



EXECUTIVE DEVELOPMENT PROGRAM

INDIANA UNIVERSITY
School of Public Health
Bloomington

Two-Year Management Program for Parks or Recreation Professionals

April 11-14, 2021

****New Location**** Brown County State Park - Nashville, IN

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 1,700 professionals have completed the IU Executive Development Program.



The most recent class included practitioners from: Alabama, Delaware, Georgia, Illinois, Indiana, Maryland, Michigan, Minnesota, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Utah, & Wisconsin.

The Art of Motivation

Join international speaker, author, and strategist John Kennedy as he once again opens IU EDP with a bang!

"We grow what we feed" and as leaders we want to make sure we are providing a healthy diet of motivation in the workplace. If you feed fear and intimidation, you will grow a resentful and hesitant group of employees. When you feed respect, appreciation, value and belonging, you grow a committed team of employees willing and able to take a positive approach to work and life. Which would you rather grow?



"IU EDP provides an opportunity to network with participants, instructors and board members from all across the country, providing new perspectives on similar problems. Sessions gave me valuable information to take back and put to work."

Tammie French, Crossville Tennessee Parks and Recreation Director

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 53 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 IU EDP's Best Resources

A variety of out of class opportunities are offered at Brown County State Park: tours, hikes and time to explore Nashville, Indiana. 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.

Get Started

IU EDP kicks off Sunday, April 11 with dinner, the opening keynote and a networking social.

"I found this program helpful - it allowed me to meet other professionals in my field, provided me a wealth of knowledge about various topics and also got me out of my comfort zone. This is a must do conference for any recreation professional!"

Carla Doty, City of Dublin (OH) Parks and Recreation

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 state park 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' 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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Discounts

Four 50% Tuition Discounts Available!

Contact Julie at 812-856-1068 for criteria and application. Deadline is January 15, 2021. Also, check with your state association, as many provide scholarships for continuing education.

"This conference was exceptional, start to finish: excellent speakers and topics and board members were so welcoming and made the experience beneficial. It was a great opportunity to network and learn with a diverse group of professionals."

*Sue McDougale
Gurnee Park District*

Year 1

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 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.

Transformational Leadership: It's a Business

John Kennedy introduces 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 strong and focused effort on the finance side, then there has to be a system to inspect it. John will introduce you to that system.

The Recruiting Game

Does recruiting seasonal staff give you nightmares? Does finding the right fit for a full time position send you running? If so, you're not alone. Our staff are the backbone of our organizations, yet finding people who will do the work we have for the rates we're offering is becoming increasingly difficult as competitive wages are increasing, seniors are working longer and public sector benefits can't keep up with the private sector. We will explore what works and what doesn't, as well as more unique places to find your next team member.

Asking the Hard Questions

The political waters, dynamic social and economic environments in which we live and work, and the changing landscape of the business of parks and recreation have left many to wonder what it all means moving forward. The management of our organizations today depends on focusing on the heart of our challenges. Too often we find ourselves putting out fires when we should be looking at what caused the blaze. This "whack-a-mole" approach to managing our systems has led to reactionary management, short-sighted vision, and questions concerning why it is we do what we do.

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.

Equity - Parks Serve Everyone

Issues of racial inequality are at today's forefront as our country becomes more diverse. This session will explore strategies for addressing equitable access to parks and the equitable provision of recreation programs and facilities as demographics of this country change. Learn how to use unique local circumstances and park and community metrics to make funding decisions, address community interests and access park and programming needs.

Data is Your Friend

When you hear things like "analytics and data-driven decision making" we likely will see your backside headed towards the door. Research tells us that this resistance for many is grounded in a general fear of accountability. The reality is that those who work in service-driven professions (like parks and recreation) rather than in product-driven industries can sometimes find it hard to see the value in this new focus on data. If we think differently about data we can begin to see the benefits and replace fear and anxiety with optimism and a better understanding of how it can help us in our work.

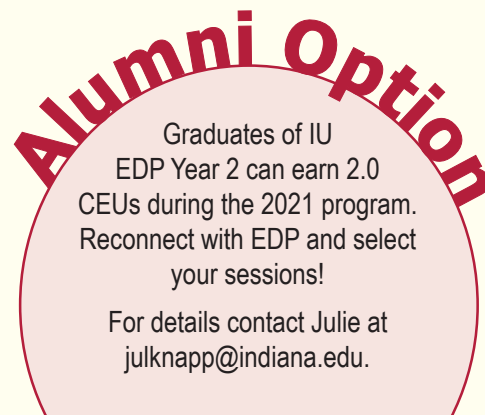
Selection and Interviewing: "The Last Person Standing Wins!"

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. The session will include a 'mock' assessment center process in which attendees will participate.

Joint Year 1/Year 2

Customer Service 2.0: The Customer is Not Always Right! Now What?

This session will go beyond the standard customer service approaches and look at customer service in a different light. Recognizing the need to stay relevant in an everchanging world, while focusing on developing a service culture that is true to your mission and core values rather than just "training" employees. At the conclusion of the session participants will be able to: Identify "disruptive innovations" that have changed the way we deliver park and recreation services; Identify techniques that empower employees to deliver customer service - even when the customer is wrong.



"A breath of fresh air for parks and recreation professionals. Valuable, pertinent, and progressive opportunity for worthwhile experience and networking opportunities."

*Bryce King, Hurricane City (UT)
Recreation and Leisure Services*



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
- 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, 2021

\$475/person. \$465/person for two or more from same agency.

Tuition After January 31, 2021

\$495/person. \$480/person for two or more from same agency.

Register at www.iuedp.org

You may pay by credit card, check or purchase order. Register by March 12, 2021.

You will be sent detailed information about the program and the area prior to your arrival. Cancellation of registration must be made by March 12, 2021 to receive a full refund. A processing fee of \$150 will be assessed for cancellations after this date.



"IU EDP provides valuable information from practitioners in a college setting, with current topics and challenges from which professionals of all size departments and cities can benefit."

*Timothy O'Connell,
Chicago (IL) Park District*



"The most practical training I have attended in my 20-year career. IU EDP has been the only training to provide experienced professionals presenting in all sessions."

*Scott Crossley,
Indiana State Parks*



Getting to IU EDP



The 2021 IU EDP will be located at the Abe Martin Lodge in Brown County State Park, Nashville, 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. Carpools will be arranged from Bloomington. More details after registration.

Lodging Abe Martin Lodge

Approximately \$96 - \$139 per night (depending on type) for state or municipal government employees. You will be required to show government employee ID at check-in for the reduced rate. Call 812-988-4418 for reservations, and ask for the IU EDP Program (use code 0412IU). Hotel reservations must be made before March 10, 2021.