

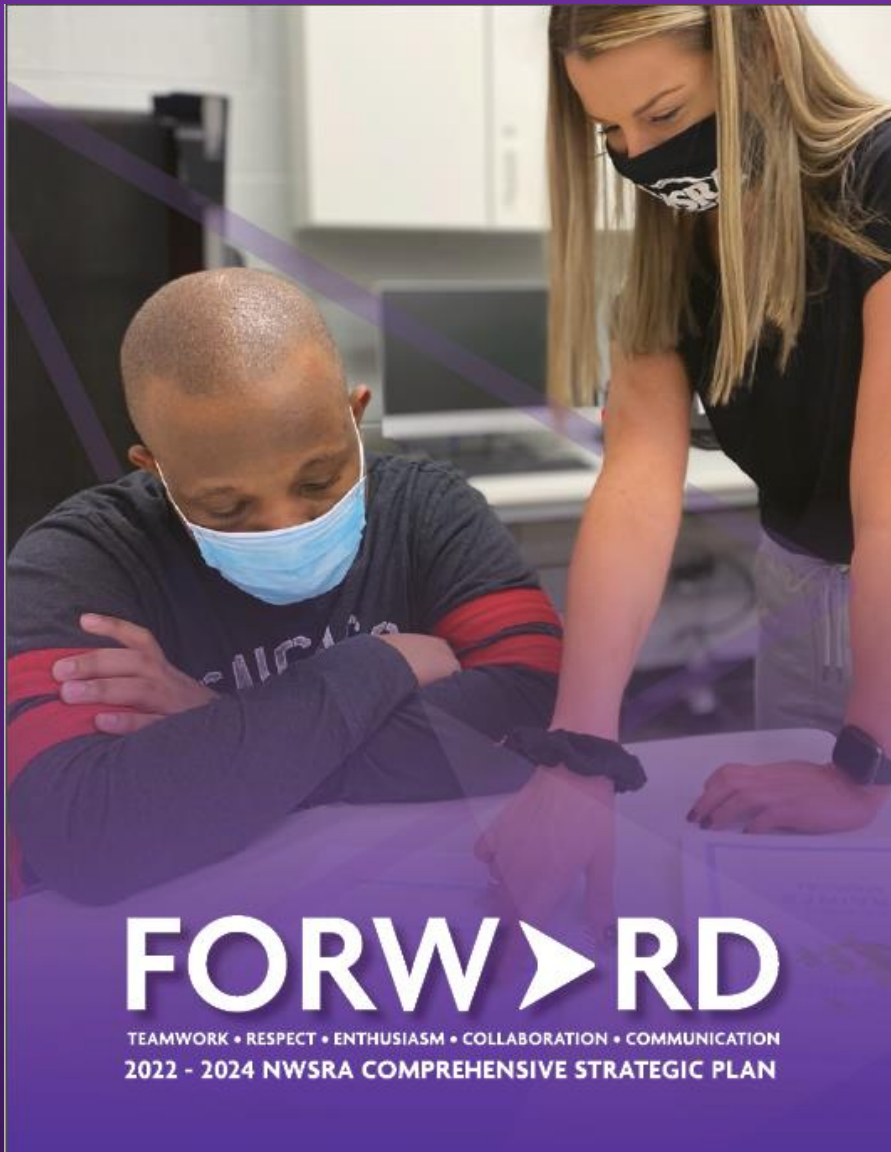
2021

Year in Review





Final Year in 2017-2021 Strategic Plan



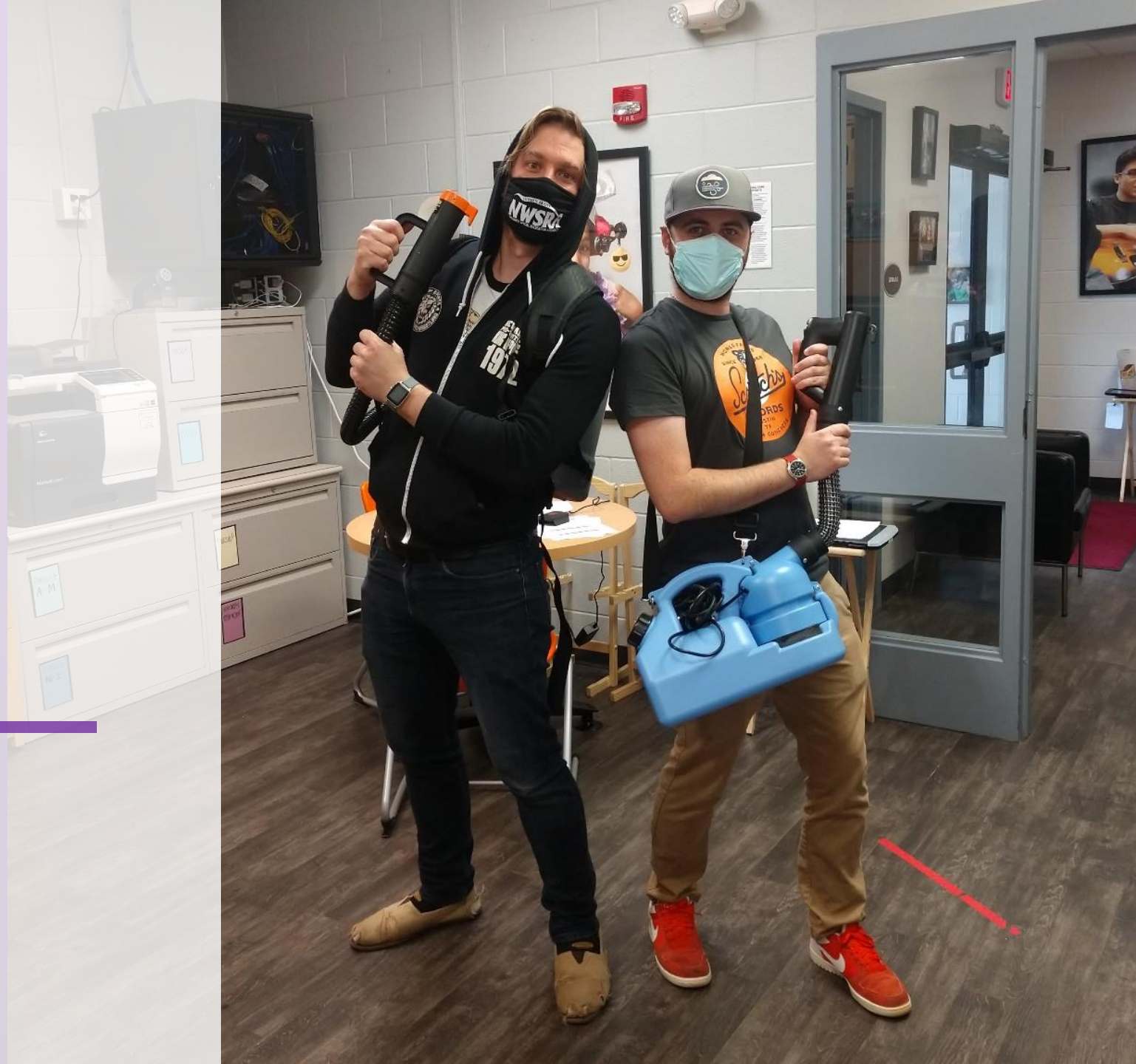
Completed the 2022-2024 Strategic Plan

Legislation and Advocacy

Began working with legislators and Clearbrook to develop a High School DSP Pilot Program



Our Staff



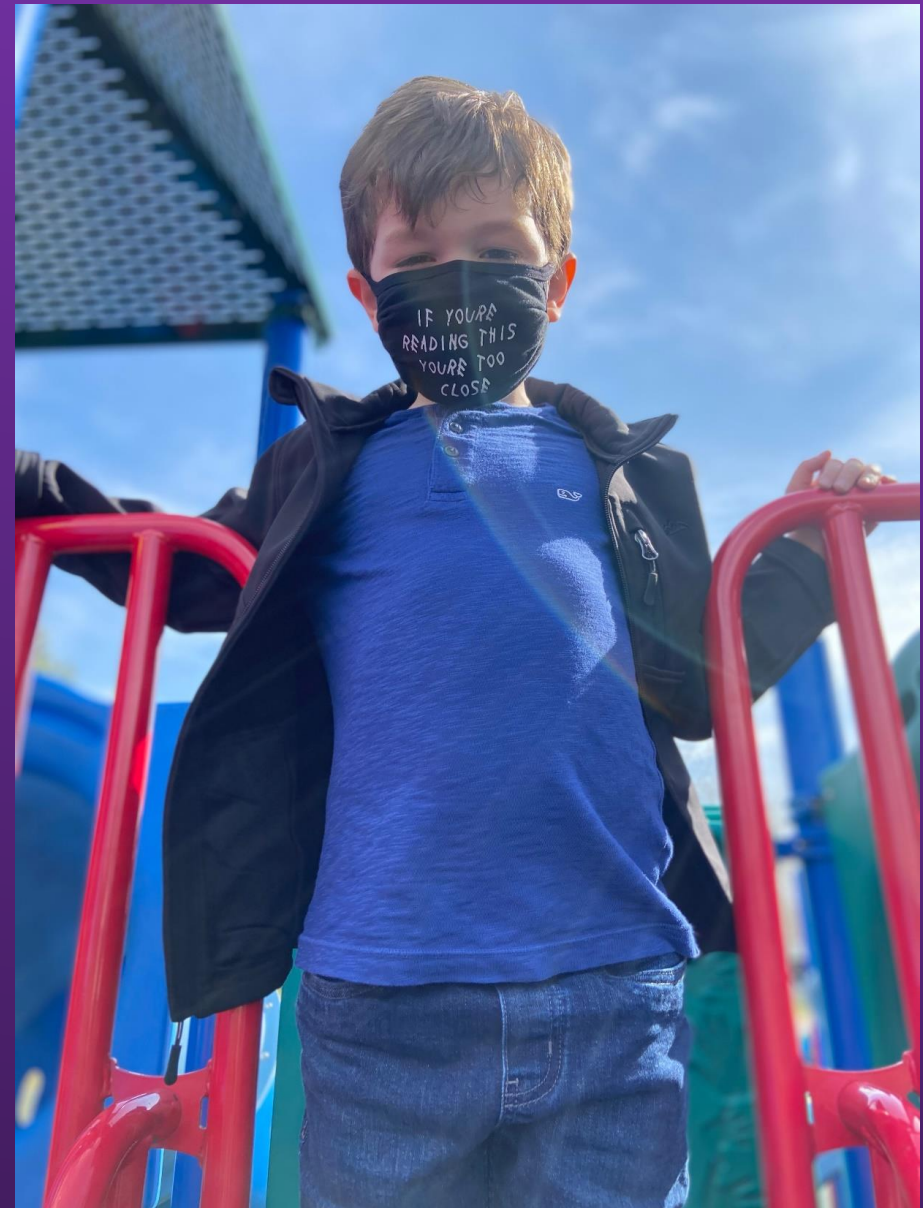
Hired 16 New Full-time Staff Members

7 Recreation Specialists

7 Coordinators

1 Manager

2 Superintendents



Team Advancement

New Staff Hires

- Alexis Bell, Manager of Support Services
- Adrienne Adkins, Collaborative Coordinator
- Sarah Cuthbert, Collaborative Coordinator
- Danielle Olson, Collaborative Coordinator
- Erika Flores, Graphic Communications Coordinator
- Devin Morrison, IT Services Coordinator
- Josh Ruston, Operations Coordinator
- Celine Ehert, Recreation Specialist
- Kristen Stepniak, Recreation Specialist
- Cassandra Lexa, Recreation Specialist
- Andi Marfillius, Recreation Specialist
- Lauren Otteman, Recreation Specialist
- Tania Meza-Sanchez, Recreation Specialist
- Samantha Tabert, Recreation Specialist
- Anne Kiwala, Superintendent of Development
- Ethen Frierson, Support Services Coordinator
- Tom Draper, Superintendent of Marketing and Comms.

Promoted/Moved Within

- Kaila Robinson
- Anita Trzebunia
- Janae Winston



Moved On

Accepted Positions at Park District/ SRA/Other

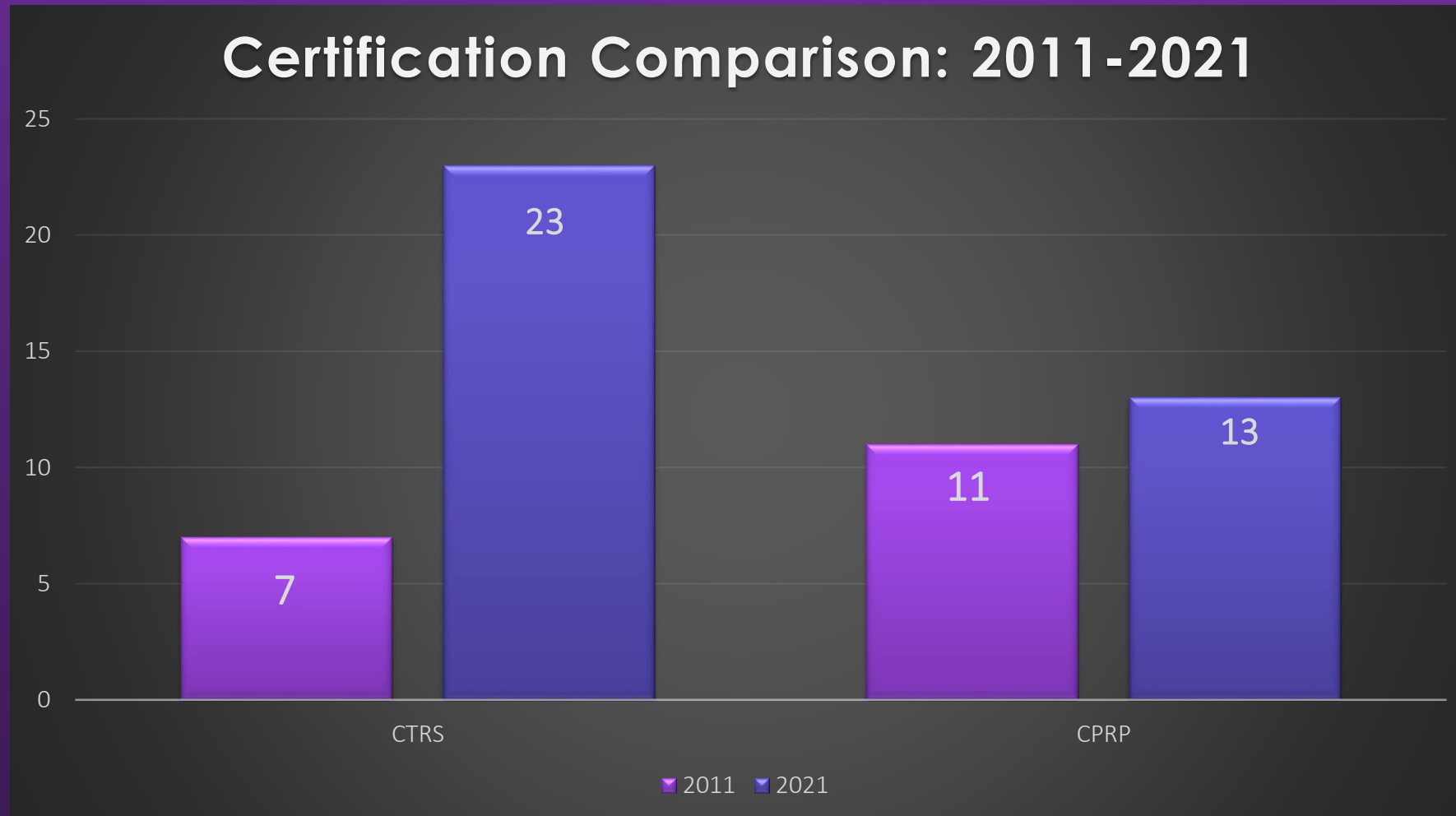
- Megan Quandt
- Catherine Splett
- Emily Nock

Retired/Switched Fields

- Maria Sposito
- Jacob Joyce
- Alexandra Ramoska
- David Yurik
- Brian Selders



Staff Certifications



Full-Time Longevity



Training and Certifications

- 3 Staff certified as Qualified Intellectual Disability Professionals
- 4 Staff certified as Inclusivity Assessors
- 3 Staff trained to be Healthy Minds Healthy Bodies Coordinators
- 3 Staff certified to be Generation One Facilitators

Staff Training

- Healthy Brain Initiative for people with intellectual and developmental disabilities
- Individual rights, independence, social relationships
- Supporting adults with IDD and aging caregivers
- Cannabis 101
- IPRA Supervisors Symposium
- IPRA State Conference
- PDRMA Online Workshops
- Illinois Transition Specialist Conference
- American Therapeutic Recreation Association (ATRA) Annual Conference
- PDRMA Risk Management Institute
- Illinois Therapeutic Recreation Summit
- IAPD Legislative Conference and Legal Symposium
- Language and advanced cognitive skills with behavior analysis
- Ethics, sexuality and intellectual disabilities
- Employment advocacy and Engagement
- Behavior supports: what providers need to know
- IPRA Diversity Transition conference
- Never too young: inclusion, equity, diversity and anti-racism work with younger children



Local, State and National Involvement

Through active participation in a variety of committees, task forces, presentations and conferences on local, state and national levels, NWSRA staff played key roles in the development of the profession.

- **Tracey**- American Academy for Park and Recreation Administration, IPRF Board Member, American Therapeutic Recreation Association (ATRA) Board President
- **Andrea**- National Delegate for Women in Leisure Services (Chi Chapter), ITRS Awards Committee. Member of Northwest Suburban Autism Consortium, North/Northwest Cook County & Lake County Work Group, Rolling Meadows Community Events Foundation, American Therapeutic Recreation Association (ATRA) Leadership and Mentorship Committee, Kent State Inclusion Advisory Board and Mount Prospect Junior Woman's Club
- **Rachel**- Board Member of Women in Leisure Services (Chi Chapter), member of Wheeling Township Advisory Council and Secretary for the Rotary Club of Schaumburg Hoffman Estates
- **Darleen**- IPRA A&F Section Human Resources Group Chair, PDRMA Claims Committee Member, Northwest Human Resource –NHRC Council Member, Arlington Heights
- **Anne** - Rotary Club of Buffalo Grove, Palatine Execnet, Association of Fundraising Professionals (AFP), Chicago Chapter, WFARE Affinity Group, AFP Chicago, Chicago Women Leaders, IPRF Silent Auction Committee

Human Resources



Human Resources

Full time staff received training on the following human resource topics:

- Sexual Harassment
- Safety Trainings
- Payroll Training
- Stress Management
- IAPD and PDRMA
COVID trainings



Programming



Programming

- **Re-evaluated and created a new program development team** – First task was to assess and enhance virtual programs
- **Creation of specific APIE+D Assessment**
 - Fillable form to be used at designated Recreation Therapy Programs

New Programs & Enhancement to Existing Programs

Dedicated to Innovation

- Continue to incorporate Club Wellness and Chair Yoga into programs
- Teamed up with Supporting Illinois Brothers and Sisters for virtual Sibshops
- Collaborated with therapeutic recreation programs at colleges and universities to create new virtual programs





Lizalde
KWSRA

KWSRA
KIDNEY SURVIVAL
RESEARCH FOUNDATION ASSOCIATION
DAY

KWSRA

Day Camp

COVID day camp offerings:

- **166 campers with 220 total registrations**
- 3 Cooperative camps with school district 15 and 54 to provide recreation after the extended school year program (ESY)
- 6 camps ran for 9 weeks utilizing 3 school and 3 park district buildings - Palatine, Rolling Meadows and Bartlett Park Districts
- 2 Specialty Camps ran for 5 weeks including one at NSSEO's Kirk School for campers with extensive personal care and medical needs



Additional Services

Day Camp
After Care

Door to Door
Transportation

Activity Center

Weekly 1:1
Wellness or Fitness
Zoom

Sunny Cortland Partnership

- Students developed specific programs for NWSRA Virtual Venue, using NWSRA framework. The students developed virtual program for a month with at least 2 activities per week from one of the following areas: cooking & nutrition; nature & travel; fitness & wellness; cultural arts, sensory & music.
- Programs were developed for the following ages: Children up to 12, teens & young adults up to 25, adults up to 47, seniors 48 & over



Publications

Chapter 10: Best Practices in Administrative Inclusion for the text book inclusive Leisure: A Strengths-Based Approach - being published in spring 2022

- Co-authored by: Tracey Crawford and Andrea Griffin

Book: Inclusive Leisure: A Strengths-Based Approach

- Professional In Action Spotlight: Victoria Gonzalez





Marketing



Marketing Efforts

Online/Mobile:

- 45,606 Site sessions
 - 3,800 Monthly average
 - 25,834 of those visits were direct

Social Media

- 9,300 Facebook followers
- 791 Instagram followers

Publications

- Monthly programming brochures
- Return of our printed and redesigned winter/spring brochure in November

New Videos:

- SLSF 40 – Used at the Gala Promoting the History of both SLSF and NWSRA
- Year in Review showed at the Holiday Luncheon

Outreach



Outreach

Cooperative programs and services hosted with:

- Buffalo Grove Park District – Broadway Buddies
- Sibshops
- Chicago District Golf Association
- River Trails OCR
- Clearbrook
- Healthy Minds Healthy Bodies: Barlett, Buffalo Grove, Palatine, Rolling Meadows, Mt. Prospect and Streamwood
- Revelation Golf

Increased recognition among community organizations through:

- Attendance at 29 expos and events
- Website linking
- Cross promotion of services and events
- Inclusion trainings- 366 individuals at 10 Park Districts
- Ability awareness events- 276 preschoolers and campers at 3 Park Districts
- Tours of PURSUIT and Snoezelen Sensory rooms- 176 individuals
- PURSUIT Clients volunteered in 17 communities for 1,039.5 Hours

Outreach (continued)

Partnered with local School Districts and Libraries through:

- Website linking
- Electronic backpacks
- Inclusion in e-newsletters
- Delivery of paper brochures and online brochures

Staff provided trainings at:

- IPRA Conference local services groups
- ATRA Conference
- ITRS Young Professionals Group
- Special Fathers Network
- School Districts
- IPRA Professional Development School
- ITRS Workshops
- PDS
- Supervisors Symposium
- Iglesia Del Pucto Evangelico Renacer Church

Technology



Technology

- Inventoried all iPads and implemented a Mobil Device Management Platform which will allow for the ability to manage devices remotely
- Hired Devin Morrison, IT services coordinator
- Implemented Multi Factor Authentication on emails for added security
- Hosted ADA accessibility trainings for Member Park Districts
- Worked to finalize CiviCRM database and continue to train staff on all its functionality

Finance



Long Range Planning/Financial Stability



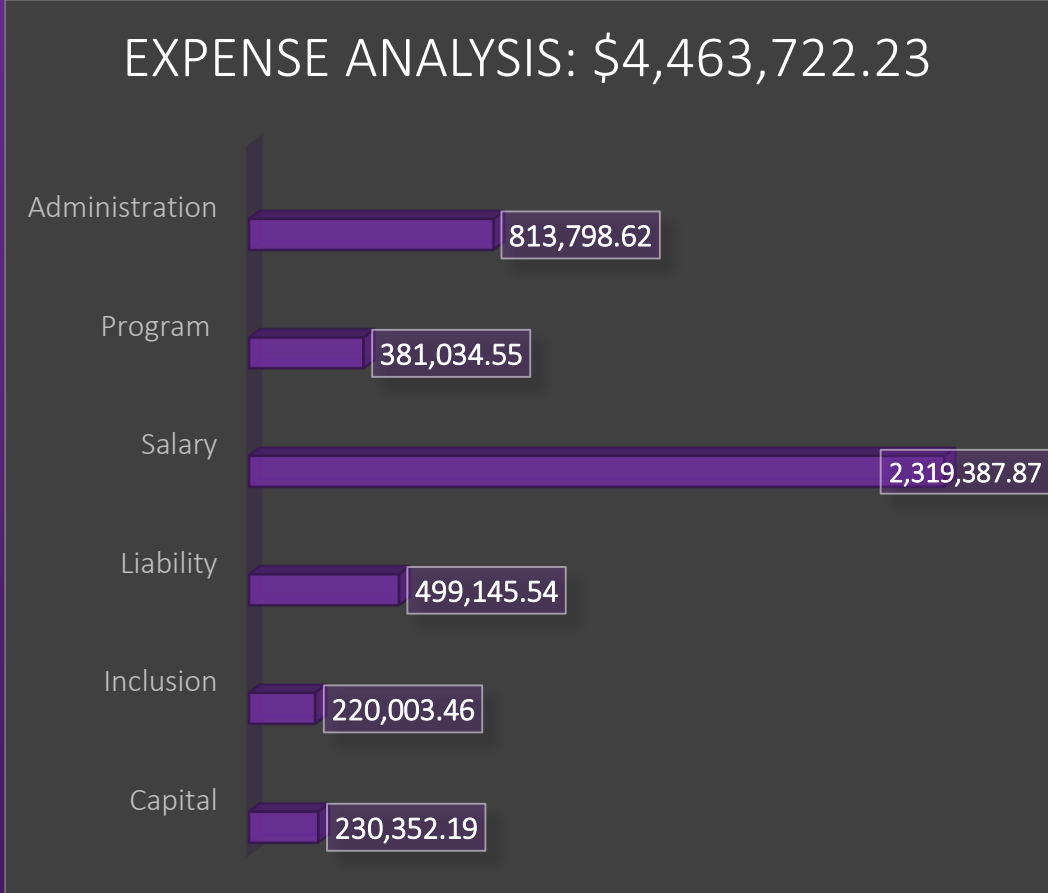
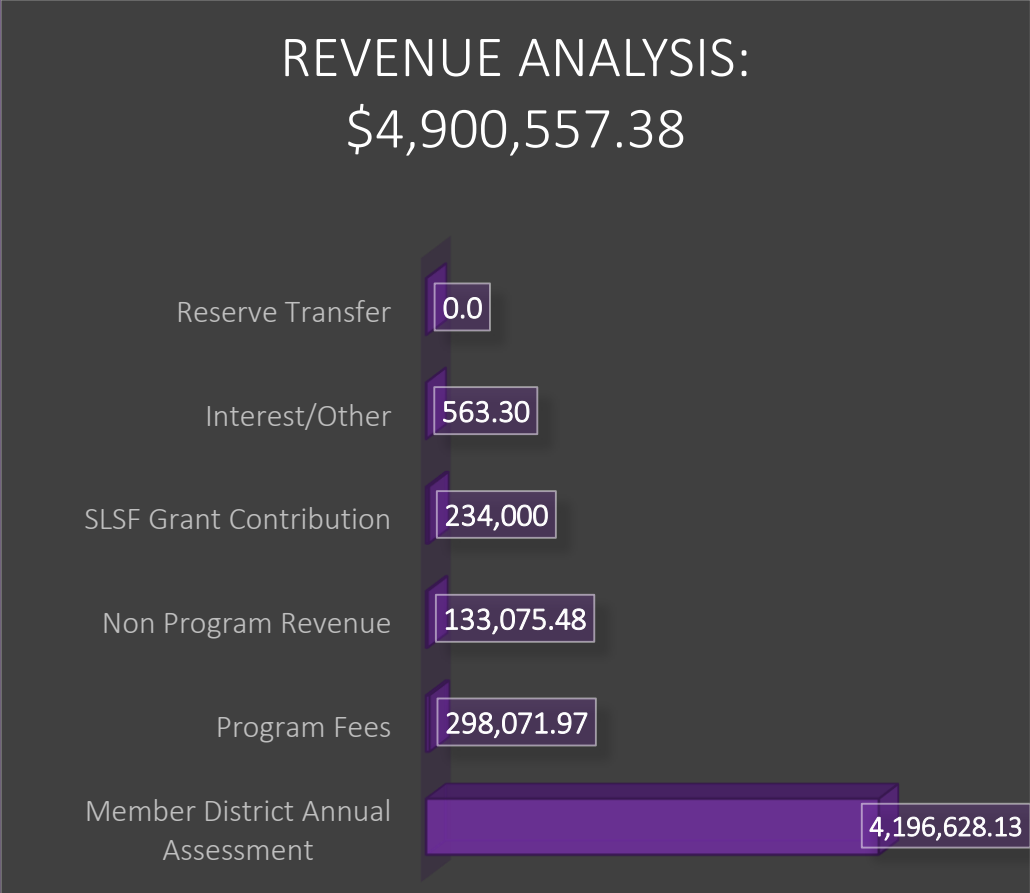
Rewrote
Fund
Balance
Policy

Created and
established a
5-year capital
improvement
plan

Increased all
part time
wages to
meet market
needs

Instituted the
comprehensive
salary survey to
bring our ranges to
market standards

NWSRA 2021 Revenue and Expense Analysis



Programming Space Update



Installation of
Snoezelen
Sensory Room at
Wheeling
Programming Site



Construction
Began on our 6th
**Programming
Space** at the
Hoffman Estates
Park District



SLSF



In 2021 the SLSF Team:

- Hired new Superintendent of Development
- Completed year one of 2021-2023 Development Plan
- Gave the largest number of community presentations in SLSF history
- Increased event registration and sponsorship
- Planned 3 new events for 2022





#SLSF40
CONNECT WITH US

Despite a Global Pandemic

Hosted 5 out of
6 golf outings
and sold out 3
of them

57 NWSRA
families donated
their program
credits to SLSF

Raised funds to
start construction
on NWSRA's 6th
programming
space

Created
additional
fundraising
initiatives

Increased
social media
presence

Received over
71% of grants
submitted

Celebrated 40 Years by:

- Branding all marketing materials and social media with a special 40th Anniversary logo
- Developed a SLSF 40th Anniversary video to highlight the history of SLSF and NWSRA
- Successfully hosted the Hybrid Celebrate Ability Gala



Was Honored to be:

**Grant
recipient from
Wheaton
Franciscan
Sisters**

**Grant recipient
from Chicago
Ride for Autism
Speaks**

SLSF Provided

- \$61,000 - Accessible Transportation
 - \$18,000 - Athletics
 - \$10,000 - Inclusion
 - \$40,000 - Scholarships
 - \$105,000 - General Programming
-

- Grant for \$26,000 to assist with purchasing personal protective equipment for NWSRA Programs.
-

- Provided NWSRA with \$260,000 in support





40
#SLSF40
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SLSF
SOCIETY OF LIVING STAFF

2022 Goals



Financial Management

- Educate and increase the understanding of how the Association's planning and budgetary priorities are supportive of the mission
- Establish a clear post-pandemic financial picture that equitably outlines goals and best practices for NWSRA's operations, reserve fund, capital fund, and member district assessments
- Create a maintenance and replacement plan for vehicles
- Create a maintenance and replacement plan for NWSRA programming spaces including specialty rooms

Operational Excellence

- Revamp current program evaluation system and hold planning meetings based on evaluation input
- Determine an effective way to motivate all employees and volunteers based on the vision statement resources (2022-2024)
- Ensure current adult program offerings are meeting the needs of the community (2022-2024)
- Enhance marketing efforts to increase awareness of adult programs offered at NWSRA (2022-2023)

Operational Excellence

- Reestablish Research Outreach Initiative (ROI) to evaluate the census, school and stakeholder statistics (2022-2023)
- Increase awareness of financial scholarships to remove financial barrier to participation (2022-2023)
- Research, develop and implement a Technology Plan to meet the demand of current trends (2022-2023)
- Reestablish partnerships with agencies that align with NWSRA's mission and vision to maximize resources (2022-2023)

Promoting Leadership

- Revamp Core Values based on survey results
- Create a committee to address diversity, equity and inclusion (2022-2024)
- Strengthen relationships among Board Members and between Board Members and Staff
- Expand knowledge and understanding of the partnerships between NWSRA and Member Districts (2022-2024)

Promoting Leadership

- Increase awareness of the field of Therapeutic Recreation and the Recreation Therapy Services provided by the Association to participants, families, staff and stakeholders (2022-2024)
- Enhance current training opportunities for specialty programs and facilities for staff (2022-2024)
- Increase knowledge of job roles across all departments
- Create a comprehensive training program for all staff (2022-2023)

Promoting Leadership

- Enhance current training opportunities for specialty programs and facilities for staff (2022-2023)
- Increase knowledge of job roles across all departments
- Create a comprehensive training program for all staff (2022-2023)
- Create a Professional Development program for all staff to encourage growth and advancement (2022-2024)

Promoting Leadership

- Executive Director will conduct SWOT analysis to create individual professional development plans with staff who have completed one year of service, or veteran staff who have chosen a career path and are actively pursuing advancement (2022-2024)
- The Professional Development Committee will present and role out the full time mentoring program for staff actively seeking advancement (2022-2023)

Outstanding Service

- Collaborate with Member Districts and Clearbrook to incorporate vocational services to PURSUIT Community Adult Day Program (2022-2023)
- Research, create and implement the program model for PURSUIT Plus with collaborative partner Clearbrook (2022-2024)
- Assess and evaluate transportation usage (2022-2023)
- Assess future transportation/vehicle needs



CELEBRATE ABILITY

NWSRA

NORTHWEST SPECIAL RECREATION ASSOCIATION