



EXECUTIVE DEVELOPMENT PROGRAM

INDIANA UNIVERSITY

School of Public Health
Bloomington

Two-Year Management Program for Parks or Recreation Professionals

April 16-19, 2023

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 1,700 professionals have completed IU EDP.



The 2022 class included practitioners from: Alabama, Delaware, Georgia, Illinois, Indiana, Maryland, Michigan, Minnesota, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Utah & Wisconsin!

Why Be Normal Focusing on Our 'Why?'

Phil Gaines welcomes the 2023 participants with a timely discussion on the value of leadership in a constantly changing world. This interactive keynote will capture the importance recognizing challenges and opportunities for leaders while seeking opportunities for improvement in this new era for the parks and recreation field. The opening session will reinforce our values, motivations and the importance of the WHY of what we do.



"IU EDP is a well-organized, thoughtful professional development opportunity that brings experienced professionals together in a unique setting to help them better understand leadership and the challenges it presents."

Eric Bradley, Zion Park District (IL)

IU EDP is proud to have
Amilia as a sponsor of
our 2023 program!

amilia

For 54 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 during EDP: dinner at Brown County State Park, tours of IU sport facilities, and Switchyard Park. 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 16 with dinner, the opening keynote and a networking social.



"IU EDP is the prefect combo of content and networking."
Greg Mitchell, West Lafayette Parks & Rec (IN)

IU EDP 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

Four 50% Tuition Scholarships Available!

Contact Julie at 812-856-1068 for scholarship criteria and application. Deadline is December 16, 2022. Also, check with your state association, as many provide scholarships for continuing education.

"Great speakers with great knowledge. You will only gain constructive info from attending."

*Thomas Kenney, Mount Pleasant
Parks and Recreation*

Year 1

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

This session recognizes the need to stay relevant in an ever changing 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; and, use customer service to improve business, advocacy and to STAY Relevant!

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 legal claims.

Leading When Promoted From Within

This leadership session will focus on the unique challenges and opportunities for individuals who are promoted from within while addressing the impact on relationships with colleagues who are no longer peers, establishing boundaries, holding others responsible, providing clear discernment on what you can give staff and what they need to do for themselves, understanding influential vs position power and more.

Shift Keeps Happening

Shift has been happening – and just keeps happening. Economic shifts are dramatic with increased volatility and uncertainty. Demographic shifts have led to more diverse citizenries. Technological shifts make it hard to keep up. Environmental shifts have left few immune to impacts. While these ongoing shifts present us with challenges, do they also present us with an opportunity to revisit what we do and how we do it so that our systems become more resilient and stronger for citizens in 2050?

Year 2

Equity – Parks Serve Everyone

Issues of racial inequity are at today's forefront as our country becomes more diverse. This session explores 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 assess park and programming needs.

Power, Politics and Working with Elected Officials

Elected and appointed officials play a critical role in determining public expenditures and overall support for parks and recreation. As professionals, it is important to understand how local and state government officials view and prioritize these services. A panel of park and recreation leaders and administrators will discuss navigating the constantly evolving landscape of power and politics and reflect of their experiences and expertise in working with elected officials at the local and state levels.

Data is Your Friend

When you hear things like “analytics and data-driven decision making” we'll likely 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 rather than in product-driven industries can find it hard to see the value in the focus on data. If we think differently about data, we can begin to see the benefits and replace the fear and anxiety with optimism and a better understanding of how it can help us in our work.

Recruitment, Retention & Relevancy: How do we move from best practices to next practices?

Creating a successful talent pipeline is no easy task. The ability to attract and retain professionals that are committed to the field is becoming increasingly more challenging. Employment rates, demographic shifts, automation, enhanced technology and societal change impact our hiring practices. This interactive session will address new approaches to recruiting and retaining staff while also addressing the unique opportunities that parks and recreation departments have in building a successful team.

Joint Year 1 & Year 2

Challenging Traditional Approaches

This joint session is an opportunity for you to call the sessions you want to, and be part of the conversations you need to. Using a technique from the Art of Hosting, you'll host roundtable discussions that allow you to network, learn and share with other attendees, board members and instructors. This will give you the opportunity to interact with many professionals from across the country on subjects important to you, providing you needed resources to navigate change and make improvements. If you're in need of a solution or inspiration, bring a topic with you to discuss!

Alumni Option

Graduates of IU
EDP Year 2 can earn 2.0
CEUs during the 2023 program.
Reconnect with EDP and select
your sessions! For details contact Dr.
Julie Knapp at julknapp@indiana.edu.

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, 2023

\$515/person \$500/person for two or more from same agency.

Tuition After January 31, 2023

\$550/person \$525/person for two or more from same agency.

Register at www.iuedp.org

You may pay by purchase order, credit card or check.

Register by March 12, 2023.

Once your registration is received, you will be sent detailed information. Cancellation of registration must be made in writing to IU EDP by March 12, 2023 to receive a full refund. A processing fee of \$150 will be assessed for cancellations after this date.

"This is an invaluable development program for any park and recreation professional. The ideas shared in and out of the classroom are empowering and enlightening."

Alana Delaney, Delaware State Parks

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.



2.0 CEUs

You'll earn 2.0 CEUs for over 17 hours of professional instruction!



Lodging

Indiana Memorial Union Hotel

Approximately \$97 per night for state or municipal 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 using code EXEC23. Hotel reservations must be made before March 10, 2023.

"IU EDP provided me with great ideas, resources, and community. It made me feel excited to take lessons I learned to implement at my agency. I would highly recommend."

Rhiana Barrero, MetroParks of Butler County (OH)