



# EXECUTIVE DEVELOPMENT PROGRAM

INDIANA UNIVERSITY  
School of Public Health  
Bloomington

## Two-Year Management Program for Parks or Recreation Professionals

April 17-20, 2016

Indiana University, Bloomington, Indiana

### You Chose to Lead... Now Choose IU EDP!

IU EDP is organized around a two year curriculum focusing on leadership and management skill development. To continually offer cutting edge education opportunities, the curriculum is reviewed annually by the IU EDP Board of Trustees who are past program graduates.

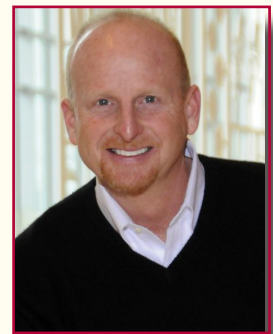
- IU EDP is the original Executive Development Program, established in 1967, with a solid commitment to the profession and a reputation for excellence in the field of parks and recreation.
- Instructors with many years of experience in the parks and recreation profession come from all over the country to bring a fresh perspective to participants.
- Class size has a direct impact on learning, so classes are held to a maximum size of 40 people.
- One of the important tenants of IU EDP is the building of lasting relationships among participants. Networking opportunities are a priority.
- Over 1,600 professionals have completed the IU Executive Development Program.



*The 2015 class included practitioners from: California, Colorado, Delaware, Indiana, Illinois, Iowa, Kansas, Louisiana, Michigan, Minnesota, Missouri, New York, North Carolina, Ohio, Tennessee, Virginia and Wisconsin!*

### Creating a Culture of Innovative Thinkers

As leaders in our field, our roles and responsibilities are endless. The key to any successful leader is the ability to “influence others to innovate”. Join international speaker, author, and strategist John Kennedy as he guides us through the qualities of innovative architects and sets the momentum in motion for you to tap into your creative side. Be prepared to share ideas that will allow us to not “think outside the box” but literally make the box so big, any cool idea will fit inside!!



*“IUEDP allows me to meet people from all over the nation in similar fields. It helps me to learn leadership skills and how organizations do business in similar and different ways.”*

*Janifer Au,  
Minneapolis Parks and Recreation Board*

### 2.0 CEUs

IU EDP sessions are longer than similar programs; most classes are 3.25 hours. Extended classes allow for in-depth discussion and for greater sharing among participants. You'll earn 2.0 CEUs for over 17 hours of professional instruction!

For 49 years the Indiana University Executive Development Program has helped park and recreation professionals at all levels build and strengthen the fundamental skills needed to manage and lead in a public and non-profit setting.

# In & Out of the Classroom

## Networking

### One of IUEDP's Best Resources

A variety of out of class opportunities are offered during EDP: dinner at Brown County State Park; tours of IU sport facilities; canoeing on Griffy Lake; and social media roundtables. These activities provide participants with an opportunity to get to know classmates in a non-structured atmosphere. Informal optional group dinner outings are scheduled for Monday and Tuesday nights.

### Resource Room

IU EDP's resource room includes brochures, promotional materials, business plans, strategic plans and anything else from participants' agencies. Bring your agency's information to share with others.



**Get Started!**

IU EDP kicks off Sunday, April 17 with dinner, the opening keynote and a networking social.

*"Invaluable opportunity to network with industry peers, while staying current on issues and policies that directly affect us. It drives curiosity and the need to continue growing."  
Carolyn Pottschmidt, Great Parks of Hamilton County*

## IUEDP Benefits

### You Can't Afford to Not Attend!

**Enjoy:** Learning and networking with fellow professionals in a fun and relaxed environment.

**Learn:** New ways to solve old problems.

**Experience:** A campus that embodies Parks & Recreation.

**Energize:** Yourself and your skills through dynamic speakers who challenge and motivate.

**Share:** Knowledge, ideas, techniques and information that you can apply when you get back to the office.

**Discuss:** Issues and ideas that are 'hot topics' in our field and critical to success in your agency.

**Network:** Out-of-session social and educational activities offer great opportunities to connect with other professionals from around the country.

## IU EDP Board of Trustees

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## Scholarships

**Six 50% Tuition Scholarships Available!**

Contact Julie at 812-856-1068 for scholarship criteria and application. Deadline is December 15, 2015. Also, check with your state association, as many provide scholarships for continuing education.

*"IUEDP has allowed me to build relationships with so many other professionals in my field. These relationships are so valuable to me and will do nothing but help me throughout my career."  
Matthew Stone, Indy Parks & Rec*

# Curriculum

## Year 1

### **Transformational Leadership: It's a Business**

John Kennedy introduces students to the concept of the Great Game of Business. The premise is 'you can't expect what you can't inspect'... and if we expect a stronger focused effort on the finance side, then there has to be a system to inspect it. John will introduce you to that system.

### **Risky Business: How to Manage It**

Risky Business isn't just legal jargon; it is full of real cases that have affected parks and recreation professionals. A panel of park and legal professionals will share and discuss actual cases, the good, the bad and the ugly. Learn how to manage risk in your facilities, parks, and programs. Discussion focuses on preventing accidents and property loss and how to counteract excessive legal claims.

### **Managing Change Through Job Progressions and Succession Planning**

Agencies are facing baby boomer retirements, budget reductions, and increasingly, vacated full-time positions are not being refilled with full-time employees. These issues have caused agencies to make major changes in how they do business. A key component of handling change is to have a skilled workforce that can meet today's challenges and future organizational needs. This session will help you address financial and operational challenges with job progressions and succession planning through identification of job related competencies, building talent pools, and facilitating developmental opportunities for employees.

### **The Ultimate Programming Portfolio Analysis**

This interactive session will explore cutting-edge techniques to ensure your programs meet budget projections, assist in your fiscal responsibility of non-tax revenue generation and are priced correctly. All while adding value and demand to your bottom line. Students will learn how to adapt these techniques to their own situations and how they can be implemented within their departments.

## One Day Alumni Option

Graduates of IU EDP Year 2 can earn .6 CEUs during the 2016 program by attending one day of EDP. Choose either the Monday or Tuesday option for just \$99. Reconnect with EDP by attending a morning and afternoon session, networking with parks and recreation professionals and learning something new! For details contact Dr. Julie Knapp at [julknapp@indiana.edu](mailto:julknapp@indiana.edu).

## Year 2

### **Bridging the Financial GAPS: Developing Grants, Alliances, Partnerships and Sponsors**

Managing external resources will provide agencies the opportunity to become fiscally responsible by maximizing sponsorship dollars, reducing costs for services, and controlling the return on investments which will help agencies deal with declining resources.

### **"Inside the Box" Customer Service**

As we all know, without the customer, we are lost. Empowering our employees to deal directly with the customer on all levels is an environment worth creating. John will teach the second year EDP students how to identify the attitude that makes the customer come back. He will discuss how to separate the "us" and "me" in customer service and describe a five step approach to resolving customer complaints. Participants will learn how to implement an action plan for continuous success.

### **Benchmarking Financial Performance for Effective Decision Making**

Liabilities, balance sheets and assets, oh my! Are you using these financial tools to measure and indicate your financial performance in your facilities and programs to make the right decisions? This session will explore the various ways to use benchmarking tools to make sure your staff has clear direction and expectations to meet and exceed budgetary projections and act accordingly when trends show projections may fall short.

### **Selection and Interviewing:**

#### **"The Last Person Standing Wins!"**

Hiring the most qualified candidate is fiscally prudent, as the impact of replacing a hire that doesn't work out can be costly. Participants will be introduced to competency based interviewing techniques and will walk away with an interviewing style that helps select candidates based on their potential to succeed. Includes a 'mock' assessment center process in which attendees will participate.

**We Know the Benefits are Endless... Now What?**

Why is it we remain a field that continues to justify its existence with words like "essential", "core services", or "quality of life for all". Questionably, one might suggest that the profession has vaulted past the Benefits are Endless movement of the late 80's and early 90's. Those days when parks and recreation professionals felt as though they had to create persuasive arguments and position statements to support the fact that taking a walk was important to a person's health; that fitness classes would extend a life; and that keeping kids off the streets was good for both them and their communities. These benefits are beyond obvious today. What is perhaps needed is a mind shift in how we manage our systems. It is imperative that professionals sharpen their business acumen skills including the ability to think strategically, and to be more courageous in bringing forth the vital issues that require attention and action.

"IU EDP provided me with the opportunity to learn and interact with true experts in the field. Information and tools/methods taught are immediately able to be implemented when I get home."

*Scott Borino, Delaware State Parks*



IU EDP  
Indiana University  
1025 E 7th Street SPH 133  
Bloomington IN 47405-7109

# Registration

## What's Included

Registration fees include:

- Classroom instruction, reference materials and notebooks
- 2.0 continuing education units
- Break refreshments
- A Sunday social
- Late afternoon facility tours and hikes
- Sunday dinner & Wednesday luncheon

Lodging and other meals are at the expense of the participant.

Tuition Prior to January 31, 2016

\$430/person. \$415/person for two or more from same agency.

Tuition After January 31, 2016

\$450/person. \$425/person for two or more from same agency.

## Register at [www.uedp.org](http://www.uedp.org)

*You may pay by purchase order, credit card or check. Register by March 16, 2016.*

Once your registration is received, you will be sent detailed information. Cancellation of registration must be made in writing to IU EDP by March 9, 2016 to receive a full refund. A processing fee of \$75 will be assessed for cancellations after this date.



*"'AH-HA' moments aplenty!"  
Esther Knotts,  
Delaware State Park*



*"IUEDP certainly sheds new light on latest trends in operations, programming, and marketing. Valuable information that will assist with the overall growth and efficiency of our facilities."  
Jameson Hibbs, Parke County Indiana*

## Getting to IU EDP

IU EDP is located on the campus of Indiana University in Bloomington, Indiana, just one hour south of Indianapolis. Air transportation is available through the Indianapolis airport, and a shuttle bus service is available from the airport to Bloomington. Call 800-589-6004 for more information.

Classes are in the Indiana Memorial Union Hotel and Conference Center. The Indiana Memorial Union is the heart of the IU campus, conveniently located next to IU attractions and within walking distance to over 20 restaurants and downtown shopping.



## Lodging

### Indiana Memorial Union Hotel

Only \$104 per night (single occupancy) for state or municipal government employees. You will be required to show government employee ID at check-in for the reduced rate. Call 800-209-8145 for reservations, and ask for the IU EDP room block. Hotel reservations must be made before March 16, 2016.