

BUILDING A TEAM

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OVERVIEW

TOPICS OF DISCUSSION

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- 1 | ESTABLISHING & UNDERSTANDING
THE NEED FOR A PHILOSOPHY
 - 2 | KEYS TO LEADERSHIP
 - 3 | GUIDED HIRING PRACTICES
 - 4 | BRANCHES OF DEVELOPMENT
 - 5 | CREATING TEAMWORK
-



INTRODUCTION

EXPERIENCE

- Education:
 - BA: Park, Recreation & Tourism
 - Masters: Sports Admin & Coaching Education
- 20 years of full-time leadership
- 15 years of coaching

STRENGTHS

- Dynamic
- Structured
- Adaptable

MACEDONIA

WHO WE ARE



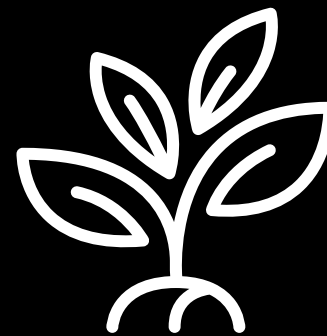
COMMUNITY

Population: 12,203

Community Partnerships

Parks & Recreation Commission

Supportive Mayor & Admin



AMENITIES

375 Acres of Park Land

- 1 Recreation Center
- 1 Historical Site
- 3 Parks
- 12 Athletic Fields



EMPLOYEES

11 Full-Time Staff

65 Part-Time Staff

- Front Desk
- Lifeguards
- Rec Leaders

OUR TEAM

DIRECTOR

RECREATION MANAGER

AQUATICS &
FITNESS

- Aquatics Specialist FT
- Lifeguards
- Swim Instructors

RECREATION MANAGER

SPORTS &
FACILITIES

- Front Desk FT & PT
- Recreation Leaders
- Coaches
- Officials

RECREATION MANAGER

EVENTS,
PROGRAMS,
& MARKETING

- Camp Counselors
- Program Leaders
- Event workers
- Volunteers

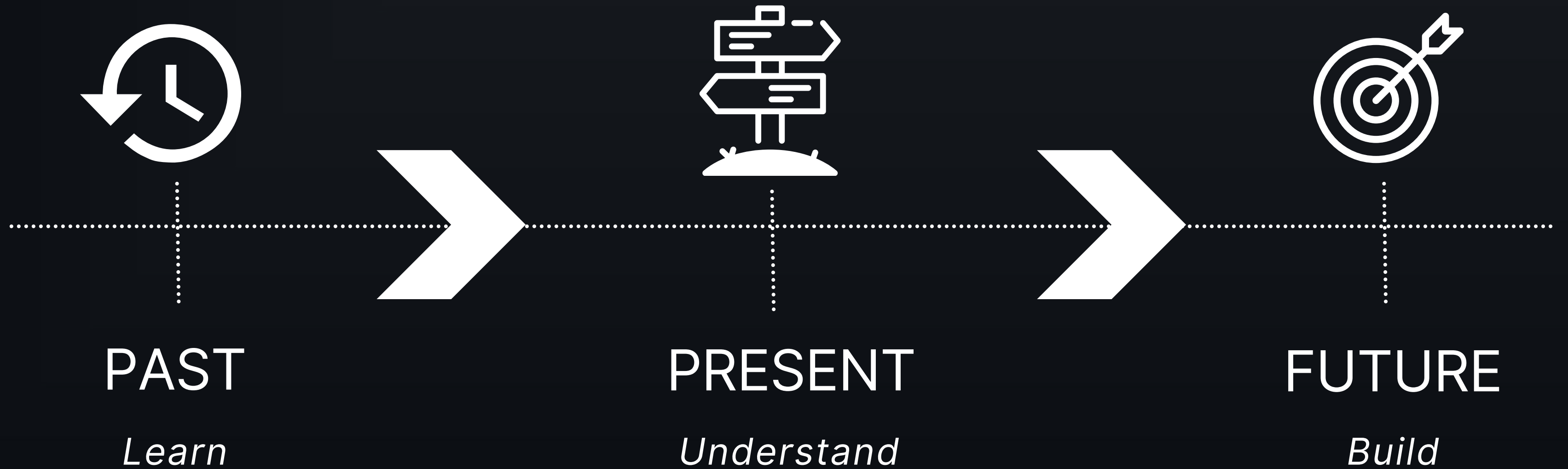
ADMINISTRATIVE ASSISTANT



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LEADERSHIP
YOU ARE THE HEAD COACH
.....

DESIGNING A TEAM FOR THE FUTURE



3 KEYS OF LEADING CULTURE

.....

01

RELATIONSHIPS

- COMMUNICATION
 - TRUST
 - EMPOWERMENT
-

02

THE THREE P'S

- PERMIT
 - PROMOTE
 - PRACTICE
-

03

BCD

- BLAME
- COMPLAIN
- DEFEND



PHILOSOPHY

TEAM IDENTITY

.....

45/100

LOB'S

75/100 70/100
70/100 68/100
60/100

Aquatics

- swim lessons
- Manta Rays
- LG course
- Diving
- swim clinics
- Private lessons
- Scuba
- Kayak
- create a boat
- water volleyball

Events

- refer to 21
- Event schedule
- Dive in movie
- Food trucks
- Cleveland Monsters

Rentals

- Pavilion
- Fields
- Park space
- Room - Bday's
- Pool

Sports

- soccer
- Football
- T-ball
- Dodgeball
- Jumpstart
- sport camps
- Lacrosse
- Basketball
- Sand volleyball
- Adult volleyball league
- Pickleball
- Bocce ball

membership

- All packages
 - ↳ annual
 - ↳ payment
- needs deeper convo

Marketing

- MACTivity Guide
- Social media
- website
- Newsletter
- Flyers
- Community focus
- Council
- PRC
- Rotary
- Chamber
- District

Sponsorship

- Banners
- Facility space
- event
- website
- Fitness schedule
- Ball fields
- MACTivity Guide
- Sports jerseys

- Tennis
- corn Hole
- Table Tennis
- softball
- Kickball
- Wiffle ball
- Deck Hockey
- Spike ball
- Run/cross country
- Home Run Derby
- chair volleyball

Programming

- (Youth)
- STEM/STEAM
 - ↳ Lego
 - ↳ Robotics
 - ↳ coding
 - ↳ Arts
- challenge Island
- money game
- (Adult)
- crafts
- wine & paint
- Bus trips

ESports

Summer camp

Spring Break

Winter camp

Outdoor Rec

- Ed
- tree identification
- Leave no trace class
- Astronomy
- Bird watching
- Activities
- Nature walk
- Camp out
- night hike
- Kayak
- white water rafting
- Ski + trip
- HIIT
- Pound
- Kettle Bell Class
- Boga
- Youth Fitness
- Sports Agility (youth)
- Intro to strength training
- Body Class

Manor House

- 4 events
- ↳ 2 craft
- ↳ pig roast

Fitness

- TRX
- Yoga For Strength
- Arthritis
- Spin
- Zumba
- Zumba TONE
- RFP
- TNT
- Barre Intensity
- Flow
- Aqua Fusion
- Aqua Kickboxing
- H2O splash
- Kickbox Bootcamp
- Tai chi
- Line Dance
- Stretch
- Silver sneakers yoga
- Silver sneakers class
- Silver splash
- Silver sneaker cardio fit
- Total Core
- Sunrise Yoga
- Deep H2O
- nutrition
- Personal Training
- massage
- self-care
- small group training
- strength & conditioning



EXCELLENCE IN COMMUNITY,
SUSTAINABILITY & SERVICE



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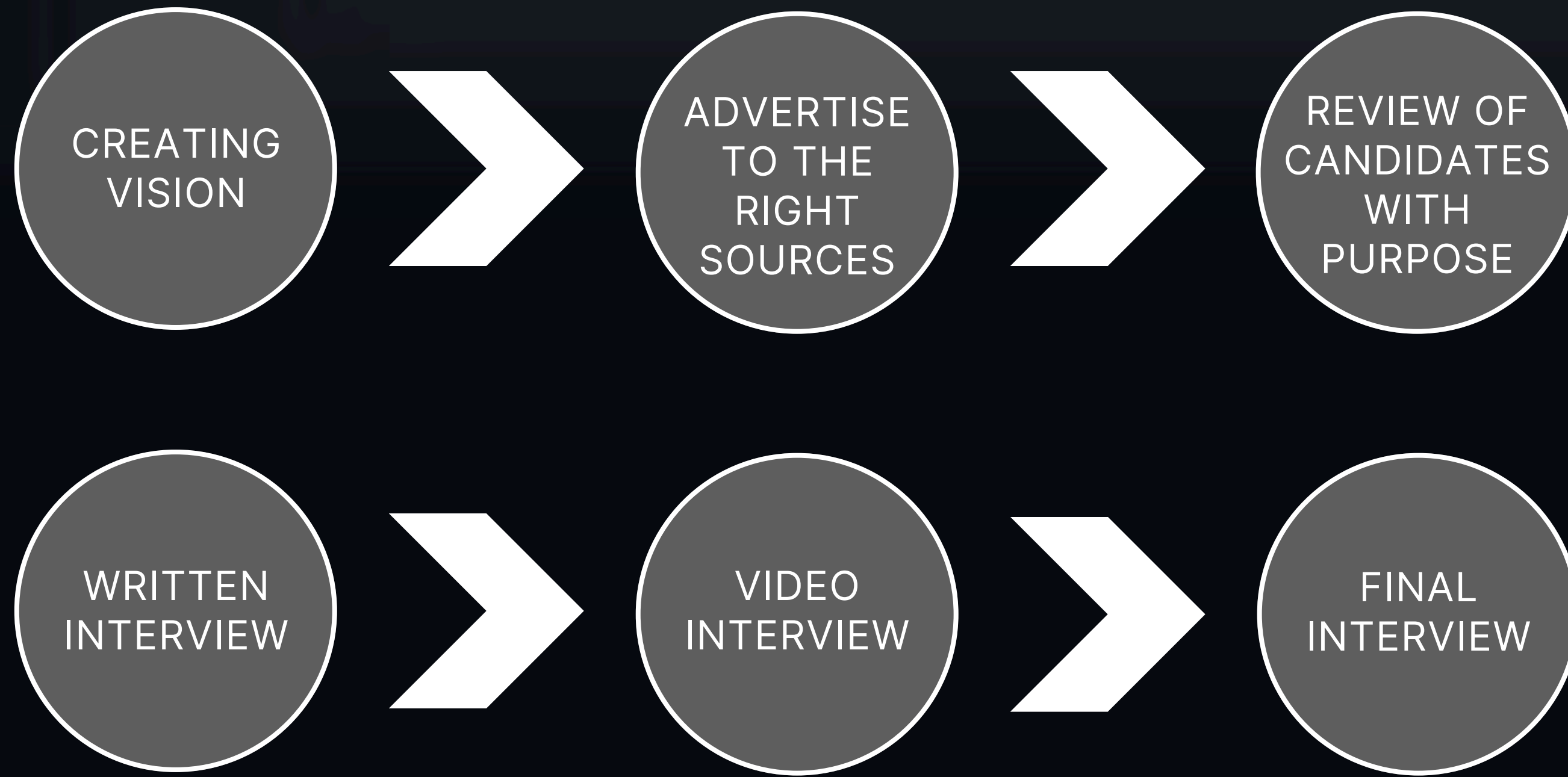
CREATING THE BUY-IN

ESTABLISHING THE FRAMEWORK

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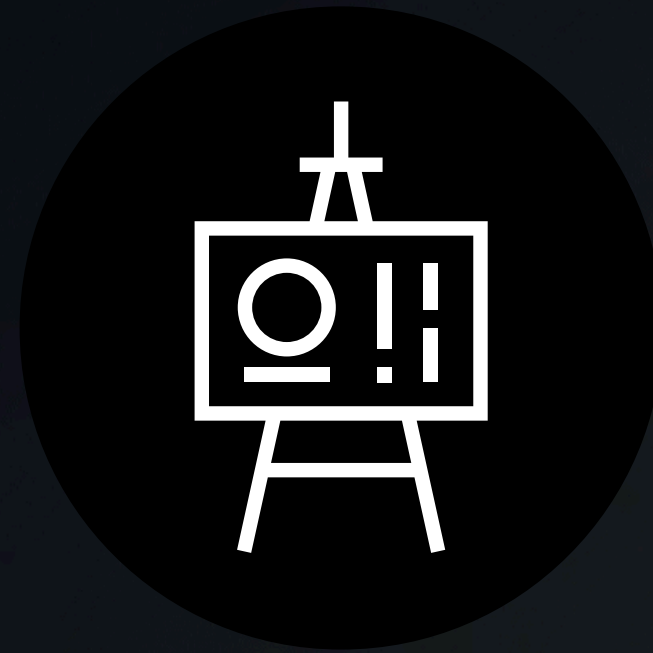
THE PROCESS

HIRING & INTERVIEWS



GETTING STARTED

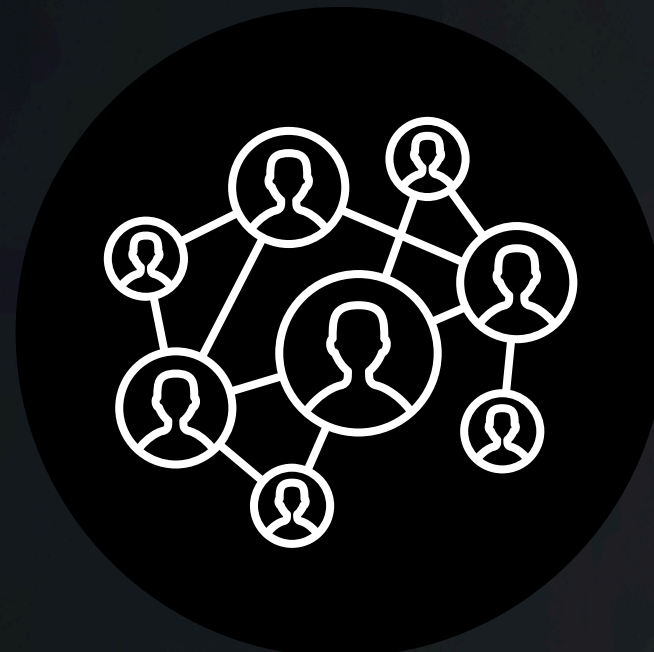
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Creating vision

Identify needs of that position

- What has worked well vs what hasn't
- Necessary skills/experience
- Bonus skills/experience



Advertise to the right sources

- Networking
- Professional sites
- Employment sites - the good vs bad

GETTING STARTED

.....



Review of candidates with purpose

- Intentionality
- Proper scoring system
- Review with designated staff

Coord

accomplish task Indy
↳ self motivated
↳ Team Player

Background in field

Schedule flexibility

personable

outgoing yet pro

Social media Savvy

Design

Photo and video

Organized

programming

Sup

Knowledge/common sense

personable - outgoing

Lead teens & young Adults

proficient in computers

↳ Software usage

work Indy
↳ self motivated

Conflict resolution

scheduling exp

Leadership background

Schedule flexibility

team player

organized

programming

Rec background

THE INTERVIEW PROCESS



Written Interview

- Opportunity to provide insight to real job duties
- Gauge communication skills
- Reviewed on a point system

**City of Macedonia Parks and Recreation Department
Recreation Coordinator – Marketing and Special Events
Written Interview**

1. For this assignment, your task is to design WinterFest. This will serve as one of four signature events our Parks and Recreation Department will host per year. WinterFest will be a 1-day event on Saturday, December 11th in Longwood Park. This would take place during day and night and feature holiday lights (still need purchased) along with fireworks to conclude the night. Your budget is \$18,000 however, \$11,000 is reserved for fireworks. Think through all aspects of planning this event and lay out a detailed plan that encompasses the planning, schedule, sponsorship, marketing, social media, participant activities, workers (this does not count against your budget) and volunteers needed and incorporate budget. The plan you present should be something you could implement if you were hired. We understand adjustments would be made once learning our operations.
2. We wish to increase brand notoriety, especially in our parks. We are in search of an instagrammable photo spot that could be placed in a park. What would you create and where would you put it?
3. Please send us an example of marketing material you have created in the past.
4. Our values are built on Excellence in Community, Service, and Sustainability. Define what this means to you.

• • • • •



- Provide further insight to resume, written interview
- More in-depth questions
- Panel of 2-3 staff
- Reviewed on a point system

	A	B	C	D	E	F	G	H	I	J	K	L
1	Grading Category. Point range in (parentheses).	Vacation	Membership	Work Environment	Elevator Pitch	Event	Leader	Social Channels	City and Rec	Articulation and Energy		
2		Exceeds (3)	Exceeds (3)	Exceeds (3)	Exceeds (3)	Exceeds (3)	Exceeds (3)	Exceeds (3)	Exceeds (3)	Exceeds (5)		
3		Meets (2)	Meets (2)	Meets (2)	Meets (2)	Meets (2)	Meets (2)	Meets (2)	Meets (2)	Meets (3)		
4		Needs Improvement (1)	Needs Improvement (1)	Needs Improvement (1)	Needs Improvement (1)	Needs Improvement (1)	Needs Improvement (1)	Needs Improvement (1)	Needs Improvement (1)	Needs Improvement (1)		
5	Points Possible	29										
6	Core Competency	Ideal situation, research, social media knowledge, and background										
7	Employee 1											
8	Candidate Name										0	
9	Candidate 1	2	2	3	3	3	3	3	3	5	27	
10	Candidate 2	2	3	2	2	2	1	2	2	3	19	
11	Candidate 3	2	2	2	1	2	2	1	1	3	16	
12											0	
13	Employee 2										0	
14	Candidate Name										0	
15	Candidate 1	2	2	3	3	3	2	2	3	4	24	
16	Candidate 2	3	2	2	2	2	2	2	2	3	20	
17	Candidate 3	3	3	2	2	3	2	2	2	3	22	
18											0	
19	Employee 3										0	
20	Candidate Name										0	
21	Candidate 1	2	2	3	3	3	3	3	3	5	27	
22	Candidate 2	3	3	2	2	2	2	2	2	3	21	
23	Candidate 3	3	2	3	2	2	2	2	2	3	21	
24												
25										Avg		
26										Candidate 1	26	
27										Candidate 2	20	
28										Candidate 3	19.6666	

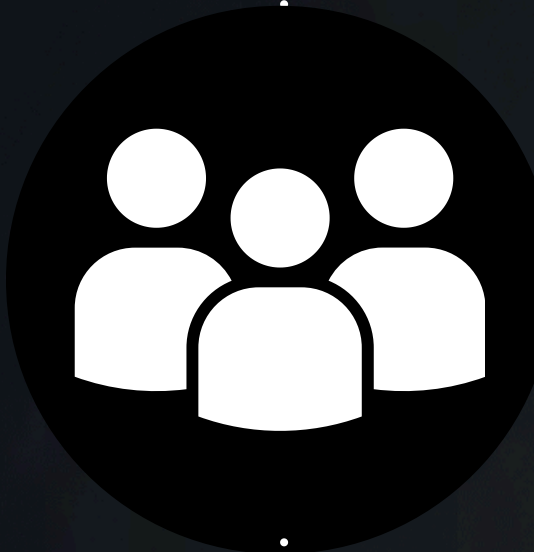
FINAL INTERVIEW

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Tour

- Complete tour of Facilities & Parks
- Provide insight to our community
- Hosted by staff



Peer Panel

- A new set of questions
- Aligned to gauge fit among the team
- Opportunity for open conversation with potential peers
- Panel interview with peers 3-5



Director Panel

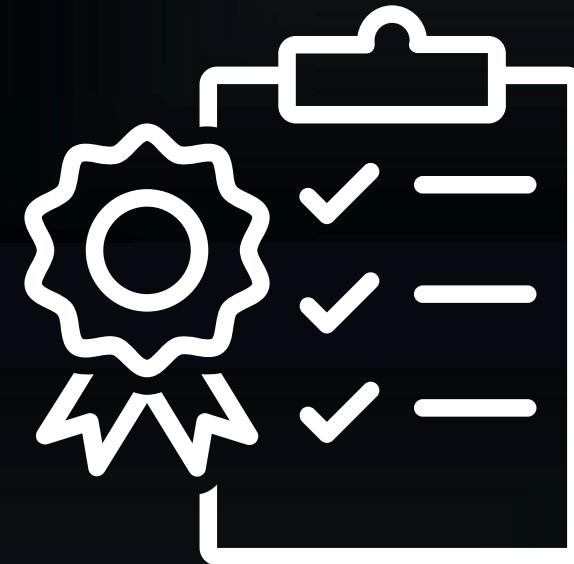
- Final step in the process
- Interview with Director & HR Director
- Candidate presentation

LEADING THROUGH



Development

- Onboarding & Education
- Training with staff



Evaluations

- Timeline
- Intentional process
- “Build up or build out”



Training

- Necessary training
- Resources

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EMPOWERMENT

WHAT'S YOUR WHY?

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INDIVIDUAL

*CREATING THE BUY-IN &
MOTIVATING EMPLOYEES*

SOLUTION ORIENTED

Allowing staff to
present ideas to
problems before
supervisor input.

PROJECTS

Individual projects
and specific tasks
assigned

OWNERSHIP

Accountability of
an area

CAPACITY

Ability to multi-task,
make decisions,
achieve objectives

GROUP

*CREATING THE BUY-IN &
MOTIVATING EMPLOYEES*

POLICY

Facility rules, refund
policy, staff
handbook, fees, etc.

TEAM

Team meetings,
updating staff,
individual reports

CAPACITY

Ability to
multi-task,
make decisions,
achieve objectives

VISION

Big picture impact,
working towards the
vision

TEAMWORK

Communication & Listening

- Intentionality
- Education
- How does this effect me?
- What is needed from me?

Building Relationships

- Creating full investment
- Create value and sense of belong for employee

Developing Trust

- Continual process
- Being “heard”

Managing Up

- Giving guidance to supervisors
- Accepting feedback from co-workers and subordinates

THE IMPACTS OF WORKPLACE CULTURE

Employees who feel their voice is heard are 4.6 times more likely to feel empowered to perform their best work.

-Forbes

76% of employees agree that workplace culture affects their productivity

-Forbes

81.9% of employees agree that recognition for their contributions improves their engagement.

71% of employees would be less likely to leave their organization if they were recognized more frequently.

-Forbes

ONE STEP CLOSER



EDUCATE. ADVOCATE. COLLABORATE.

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