



THE FLORIDA RECREATION AND PARK ASSOCIATION

ANNOUNCES THE

PARKS AND RECREATION LEADERSHIP SKILLS PROFILE

Have you ever wondered how you “measure up” to others in the field of parks and recreation? What skills have today’s leaders identified as those that are necessary to catapult you to the top? FRPA’s Parks and Recreation Leadership Skills Profile provides you direct answers to these questions.

What brought this initiative about? Focus group discussions were held with over 60 directors of public parks and recreation agencies in the state of Florida. When asked what their biggest concern for the field was, these individuals overwhelmingly responded “the need to identify excellent leaders within their agencies, who will be capable and interested in leading their agencies once the current directors retire”. What was clear from these focused conversations was that many of the skills required to succeed in top leadership positions, were not part of the traditional parks and recreation curriculum, but rather more from the areas of politics, public relations, human resources, budgeting, community facilitation, etc.

What will the Profile accomplish? The FRPA Leadership Skills Profile will accomplish a few things.

For the individuals who complete the profile on-line:

- You will receive an on-line report immediately after completing the survey detailing how you “measure up” to the skills identified as necessary to move to the next level of leadership. Your responses to the profile will be benchmarked against individuals identified as high level performers and leaders in the field.
- Your report will indicate where you may wish to further develop your skills.
- A specific planning structure is available to users on-line.

For agencies who may wish to have your staff participate as a group:

- For a small fee, you can have a Profile summary report specific to your agency so that you can measure employees against FRPA benchmarks and identify what professional development direction you may wish to provide your staff in order to take them to the next level. FRPA can assist in your plans to achieve these professional development goals.
- Individual staff members who complete the Profile are encouraged to identify three professional / leadership development goals that support strategic agency priorities.

For FRPA:

- An aggregate summary report will be provided to FRPA as to where strengths of professionals excel and where attention may need to be paid for professional development. This will allow FRPA to integrate into its training forums, the appropriate courses and educational opportunities needed to prepare professionals to assume leadership roles in Florida’s parks and recreation agencies.

What is the cost? There are several pricing options available:

- ✓ Individual Pricing – FRPA members - \$40
Non FRPA members - \$50

- ✓ Agency Member Pricing

Bronze and Silver Agency Members:

- 0 – 10 participants - \$40 per survey
- 11 – 30 participants - \$35 per survey
- 31 or more participants - \$30 per survey

Customized Agency Report - \$400

This report includes a summary of all your staff, as well as a summary of how your staff compares to the benchmark statewide group.

Gold Agency Members:

- 0 – 10 participants - \$35 per survey
- 11 – 30 participants - \$30 per survey
- 31 or more participants - \$25 per survey

Customized Agency Report - \$350

This report includes a summary of all your staff, as well as a summary of how your staff compares to the benchmark statewide group.

- ✓ Add on features you may wish to consider –

The 360° Colleague Feedback - \$150 – enables you to systematically collect feedback from your colleagues and compare colleague perceptions of your individual profile results.

The Team Culture Profile - \$150 – enables you to collect ratings from a workgroup on important aspects of the team environment.

- ✓ Joe Abrahams Horizon Leadership Academy – An inaugural Leadership Academy will be held at the 2008 Conference. The Academy is intended to prepare the next generation of parks and recreation leaders in the State of Florida. Instruction will cover the areas identified by our focus groups as necessary skills to excel in this field. The tuition of participants in this intensive four day leadership training program will include the Profile Tool.

How do I get started? Complete the Leadership Skills Profile Enrollment Form and return it to the FRPA Executive Office. When the payment is processed, we will email you a login and password, as well as a link to the website. Just that easy, login and measure your skills.

So what do I do with the information? Once you complete your profile, you will receive an individual report. We encourage you to review the report. We also suggest that you share the report with your supervisor, or a mentor – someone who will work with you to address any areas where improvement may be needed, and celebrate your success in the areas where you excel. The tool is intended to provide for increased professional growth.



THE FLORIDA RECREATION AND PARK ASSOCIATION

PARKS AND RECREATION LEADERSHIP SKILLS PROFILE ENROLLMENT FORM

PLEASE PRINT CLEARLY
(* indicates required information)

*Your Name: _____

*Your Employer: _____

*Your Address: _____

*City/State/Zip: _____

*Phone Number with Area Code: _____

*Email Address: _____

Please sign me up for:
Leadership Profile _____ (refer to pricing) **Colleague Feedback \$150** _____

~~~~~  
**PAYMENT INFORMATION**

***If Paying By Check:***

Agency Check # \_\_\_\_\_ Personal Check # \_\_\_\_\_

***If Paying By Credit Card:***

Name on Credit Card \_\_\_\_\_

\_\_\_\_\_ Master Card \_\_\_\_\_ VISA

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

Amount Authorized to Charge for the above service \_\_\_\_\_

Security Code on Back of Credit Card \_\_\_\_\_

Address Where Credit Card Bill is Received \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Signature on Card \_\_\_\_\_

~~~~~  
Return to: FRPA Leadership Skills Profile
411 Office Plaza Drive
Tallahassee, FL 32301-2756
Fax (850) 942-0712 (credit card payments only)

Allow one week from payment for processing, and the return of your Profile password.