CPRS Listening Tours – Our NEXT 75 Years!

As we celebrate our 75th Anniversary, it's time to set the stage for our NEXT 75 years. HQ recently hosted a series of Listening Tours, engaging our members in discussion around our education program and membership experience, in preparation for our future.

Desired outcomes:

- Engage with and listen to members wants and needs
- Follow up on suggestions shared in 2018 membership survey and 2020 Board linkage outreach effort
- Understand how HQ/Region/District/Section education offerings work together for the entire membership
- Uncover potential collaborative and/or revenue share models for future education events
- Map out member benefits as an individual and/or as an agency
- Examine District and Section membership including fees, voting rights, leadership opportunities

Based on what we learned, we will:

- Create a Statewide Education Committee, made up of one (1) representative from each District and Section. The Education Committee will be led by CPRS Director of Education, Marina Servantez, with a desired launch date of May 2022.
    - Primary purpose: to design an Education Plan that encompasses HQ/Region/District/Section provided education, including a 'Build Your Own' style Education Pathway for individual members to use in their own professional growth
- Create a Statewide Membership / Engagement Committee, made up of one (1) representative from each District and Section. The Membership / Engagement Committee will be led by CPRS Director of Membership, Susan Wipf, with a desired launch date of May 2022.
    - Primary purpose: to design a Member Experience Pathway that encompasses HQ/Region/District/Section provided opportunities, throughout the membership life cycle
- Create a culture of *Member Return on Investment = Member Rate of Involvement (ROI=ROI)* at all levels including HQ/Region/District/Section programs, services, volunteer opportunities, etc

Listening Tours Hosted:

Region 1 – July 20, 2021, Woodland
Region 2 – November 9, 2021, Morgan Hill
Region 3 – November 8, 2021, Bakersfield
Region 4 - TBD
Region 5 – November 2, 2021, Aliso Viejo

Attendees:

- All Region/District/Section leaders were invited and encouraged to attend the meeting in their Region
- Stephanie, Susan, and Crystal (then Director of Education) attended and helped facilitate conversations

Thank you!

A special thank you to Adam, Lauren, Theresa and Jenni for planning these important events for us! We look forward to hosting a Listening Tour in Region 4 early in 2022.

What follows is a recap of the conversations held at our 4 Listening Tour stops.

We started each event asking the question, 'What is CPRS to you?'

- Value
- Conference
- Connections
- Networking
- Inspiring
- Innovation
- Education
- Collaboration
- Resources
- Re-invigorating
- Inspired
- Community
- Advancement
- Advocacy
- Mentorship
- Support
- Relationships
- Leadership
- FUN!
- Creates ambition
- Confidence builder

General Notes, Comments and Questions to Consider

- HQ is the constant
- What is CPRS's Master Vision? Think NRPA Pillars… they provide clear, concrete, actionable items; everything they do is attached to a pillar
- Administrator jobs have changed – has CPRS 'grown up' with those job changes as well?
    - Are we serving the 'new' Administrators where they are?
    - Value of membership starts at the 'top'…
- Who or What is CPRS without Conference?
- CPRS is not Hard! (said as in Life is Hard; CPRS is not Hard!)
- D15 is SO LARGE – there is a void here; should CPRS re-district?
    - The concept of 're-districting' came up in every region; when asked how they would re-district, attendees had no concrete way to make districts smaller or more accessible
- Region 3 is ALWAYS DRIVING!!
- Scholarships – add cost of a membership to all scholarships to invite/encourage non-members to engage
- Do we need a Sports Section?
- CPRS website
    - D/S interested in some analytics
    - Important info from CPRS HQ/R/D/S comes into email so there is little to no need to go to the website for info
    - Members don't utilize online directory and aren't completing/filling out bios/profiles
    - D/S micro-sites are not kept up to date
    - IDEA: have laptop stations at conference to invite/encourage members to fill out their profiles; perhaps even have a photog in the Expo to take professional head shots

MEMBERSHIP & MEMBER ENGAGEMENT

Member engagement is the emotional commitment a member has to the organization and its goals.

~Kevin Kruse

- Create a Statewide Membership / Engagement Committee
    - Call this the Engagement Committee instead of Membership?
- How do we 'catch that spark' of someone just new to the profession/CPRS world and stoke it? Find the 'hook'!
- Create a member engagement plan that all Districts and Sections follow
- Create a 'Build Your Own' Membership Path, including involvement at District, Section, committee levels; series of videos? Consider both NEW and RENEWING members
- What is CPRS?
    - Create a session, CPRS infographic outlining benefits of membership, fact sheets/talking tips/video clips to help justify CPRS membership
        - Available at all events
        - 'How can CPRS help ME?' Focus
        - ROI of being a member
        - De-mystify larger membership structure
- SM Campaign – 'My CPRS Story'
    - Quick 2 minute video clips of members telling their CPRS story
- Interest in investigating Group Membership like what NRPA offers
- Figuring out where you fit in… Create a new member orientation?
    - Provide an open house for non-members to 'try on' CPRS
    - Welcome packet / welcome to the family / personal touch
- Member Experience should be the main focus of all we do
    - This is a shared responsibility, and we need a global plan; perhaps year round 'greeters'
- Sections receive membership dues / Districts do not
    - Money = motivation and accountability
    - Perhaps set aside $ per member that goes directly to a scholarship fund?
- Roadblocks to engagement
    - Lack of support
    - Lack of funds
- Outreach to agencies who are not engaged
- Is there a payment plan for membership? Do members know there is an option?

Who does what, when?

- HQ – connect with D/S leaders regarding new members
- HQ – reach out to Admin / Director level pros
- D/S – send personal emails to new members, ask questions and get them connected
- Districts – reach out to new hires at agencies
- HQ provides initial info to new members; D&S take it from there
- HQ could send auto renewal 'happy you're here' email
- D/S could/should
    - Email those members about to expire, inviting them to renew/stay connected
    - Send a postcard to welcome new members (personal touch)
    - Create a personal and purposeful connection – thanks for being involved / we're here for you messaging
- D/S want to know sooner who new members are (currently have to wait up to 30 days for report from HQ)
    - HQ – create template emails / do training around engaging new members
    - Scalability / automation at HQ, D & S levels

Sections and the Value of Sections was a big topic

- Section fee – how to show value of extra fee?
- Could/should we offer 1st section free?
- What is the benefit of Sections?
    - Education offerings seem duplicative
- Renewal challenges when an admin person does the processing and is not familiar with sections; can renewals be sent to individuals?
- Value of Section fee vs value of more members?
- Admin Section should be called Management… 'admin' makes others think of administrative assistants, not leadership of organizations

Ideas and thoughts to consider

- Need to get D&O pros more involved in CPRS
- Need to get universities / students more involved in CPRS – Rec 101 session/video?
    - Students – sponsor a student campaign / pick up membership fee
- Membership profiles – add a secondary email and/or cell number as some emails are getting blocked; start texting members with important info
- In-person/personal connections mentioned more than once…

cprs
75th Anniversary

EDUCATION

- Create a Statewide Education Committee
- HQ – offer continuity and an overall plan, set vision and quality standards; check in with D/S to ensure quality
- Build Your Own Education Path / Career Goals Based Pathway
- JEDI infused in EVERYTHING!
- Create an overall Education Newsletter so members know what's going on with everyone
- CPRS website is HUB, should be used as a 'hub' for all events, registrations, etc.
    - Use of the main calendar to promote all events
- Re-brand programs to show profession-wide applicability
    - Video series?
        - Example: MMS – perception is that 'it's a lot of dudes talking dirt'; how would it benefit someone from the recreation side of the house?
- Certifications – CPRP/CPRE
    - Need to promote this
    - Make transcripts / CEU process easier

Challenges

- Member / non-member fees not uniform among R/D/S events
- Education tends to be heavy on recreation and there is a need for more park ops learning
- Sessions are sometimes repeated from Conference/Region/District/Section events – need to ensure we have new content at all levels
- Can we bundle sessions from conference for year-round / on demand learning?
- Serving the Mid-Level member (both mid career and mid membership life cycle)
    - Survey them to determine what skill development is wanted/needed
    - Engage them in being the teachers/mentors
    - Remind them of their value
    - Engage throughout the year, not just at conference
    - Invite/encourage engagement at the local level
- Serving the seasoned professional / legacy member
    - Host member meet ups and/or reunion socials
- Rather than a general 'call for sessions', put out a call for specific Topics

Training Needs

- Bridging the gap between parks and recreation
- Managing websites
- Building management / maintenance

LEADERSHIP

- What are the expectations from HQ of D/S leaders?
- Create intentional leadership pathways at all levels
    - Build Your Own Leadership Path
    - District/Section involvement is reflective of District/Section leadership
    - Panel session on leaders' pathways to inspire new leaders to come in
    - Personal touch / invitation was given as a big reason someone got involved
- Blocks to taking step into leadership positions:
    - Don't know about positions / what it entails
    - Lack of awareness
    - Lack of support from agency
    - Small numbers to choose from – very little turn over in jobs in region
    - Time – already stretched thin
    - Need to engage the head of agency / agency to ensure full support of CPRS activities
- Build a leadership bench – State/District/Section executive board PLUS, with multiple opportunities to lead
    - Start at committee level for leadership involvement/recruitment
- Streamline D/S Board positions to include:
    - A-Team Rep who sits on A-Team, 2 year term to coincide with Legislative Term
    - Education / Program position who then sits on statewide Education Committee
    - Membership position who then sits on statewide Membership Committee
    - Should these positions be elected or appointed? Does it matter?
- Incentivize or "Incentivication" as coined by Lauren Merriman! What does this look like?
- Create 1 minute videos of each leadership position (State, District, Section) – what position does and inviting leaders in; have as popup windows on website

Ideas and thoughts to consider

- Need to define roles/responsibilities of section reps on District Boards (since there are Regional Section Reps, why are District Section Reps needed?)
- Create an online portal for leadership rosters, rather than having 22 different roster formats
- State Board needs to be present at events like Surf n Turf to engage younger pros in conversation about making this work a career
- Create a mentorship program
- Use co-chairs so 1 person doesn't have to do it all
- Offer hybrid option for all meetings – less travel time, more inviting
- Communication tool Doug created works really well, need to use it!
- Districts and Sections need to engage in a more intentional reach out to HQ as a resource
- Ensure all voices are heard – NO GOLDEN GATES!
- Leaders need more check ins from HQ, especially around website support

When asked 'Who should offer what kind of education', these were the responses…

HQ	Regions / Districts	Sections
Legislative Education	Local issues, concerns	Specific topics / hyper-focused topics
Large / Statewide education opportunities	Regional events	Trends
Mentorship program	Engagement / networking focused	Fill in gaps from HQ / District trainings
'Outside of profession' voices	Breakfast Club / various topic type events	Intensives / Symposiums
Conference – key things everyone needs to know and how to apply to P&R	General leadership topics	Technical skills
Help members be better professionals	Good place for new speakers to 'cut their teeth' before presenting at statewide conference/events	Roundtables
'Set the Table'	Mentor program	
Collaboration with R/D/S/HQ to bring in higher caliber speakers	All levels / all topics	
Trends / Hot Topics / 1-offs	Supplement to HQ programs	
Templates (ie legislative letters)	1st Step into training events	
On Demand / Online education	Refreshers	
How to be a presenter session / video	Customer Service trainings	
Create a 'road show' of conference speakers that travel around the state	Roundtables	
Policy development		
CEU's		
Cutting Edge topics		
'Outside of California' voices; National Speakers		
Provide tools and resources to D/S for their educational programs		
Multi-day / Series types of events		
Leadership Summit		
Everything from Bite Sized education to Deep Dives		
Master Classes		

Education and Member Engagement Events Offered by Districts and Sections
Regions 1, 2, 3, & 5 represented as of December 2021
D&O, Recreation and RT Sections represented as of December 2021

Region 1		
Fall Forum (when CPRS is in SoCal)		
District 1	**District 2**	**District 3**
Surf n Turf	General Membership Meeting w/ education	Fall Institute with General Membership Meeting
Lunch n Learns	Lunch n Learns	Lunch n Learns
	Future/Current Leaders Panel Discussion	Holiday lunch with speaker
	YTRS – Staff/Camp Training	Rec Talks
	NCAMA – Aquatic trainings	
	Software Symposium	
	Equipment Expo	
Region 2		
Region 2 Mini Conference (when CPRS is in SoCal)		
Total Guard Training		
District 4	**District 5**	**District 6**
Breakfast Club	Summer Social	Awards Dinner
Socials	Initiation Breakfast	Roundtables
Golf tourney	General Membership Meeting	General Membership Meeting
Camp Con – summer leader training	Lifeguard Roundup & Training	Road Show
YAK Attack – HS leadership youth committee	Road Show	Directors Meeting
Road Show		
Region 3		
District 7	**District 8**	**District 15**
Summer Leader Workshop	Fall Forum	Professional Development Conference
Park Rodeo	Brochure Share	Field Maintenance
Work with Fresno State	Roundtables – Hot Topics	
General Membership Meeting		
Region 5		
Region 5 Mini Conference (when CPRS is in NorCal)		
District 9	**District 10**	**District 12**
1 Day Workshop	2 General Membership Meetings	Rec Leader Workshop
Summer/Fall Networking events	2 Socials	November Workshop
Winter Event (when no R5 mini conference)	3 Rec Leader Trainings	Winter Social
Awards & Installation	D10 Training (when no R5 mini conference)	Lunch n Learns
	Mentor Program	Random networking events
	Awards & Installation	Awards & Installation

Sections		
D&O	**Rec**	**RT**
Field day at Conference	School of Rec	November Workshop
	Intensive at Conference	Institute at Conference
	Rec Connect	
	NAYS Intensive at Conference	