



2022

Year in Review



Our Staff



Hired 8 New Full-time Staff Members

- 2 Recreation Specialists
- 6 Coordinators



Team Advancement

New Staff Hires

- Courtney Risinger, CLBS
- Lacey Allen, CTRS
- Amy Diaz, aPHR, MSW
- Eric Engleson CTRS
- Jessica Tanski, QIDP, DSP, CTRS
- Kadison Mills, CTRS
- Logan Drill, CTRS
- Sean Skala, CTRS
- Jillian Trentadue

Promoted/Moved Within

- Janae Winston, CTRS
- Kate Moran, CTRS, QIDP
- Brianna Assad, CTRS
- Andi Marfilus, CTRS



Moved On

Accepted Positions at Park District/ SRA/Other

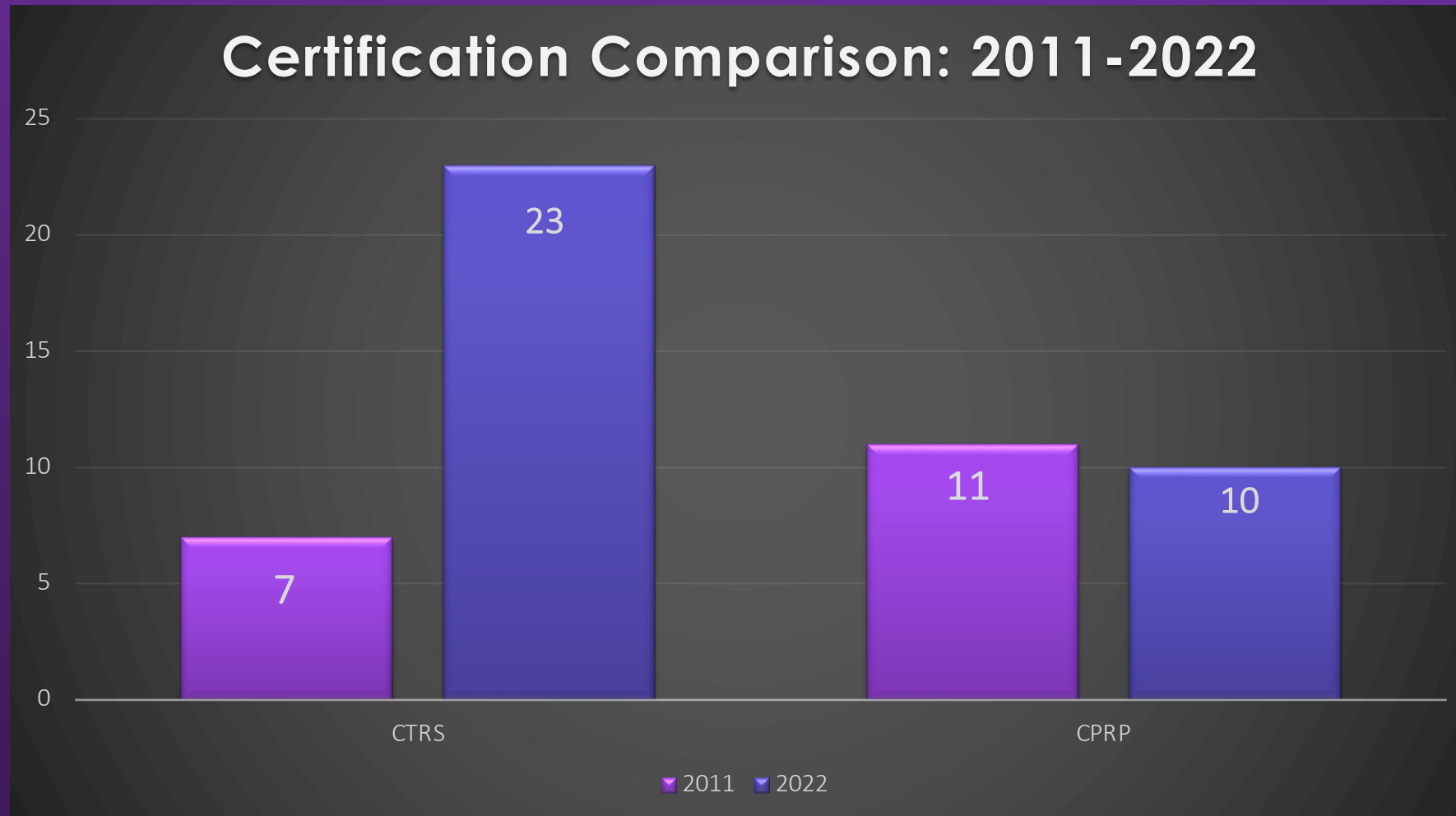
- Sarah Cuthbert
- Clariza Wickell
- Kristen Stepniak
- Manny Aguilar
- Lauren Otteman
- Celine Ehret

Retired/Switched Fields

- Jacki Moore
- Zoi Council



Staff Certifications





Full-Time Longevity



Training and Certifications

- 2 Staff certified as CPI Certified Trainer
- 8 Staff certified as Qualified Intellectual Disability Pros.
- 5 Staff certified as Inclusivity Assessors
- 4 Staff certified to be Generation One Facilitators
- 3 Staff certified as CPR and First Aid Trainers
- 18 Staff Certified in Mental Health and First Aid

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



Training Continued

- 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.



Staff Involvement

- **Tracey**- American Academy for Park and Recreation Administration President Elect, IPRF Board Member, American Therapeutic Recreation Association (ATRA) Board President. ILRTA Board Representative, IAPD/IPRA Distinguished Agency Committee. IPRA Diversity Task Force.
- **Andrea**- National Delegate for Women in Leisure Services (Chi Chapter), ITRS Awards Committee. Member of Northwest Suburban Autism Consortium, 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, NRPA Leadership Development Network
- **Rachel**- Past President of Women in Leisure Services (Chi Chapter), President-Elect for the Rotary Club of Schaumburg Hoffman Estates, Committee Member of American Therapeutic Recreation Association (ATRA) Quality Providers
- **Darleen**- IPRA A&F Section Human Resources Group Chair, PDRMA Claims Committee Member, Northwest Illinois Human Resource Council –NIHRC Board Member, Arlington Heights, Lions Club of Arlington Heights - Director
- **Anne** - Rotary Club of Buffalo Grove, Palatine Exec net, Association of Fundraising Professionals (AFP), Chicago Chapter, WFARE Affinity Group, Chicago Women Leaders, IPRF Silent Auction Committee

Human Resources



Human Resources

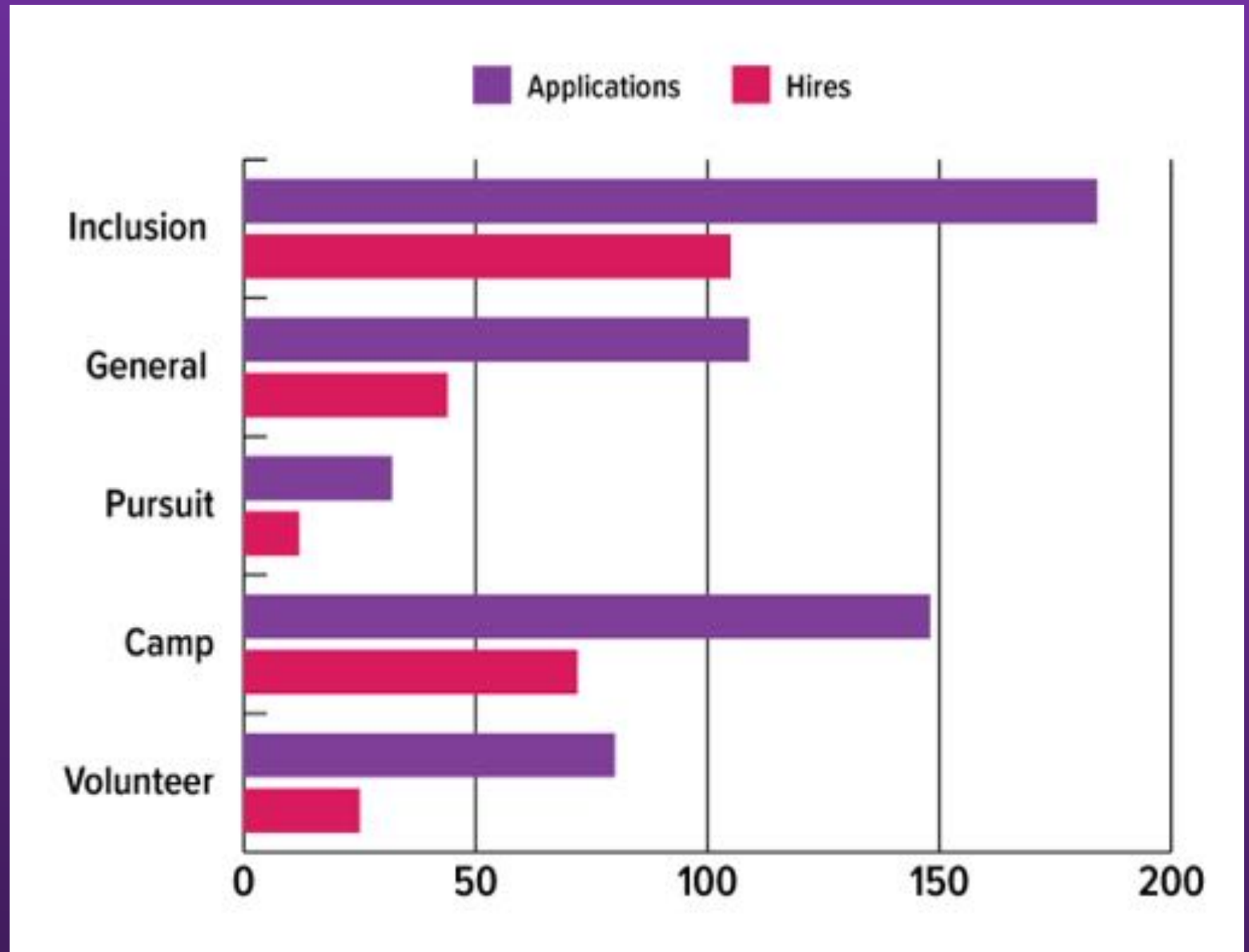
Full time staff received training on the following human resource topics:

- Sexual Harassment
- Safety Trainings
- Transgender
- Microaggressions
- Cyber Security
- Self Defense



Part-Time Hire Totals

- **553** Part-Time Applications
- **257** Part Time Hires



Programming



New Programs & Enhancement to Existing Programs

Dedicated to Innovation

- Added 1:1 programming with the Accessible Dream Lab for specific training on vocational skills.
- Saw the return of overnight trips.
- Began programming out of the Wheeling Sensory Room



Day Camp



Day Camp

**Day camp offerings Spring/Summer/Winter:
19 camps | 210 campers | 421 registrations**

- 3 Cooperative camps with school district 15 and 54 to provide recreation after the extended school year program (ESY)
- 4 camps ran for 8 weeks utilizing 1 District 15 school and 3 park district buildings – River Trails, Rolling Meadows and Bartlett Park Districts
- 6 Camps ran for 5 weeks including one at NSSEO's Kirk School for campers with extensive personal care and medical needs
- 3 Winter Camps ran over two weeks in December
- 3 Spring Camps ran in March





Pit
Pillow

Pit
Pillow

Marketing



Marketing Highlights

Website Sessions:

- 44,120 Site sessions
- 3,676 Monthly average

Social Media

- 9,335 Facebook followers
- 894 Instagram followers

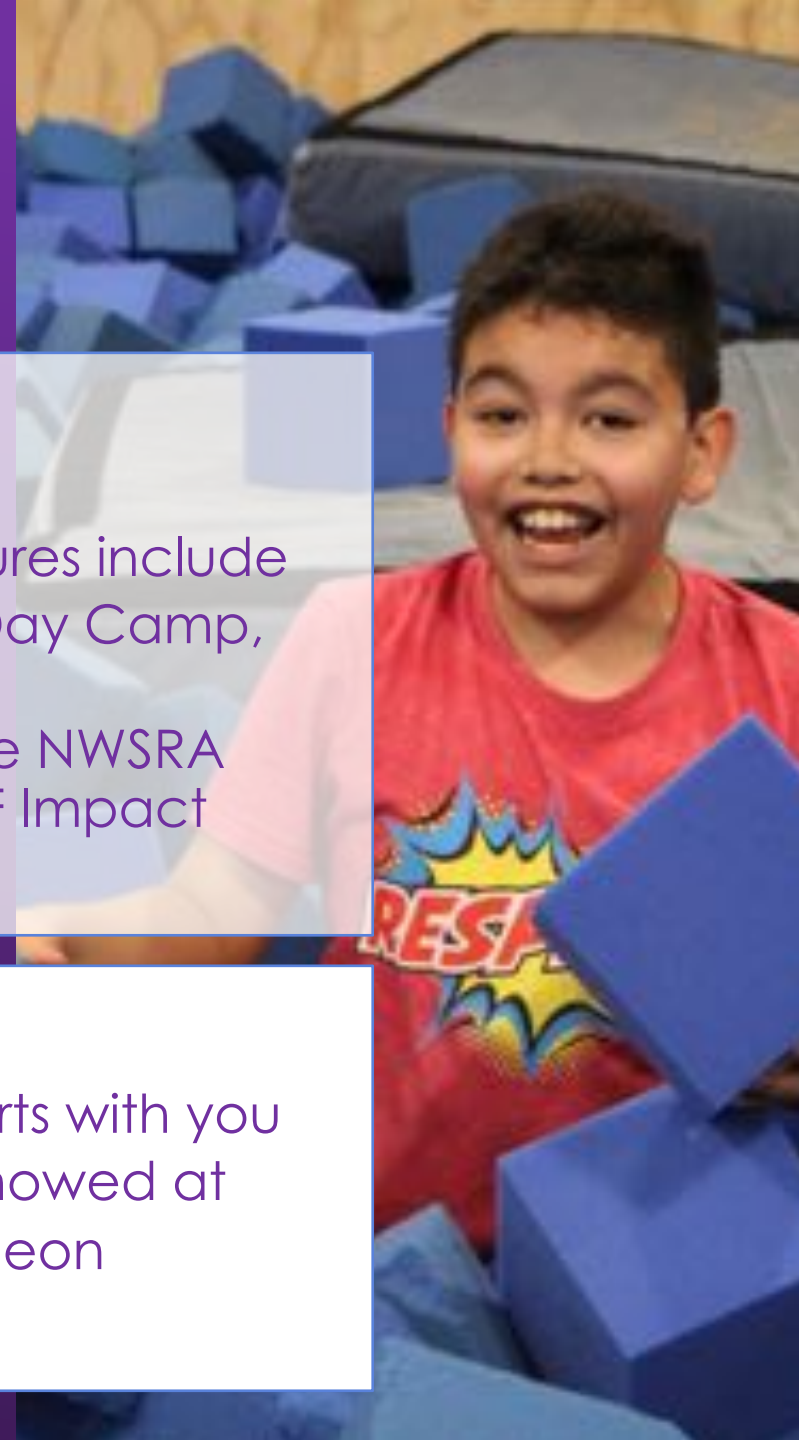
Publications

Programming brochures include

- Winter/Spring, Day Camp, Summer, Fall
- Revamped both the NWSRA Now News and SLSF Impact Newsletters

New Videos:

- Gala video – It starts with you
- Year in Review - showed at the Holiday Luncheon
- Regional video



Marketing Highlights

Promoted Hiring:

- Postcard mailing
- Website refresh
- Yard sale signs
- Produced materials for hiring events

Vogelei Marketing

- Produced over 30 hand made frames to highlight NWSRA participants.
- Wrapped elevators with farm animals
- Produced various signage for around the space



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: Bartlett, Buffalo Grove, Palatine, Rolling Meadows, Mt. Prospect and Streamwood
- Revelation Golf



Outreach -

Increased recognition among community organizations through:

- Attendance at over 38 expos and events
- Inclusion trainings: 530 individuals trained throughout 13 of NWSRA's Member Park Districts
- PURSUIT Clients volunteered over 1,759 hours within the communities of NWSRA Programming Space
- Ability Awareness reached over 500 children from preschool to 6th grade



Outreach

Staff provided trainings at:

- Great Lakes ADA Center
- Midwest Symposium on Therapeutic Recreation
- American Therapeutic Recreation Association annual conference
- Rotary Clubs
- Knights of Columbus
- Women's & Jr. Women's Clubs
- Lions Clubs
- Palatine Library
- ITRS Workshops
- Bettering Futures
- United Palatine Coalition
- School District PTA/PTO
- IPRA Conference



Partnered with local School Districts and Libraries through:

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

Sunny Cortland University Partnership

Sunny Cortland University's Therapeutic Recreation department out of New York approached NWSRA in 2021 looking to provide their students with virtual learning opportunities. In 2022:

- Fall/Spring 2022 SUNY Cortland Rec 538: Design & Administration of Therapeutic Recreation Services. Students worked to learn about NWSRA budget, program layers, costs allocated to programs and level of staff that implement NWSRA programs
 - Using the Comprehensive Program Planning Model students Analyzed the need for virtual programs and program context
 - Investigated TR trends
 - Conceptualized what the program would look
 - Created a budget and marketing plan for program
 - Designed specific program
 - Created evaluations for program

Technology





Technology

- Expanded our Mobile Device Management Platform to all ipads, Apple TVs, and iphones.
- Replaced/added 31 computers that were over 4 years old.
- Upgraded to Office 365.
- Upgraded internet speeds to 500/35mbps at all spaces.
- Transitioned IT Service Providers from ExcalTech to SNI.
- Transitioned to Mimecast for email filtering
- Implemented Sentinel One for Endpoint Detection and Response.
- Created a virtual machine to handle all printing.



Hardware Improvements

- Re-cabled our main office – about 30,000 feet of cable over 180 drops.
- Replaced networking switches starting our Standardization on HP Aruba Switches.
- Replaced Watchguard firewalls starting our standardization on Fortigate.
- Replaced and repositioned access points – standardizing on Ubiquiti.
- Replaced battery back-ups preventing networking equipment crashes during power outages.

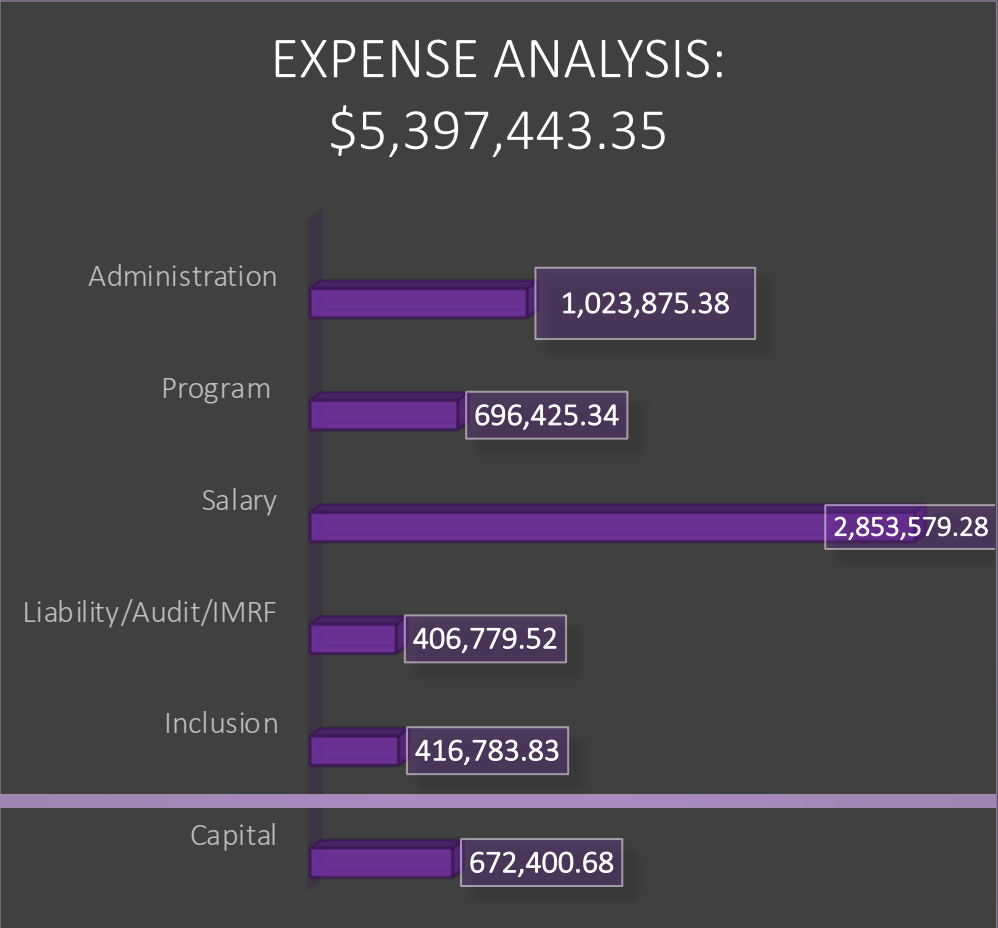
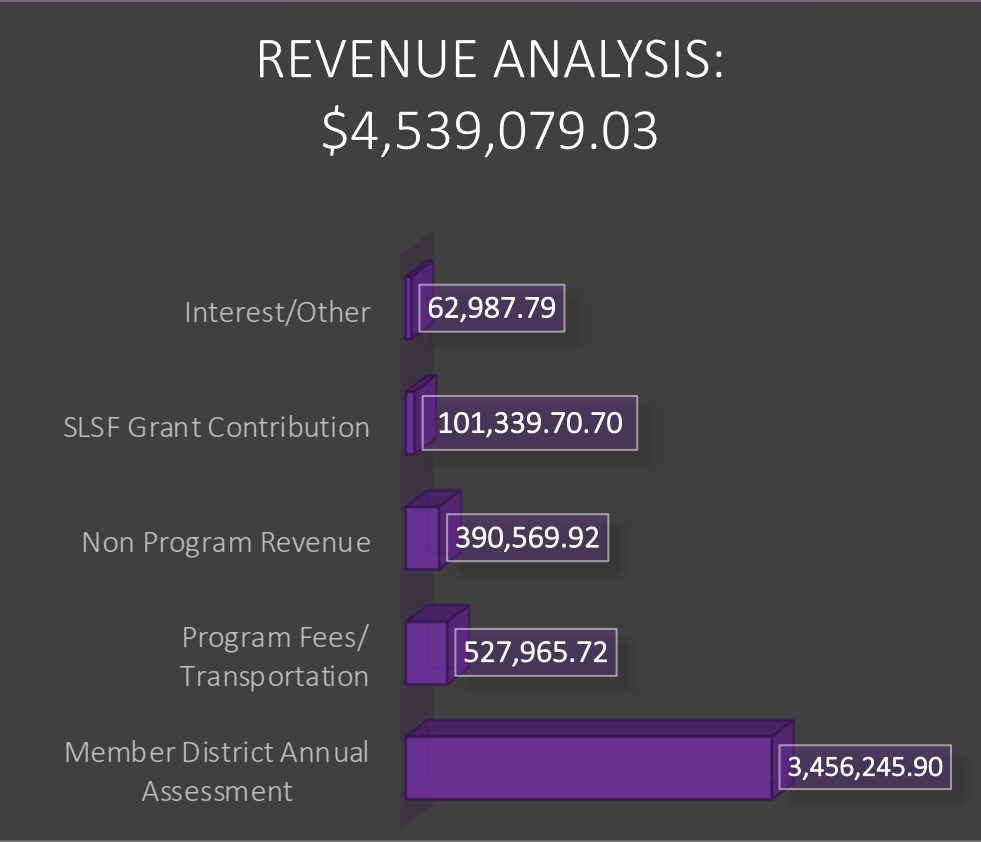


Finance



NWSRA 2022

Revenue and Expense Analysis



Programming Space Update





Opened our **6th Programming Space** at the Hoffman Estates Park District's Voegelei House

Regional Approach

With the completion of our 6th site, our regions, and regional approach to programming was formally introduced.



Region 1

Bartlett
Hanover Park
Streamwood



Region 4

Inverness
Palatine
Rolling Meadows
Salt Creek



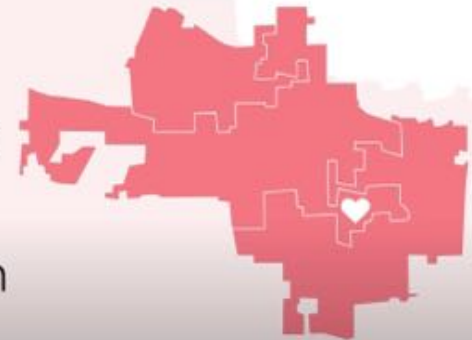
Region 2

Prospect Heights
River Trails
Wheeling



Region 5

Hoffman Estates
Schaumburg
South Barrington



Region 3

Arlington Heights
Buffalo Grove



Region 6

Elk Grove Village
Mt. Prospect





In 2022 the SLSF Team:

- Completed year two of 2021-2023 Development Plan
- Gave the largest number of community presentations in SLSF history
- Increased event registration and sponsorship
- Attended over 90 networking events





2022 Highlights

Hosted 7 Golf Outings

7 NWSRA families made donations via their program registration forms to SLSF

Contributed over \$900,000 to the construction of the Vogelei House

Created additional fundraising initiatives

Created event landing webpages

Received over \$160,000 in grants



Marketing Highlights

- Developed the It Starts with You and Ends with Me video
- Created branded material & webpages for all events
- Produced materials and brand campaigns for new fundraisers: Brackets for Ability, Sockathon and Fun Pasta Fundraiser
- Built materials for the Booster Club and SLSF apparel online stores



SLSF was Honored to be:

**Grant
recipient from
Wheaton
Franciscan
Sisters**

**Grant recipient
from Zurich
North America**



SLSF Provided

- Accessible Transportation
 - Athletics
 - Inclusion
 - Scholarships
 - General Programming
-
- Provided NWSRA with \$101,196.67 in support





2023 Goals



Financial Management

- Research and implement financial software that will address all financial reporting needs
- Streamline all bank accounts to clarify general reserve, operation fund and capital fund
- Create job description for full time finance position to hire in current year
- Review Member District Assessments
- Complete a Clearbrook/PURSUIT Budget Analysis
- Addition of Finance Meetings to review quarterly finance



Operational Excellence

- Research other SRA's parent groups to create an NWSRA parent group that would bring advocacy, collaboration and assist with outreach efforts
- Implement a professional development series on motivation at all staff meetings during the Director's Corner
- Allocate resources through marketing, trainings, or other means, to promote DSP program in High Schools, Inclusion Aides, and most sought after positions.
- Create a recruitment and outreach campaign using a DEI lens in order to create a more diverse and inclusive environment

Operational Excellence

- Create marketing plan on how to highlight what is unique and different within each region
- Analyze the census report findings to determine outreach, marketing and programming needs
- Revamp Director's website in order to optimize information and resources for member districts
- Establish collaborative relationship with NSSEO to offer aftercare program for participants who need closer ratios



Promoting Leadership

- Evaluate all NWSRA policies, procedures, marketing, staffing and programming through a DEI lens
- Educate current legislators in service area on NWSRA and current trends in programming
- Utilize all marketing resources to educate stakeholders on the field of Therapeutic Recreation and the practice of Recreational Therapy



Promoting Leadership

- Create modules on various training topics within Power DMS to maintain and enhance training efforts
- Create job tasks related to each specialized programming space to determine the need for outsourcing staff
- Select staff from the survey that have over a year of service and looking for advancement to conduct SWOT analysis to create individual professional development plans



Outstanding Service

- Analyze the PURSUIT budget based on newly developed fee policy
- Implement and trial PURSUIT plus within the current PURSUIT program
- Layout a timeline for completion of Accessible Greenhouse base on resources and funding
- Implement door-to-door transportation request form to accurately assess the need of door-to-door transportation for participants and families to access recreation
- Re-establish pick up and drop off locations within the newly developed regions



CELEBRATE ABILITY

NWSRA

NORTHWEST SPECIAL RECREATION ASSOCIATION