



# EXECUTIVE DEVELOPMENT PROGRAM

INDIANA UNIVERSITY

School of Public Health  
Bloomington

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

April 19-22, 2015

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 1,500 professionals have completed the IU Executive Development Program.

*The 2014 class included practitioners from: Delaware, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, New York, North Carolina, Ohio, Tennessee, Virginia, and Wisconsin!*

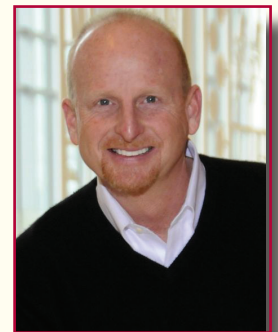


### The Business of Parks and Recreation

## The Great Game of Business

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

From the four stages of culture creation to the step-by-step approach to setting the standards of the "Great Game of Business," John will fill your toolboxes with strategies, suggestions and success for the best chance of growth this year!



*This program is an excellent opportunity to grow my perspectives on all aspects of Parks & Rec operation. Seeing the current trends of the business side of this industry hits home with how we need to change our thinking for future endeavors. Sharing ideas, strategies, and common stories make the connection meaningful and fundamental.*

*Andy Grau, Great Parks of Hamilton County*

### 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 47 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: evening tour of Brown County State Park, followed by dinner; tours of IU sport facilities; 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.

"Attending IU EDP was one of the best career decisions I have made. Tremendous speakers with a wealth of knowledge in the industry led us through informative and some eye opening sessions. The opportunity to network with the experienced professionals in the program was as valuable. I would recommend IU EDP to any parks and recreation professional looking to learn and advance their career."

*Matt Leber – Carmel Clay Parks & Recreation*



## Get Started!

IU EDP kicks off Sunday, April 19 with dinner, the opening keynote and a networking social.

## 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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Indianapolis

## Scholarships

### Six 50% Tuition Scholarships Available!

Contact Julie at 812-856-1068 for scholarship criteria and application. Deadline is December 15, 2014. Also, check with your state association, as many provide scholarships for continuing education.

"I really enjoyed the campus setting – it reinforced the conference as an opportunity to learn, grow, and share information. Having instructors from the academic world elevated the sessions, especially when combined with working professionals."

*Debra Pilger – Minneapolis Park and Recreation Board*

# Curriculum

## Year 1

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

John Kennedy expands on 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 2015 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.

## Standing the Heat

The business of public parks and recreation is at a critical crossroad and has been profoundly impacted by a number of key issues: increased competition from all sectors; stable or declining revenues with increasing costs; rampant arbitrary pricing and antiquated financial accounting processes; rapidly changing demographics; archaic planning efforts; and maintenance backlogs. Additionally, the continuation of non-defensible management philosophies and decisions has not helped already challenging circumstances.

Participants will examine a range of contemporary leadership and ethical challenges, and investigate questions like: How do we create resilient systems? What hidden assumptions do you have about "leadership" and "ethics" and how do they affect the way you manage? What place do values, passion, and character in the conversation?

### **Selection and Interviewing:**

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

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.

# 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, 2015

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

Tuition After January 31, 2015

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

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

*You have the opportunity to pay by credit card, check or purchase order. Register by March 20, 2015.*

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, 2015 to receive a full refund. A processing fee of \$75 will be assessed for cancellations after this date.



## 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 shuttlebus 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 \$102 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 10, 2015.



*"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

