



EXECUTIVE DEVELOPMENT PROGRAM

INDIANA UNIVERSITY

School of Public Health
Bloomington

Two-Year Management Program for Parks or Recreation Professionals

April 14-17, 2019

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 IU EDP.



The 2018 class included practitioners from: Alabama, Delaware, Georgia, Indiana, Illinois, Iowa, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Missouri, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Wisconsin and Wyoming!

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!



"I've been in the field for 19 years and this was the most impactful training/conference I have attended thus far! The emphasis on networking, the class content and tours were all excellent."

Jameel Jones, Champaign Park District

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 52 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 canoeing on Griffy Lake. 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 14 with dinner, the opening keynote and a networking social.

"This program offers the opportunity to connect with park and recreation leaders from across the country who have experience relevant to expanding my knowledge base and open my mind to innovative thinking."

Alex Engelhardt, Fox Valley Special Recreation Association

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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Discounts

Seven 50% Tuition Discounts Available!

Contact Julie at 812-856-1068 for criteria and application. Deadline is December 15, 2018. Also, check with your state association, as many provide scholarships for continuing education.

"Relevant topics with effective systems that you can immediately implement into your every day. Meaningful connections to instructors, board members and attendees."

Kelly Hyer, West Bloomfield Parks

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 expands on the concept of the *Great Game of Business* introduced in the keynote. 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.

Building Your Bench Strength: Succession Planning & Staff Development

Agencies are facing baby boomer retirements, budget reductions, and increasingly, vacated full-time positions are not being refilled with full-time employees. A key component of handling change is to have a skilled workforce that can meet today's challenges and future organizational needs. Learn how to 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.

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 public parks and recreation have left many to wonder what it will all mean 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

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.

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.

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. Includes a 'mock' assessment center process in which attendees will participate.

Joint Year 1/Year 2

Challenging Traditional Approaches

What issues are impacting you and your agency? This joint session is an opportunity for you to work on challenges and be part of the conversations you need to. Using a technique from the Art of Hosting, we'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 to discuss!

Alumni Option

Graduates of IU EDP Year 2 can earn 2.0 CEUs during 2019. Reconnect with EDP and attend the full program and select your sessions! For details contact Dr. Julie Knapp at julknapp@indiana.edu.

"I have been in this profession for 20+ years and this is the best conference that I have attended."

Brian Borden, City of Brookhaven



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IU EDP
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1025 E 7th Street SPH 133
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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, 2019

\$445/person. \$430/person for two or more from same agency.

Tuition After January 31, 2019

\$465/person. \$445/person for two or more from same agency.

Register at www.uedp.org

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

Register by March 16, 2019.

Once your registration is received, you will be sent detailed information. Cancellation of registration must be made in writing to IU EDP by March 14, 2019 to receive a full refund. A processing fee of \$100 will be assessed for cancellations after this date.



"IU EDP has provided the best overall experience of any management training that I have attended."

Jerry Frankenhoff, Great Parks of Hamilton County



"Not only made me think, but gave me ideas and tools to act."

Jeremy Barrick, Minneapolis Park and Recreation Board



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

An estimate of \$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 13, 2019.