



**Florida Recreation and Park Association, Inc.**

**It Starts  
in Parks**

**2011 Award**

The Florida Recreation and Park Association's **It Starts In Parks** Award has been created to celebrate the success in implementation of the ISIP campaign. Agencies across the State of Florida have committed to training staff, decision makers, and citizens in the importance of parks and recreation, creating a heightened awareness of the benefits delivered daily to communities around the State.

The **It Starts in Parks** Award allows agencies to

- Showcase their creativity and commitment to promoting professionalism using the ISIP messages;
- Receive accolades from their fellow professionals, and their professional Association; and,
- Highlight their efforts in increasing advocacy for their agencies and the profession through the use of the ISIP messages.

This award will recognize and honor the agencies that have been implementing the message in the most creative and comprehensive manner. **It is about a philosophical change in communicating the benefits of the field.**

**Categories for submission are:**

- ❖ Category I serving populations over 200,000
- ❖ Category II serving populations between 150,000 and 199,999
- ❖ Category III serving populations between 75,000 and 149,999
- ❖ Category IV serving populations between 35,000 and 74,999
- ❖ Category V serving populations up to 34,999
- ❖ Category VI reserved for agencies whose customer/service base is the State of Florida

**Application Packages must be submitted in one of two ways:**

1. **Electronically on CD/DVD** – one original PLUS four copies
2. **Hard Copy in 3-ring binder** – one original PLUS four copies (*including all attachments/documents*)

**Agencies can not win an It Starts in Parks Award in consecutive years.**

*More*

**Each Application Package must include the following:**

1. **Cover Page** containing the Agency Name, Agency Logo, Agency address and the category in which you are submitting;
2. **Application Detail Page** containing the Agency Name, the name of the Agency Director, and the contact name/phone/email for the person completing the submission;
3. **CD/DVD binder attached to Cover Page** (*If submitting electronically*) - The disc should contain files that are clearly marked so that the judge knows by looking at the file name what is in the file. For example: Fall Program Brochure, or July 4<sup>th</sup> Celebration, or PSAs, etc.
4. **Printed materials, photographs, examples, and details describing the Agency's implementation of the "It Starts in Parks program."** Each entry should *minimally* include the following:
  - a. Printed materials which display the **It Starts in Parks** logo and/or messages; and
  - b. Photographs of events/activities of the agency where the **It Starts in Parks** messages appear; and
  - c. Documentation of any additional unique ways in which your agency has used the **It Starts in Parks** messages; and
  - d. A supplementary file or document which answers the following questions:
    - 1) How many full time staff are in your agency?
    - 2) How many of the staff in question have been trained in the **It Starts in Parks** program?
    - 3) Provide a brief explanation of the training that has been provided to staff.
    - 4) Provide a brief explanation of training or information provided to groups outside of your staff (citizen groups, civic organizations, elected officials, etc.)
    - 5) What are your future plans for use of the **It Starts in Parks** program?

*More*

- 6) Have you experienced any situation where you gained additional support for an agency initiative, or have you noticed a change in your staff's philosophical behavior because of the use of the **It Starts in Parks** program? Please explain.

Participating agencies will be asked to present at the 2011 Conference, so that others will be allowed to share the success of the **It Starts in Parks** program.

Finalists will be notified by June 1, 2011. The awards will be presented at the FRPA 2011 Conference.

**Your completed submission form must be received by May 1, 2011 at:**

Florida Recreation and Park Association  
411 Office Plaza Drive  
Tallahassee, FL 32301-2756

**Remember to enclose the original and four copies.  
Applications received without this will not be considered.**

## IT STARTS IN PARKS AWARD SCORING ELEMENTS

**In order for a submission to receive recognition, a minimum of 96 points must be achieved.**

	<b>POINTS AVAILABLE</b>
<b>CREATIVITY</b> – does the submission demonstrate novel approaches to incorporating the message.	20
<b>REACH/EXPANSIVENESS</b> – the extent to which the message has been incorporated. (10 points max) <b>INTERNALLY</b> – has the message been adopted as a philosophy for the agency. Do all levels within the agency understand and “buy-in” to the message? (10 points max) <b>EXTERNALLY</b> – has the message been infused with volunteers, contractual instructors, advisory boards, etc.? (10 points max)	30
<b>EFFECTIVENESS</b> – the extent to which the message has been and is being used in high profile/high impact ways.	20
<b>CONTINUITY</b> – the extent to which the message has been woven into the fabric of the agency and not just simply overlaid into existing messages.	20
<b>CLARITY</b> – the extent to which the message is clearly communicated in ways that are understandable to both internal and external audiences.	20
<b>DEMONSTRATION OF RESULTS</b> – has the agency been able to illustrate differences implementing the campaign have made in their agency (i.e. higher sense of pride of employees; higher regard from other agencies in city/county; higher visibility with public; enhanced relationship with the media; difference in budgeting decisions, etc.)	10
<b>TOTAL</b>	120