ESSENTIAL
PLAYS**
TRAPS 2021
Education Program

Playmakers Stage

- Livestream event on 3/10/21 at 9:30 am
- Available on-demand in the days following the event

Misery Loves Company!*

60 min | .1 CEU

Tiffany White, Recreation Programs Specialist, City of Grand Prairie

Misery does love company, and that goes for your staff too! In the session we will discuss strategies to help you improve your internal customer service to enhance your organization's ability to deliver exceptional service to your community. Organizations often spend thousands of dollars on customer service training and are not seeing the results they would like. Shifting the focus from external only to include internal customer service may be the missing link in customer service success.

- *Participants will learn how to identify and differentiate internal and external customers*
- *Participants will learn about the importance of internal customer service and workplace culture*
- *Participants will discuss and learn how to implement strategies to improve internal customer service*

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Playmakers Stage

- Livestream event on 3/10/21 at 10:45 am
- Available on-demand in the days following the event

Program, Parks, & Playgrounds: From the Doctor's Office to the Community*

60 min | .1 CEU

Dana Dempsey, Therapeutic Recreation Department Director, Scottish Rite Hospital for Children

Whether serving as a recreational therapist or park and recreation professional, we all have similar responsibilities. We each have a role in providing services that improve lives, open social opportunities, challenge and excite people. Oftentimes we are asked to look for ways to do our job better, more efficiently, and more effectively. This session delves into two real life examples from a hospital's TR department working with Parks & Recreation, and a national junior golf program. The results led to cost savings, improved health and satisfied consumers.

- *Participants will be able to list three of the negative impacts silos have on the people we serve.*
- *Participants will be able to identify one program or project at their own organization that could benefit from breaking through a silo.*
- *Participants will be able to list two actions they can commit to, in the next 60 days, to help break through a silo.*

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Playmakers Stage

- Livestream event on 3/10/21 at 1:15 pm
- Available on-demand in the days following the event

Unlocking Healthier, Happier Communities by Shaping the Built Environment

60 min | .1 CEU

Trent Matthias, Director, NFC

The built environment influences our choices as human beings every day. Sometimes the choices we make benefit our mental and physical well-being, and sometimes, they do not. This session will explore the impact the built environment has on human health and wellbeing through data based studies and analysis of real world examples. The discourse includes actionable strategies, policies, and tools that park professionals can implement and utilize to improve health and wellbeing through the design of the built environment, building healthier happier places that make life fun!

- *Participants will be able to define specific examples of cities and communities where the structure of the built environment has influenced health over time*
- *Participants will be able to cite specific health outcomes and metrics that result directly from policy and design of the built environment*
- *Participants will become well-versed in 3 new data based planning and design tools for pedestrian infrastructure*



Playmakers Stage

- Livestream event on 3/10/21 at 2:30 pm
- Available on-demand in the days following the event

Talking Your Way through Tough Times: Communicate Like a Radio Air Personality*

60 min | .1 CEU

Malone Ranger, Radio Personality

Effective workplace and customer communication has never been more important than in this era of changing business models and new ways of interacting with others. Malone is a radio air personality who has found that many of the techniques used by broadcast professionals to get people to listen to them on the radio are also very effective in business and life. In this program, you'll hear how, despite the challenging climate, you can apply these techniques for improved communication and greater success in connection with your parks and recreation careers. You'll also get a fun look at what happens behind the scenes in a radio broadcast control room and maybe even some free prizes!

- *Participants will be able to discuss the difference in "communi-CARE," rather than simply "communi-CATE"*
- *Participants will be able to discuss the power of the voice as a tool*
- *Participants will be able to discuss how to interact authentically for true connection and better results*

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Gamechangers Stage

- Livestream event on 3/10/21 at 9:30 am
- This session is available **live only** and will not be available after event

Experience Design for the Recreation & Event Professional

2 hrs 15 min | .2 CEU

Annie Frisoli, Founder & CEO, Creating Community LLC

"That's how we have always done it." - The phrase that makes many Experience Designers cringe - However, creativity and innovation is rarely a topic that is taught, rather we think we are born with creativity or not. Good news, we can learn skills to develop our ability to be creative and innovative.

The Experience Design workshop will revolve around the concept of Design Thinking. Design Thinking is a strategy that can assist you and your organization in developing a common language for innovation and creative problem-solving skills to ultimately add new energy to your program and event offerings. The concept of Design Thinking keeps your program design focused on the people in which you are creating the experience and also creates an inclusive process to engage team members, community members, and other stakeholders. By participating in this highly energized and highly interactive session, attendees will leave with a newfound creative confidence, along with practical strategies, to assist them in designing new and exciting human-centered experiences.

- *Expand knowledge on core concepts of Design Thinking*
- *Actively practice Design Thinking strategies to assist in experience design*
- *Identify how Design Thinking can be implemented into participants own event design process*



Gamechangers Stage

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Building Resilience

2 hrs 15 min | .2 CEU

Allie Thomas, Senior Lecturer at Texas State University | PhD Student at Clemson University

Have you ever noticed that some people are able to bounce back more quickly than others when something adverse happens and sometimes even seem to grow from the experience? Psychologists describe this characteristic as “resiliency” and with time and intentionality we can all learn to become more resilient humans. In this workshop, Allie Thomas will guide participants through experiential exercises designed to assess resiliency amongst ourselves, our teams, and our participants while providing practical tools to foster resiliency in our staff, our programs, and our communities. This is a working session and as such, learners will walk away with an action plan for identifying and building resiliency but should come prepared to talk candidly and be vulnerable in a group setting.

- *Participants will be able to define resiliency*
- *Participants will be able to discuss best practices in fostering resiliency in self and others*
- *Participants will create a resiliency action plan*



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Pizza Parties, Trust Falls, Escape Rooms

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*



On Demand

This session will be available until 4/10/2021

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*

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On Demand

This session will be available until 4/10/2021

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. Prior to the pandemic, we were constantly looking for ways to streamline and automate processes in our agencies. Now, many agencies have taken it to the next level with the use of virtual meetings, customer service, and programming. While technology has certainly enhanced our world and has helped us through this unprecedented time, have we gone too far? Have we completely lost face-to-face, human interaction...forever? After the pandemic will we ever get it back? In this session, the speaker will talk about what technology has done to the human side of our jobs and discuss ways to change our philosophy, management approach, and, eventually, our work environments 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*

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On Demand

This session will be available until 4/10/2021

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.*



On Demand

This session will be available until 4/10/2021

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

60 min | .1 CEU

Laurel Heizelman, CTRS, Inclusion Manager, City of Raleigh Parks, and Recreation, and Cultural Resources Department (formerly Austin PARD)

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*

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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 an Administrator*



On Demand

This session will be available until 4/10/2021

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*



On Demand

This session will be available until 4/10/2021

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*



On Demand

This session will be available until 4/10/2021

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*

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On Demand

This session will be available until 4/10/2021

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



On Demand

This session will be available until 4/10/2021

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*

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On Demand

This session will be available until 4/10/2021

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*

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On Demand

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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*

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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*

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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*



On Demand

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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*

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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*

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Make a Big Splash! Planning and Designing your Next Aquatic Project for Maximum Success

60 min | .1 CEU

Adam Brewster, Dunaway Associates

Aquatic recreation comes in many forms. Different users and facilities serve different needs. This session will outline the planning and design process for accommodating as many users as possible in your facility, whether it is a universally accessible sprayground or multi-generational aquatic center.

- *Participants will be able to describe elements of successful aquatic facilities, both large and small*
- *Participants will be able to summarize the planning process for aquatic facilities that will provide the right size aquatic facility for your community*
- *Participants will be able to identify creative features of multi-generational facilities that provide fun, access and programming for all ages and abilities*



On Demand

This session will be available until 4/10/2021

Building Facilities & Programs That Reflect Inclusiveness & Diversity

60 min | .1 CEU

Jim Browne and Stephen Springs, Brinkley Sargent Wiginton Architects

Enlightened communities understand their programs must reflect the diversity of their citizenry. Do your buildings meet expectations for inclusive design? Learn programming/special event/public art ideas to improve your community's inclusivity score.

- *Participants will be able to discuss the history of inclusiveness and diversity in parks and recreation and identify the various categories of diversity to be considered when designing facilities and programming recreation activities.*
- *Participants will be able to evaluate opportunities in the design process to positively impact diversity and inclusiveness in facility design and construction.*
- *Participants will be able to discuss numerous programming opportunities to meet community needs for celebrating diversity and encouraging inclusiveness.*



On Demand

This session will be available until 4/10/2021

Instaworthy Parks & Programs: Optimize your Parks, Programs & Events for Social Sharing

60 min | .1 CEU

Ann Beck, Marketing and Communications Manager, Mansfield Parks and Recreation

Social media is built around one simple fact: people love to share and show off. Over the past few years, restaurants have been changing lighting, plates and even the food they serve, because the most successful business owners understand that making "Insta-worthy" experiences invites visitors to post pictures and share their experience with friends. We as park and recreation marketing professionals can learn a lot from the ice cream shops and taco trucks and find little ways to make our parks, programs and events more photo-friendly. Keep in mind, you're not just making visitors' feeds more exciting, but you're also empowering an army of amateur marketing representatives to spread the word about your great department, free of charge. It's a little bit of planning on the front-end for a whole lot of engagement in return!

- *Participants will be able to identify and implement strategies that encourage visitors to take and post photos at facilities and programs.*
- *Participants will be able to take better photos with smart phone cameras, enabling them to prepare their spaces for guests to take better photos.*
- *Participants will be able to articulate the value of User Generated Content (UGC) and how to work with recreation staff early in the process to encourage it.*



On Demand

This session will be available until 4/10/2021

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*



On Demand

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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 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*



On Demand

This session will be available until 4/10/2021

Four Keys to the Future of Aquatics

30 min | No CEUs

George Deines, Councilman-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*



On Demand

This session will be available until 4/10/2021

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*



On Demand

This session will be available until 4/10/2021

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*



On Demand

This session will be available until 4/10/2021

Exploring a Strengths Culture

30 min | No CEUS

Tori Thibodeaux, Volunteer & Training Coordinator, Allen Parks and Recreation

This session encourages managers (and employees) to focus on what people are good at for the sake of individual and team growth and productivity. It offers statistics supporting a strengths focus as well as reviews on two of the more commonly used strength-finding tools. Learners are encouraged to reflect on questions about their strengths, weaknesses, and what it might be like to support a Strengths Culture within their team.

- *Name 3 benefits of a strengths-based approach*
- *Identify how weaknesses are addressed in a strengths-based approach*
- *List potential first steps in creating a Strengths Culture*



On Demand

This session will be available until 4/10/2021

Texas Parks and Wildlife Programs and Grants

30 min | No CEUS

Travis Glick, Community Archery Specialist, Texas Parks and Wildlife Department, and Carly Blankenship, 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*