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General Recreation Report

Fiscal Year 2016-17

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General Recreation Report

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Introduction

The Glencoe Park District offers a wide variety of programs in its portfolio. No area shows the versatility of programming more so than the general recreation programming. This area offers more “traditional programs” that would be considered the staple of most park districts such as athletics leagues and classes, before and after school care, and dance programs. However, this area of the Recreation Department also has the greatest potential to be on the cutting edge of innovative and unique program offerings. Things like cooking classes, technology classes, and youth fitness classes have been added to capitalize on industry trends and meet the needs of the community.

The following report will provide an overview of one of the largest programming areas in the agency. The basis of this report will follow a SWOT (strengths, weaknesses, opportunities, and threats) Analysis for each sub-category within general recreation programming as well as unique characteristics of each program area or things that make a program area special or carry a good reputation in the community.

General Recreation Program Marketing

Marketing for general recreation programs is done primarily through the seasonal brochures, which are sent out three times per year in fall, winter, and spring. Over 87% of residents cite the Park District brochure as their primary way to learn about upcoming programs and events. The seasonal brochure is displayed as a flipbook and downloadable PDF on our website, and each program category has its own webpage with details on the season’s offerings. Over 50% of residents attribute the website to the source of their Park District information.

In addition, staff uses TV screens at Watts and Takiff to display advertising messages for new or low-enrollment programs. Staff also uses boosted social media posts on Twitter, Instagram, and Facebook to advertise low-enrollment and new programs. Programs are also cross-marketed to patrons using email blasts; for example, tennis participants may receive email notifications about other sporting programs or ceramics participants may receive email notifications about other art classes.

42% of residents find out about programs from word of mouth. Knowing this, our customer service and recreation teams take extra care in providing excellent customer service to our participants. In addition to in-person customer service, staff is expected to respond to email and social media messages promptly in relation to specific programs.



Dear Broadway Bound Parents,

BroadwayBound tickets for Annie, Jr. go on sale Wednesday, November 16 at 7:00 am. Please visit the LIVE event page at <http://bit.ly/broadwaybound16> to purchase your tickets. Online tickets are \$13 each and online sales will end Thursday, January 12 at 3 pm. Advance tickets are sold ONLY online. Unsold tickets will be available at the door before each performance for \$15 each.

BUY TICKETS

Some of our programs, like Broadway Bound, require more in-depth marketing. For example, marketing staff provides publicity materials and set-up online ticket sale webpages to promote Broadway Bound’s annual production. This includes email blasts, flyers, posters for local businesses, and social media promotion, as well as arranging for media coverage of the production.

Athletic Classes

Program Overview

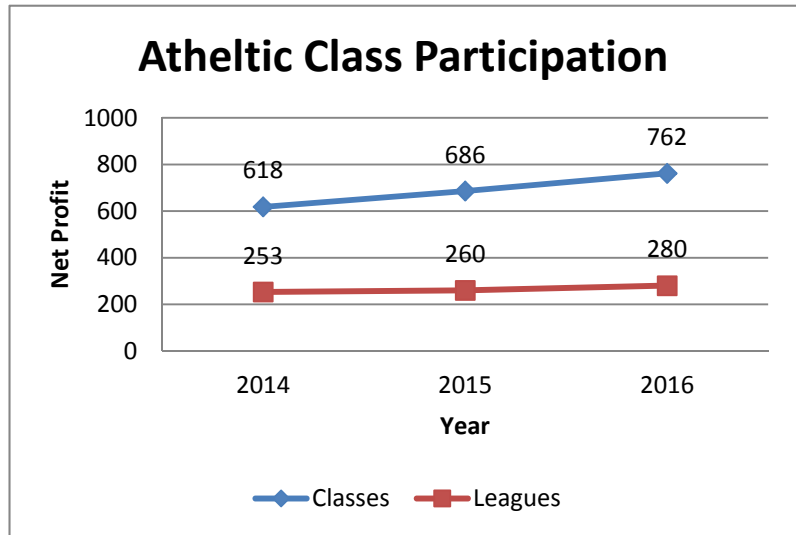
Athletic classes are offered indoors year round at Takiff Center, South School, West School, and Central School.

Outdoor programming takes place at Watts Park, Takiff and other park districts when programming cooperatively with other agencies.

Classes serve ages 3 to adult, with the highest participation rates being Kindergarten to 2nd grade classes, primarily held at South School. Classes have seen growth at younger ages due to full day kindergarten in Glencoe.

Staff anticipates strong numbers to continue as participants are starting

program participation at younger ages which will allow a better chance of retaining participation and will allow for direct marketing to keep participants enrolling session after session.



Popular Classes/Program Strengths

The most popular contractual athletic program is Karate. Pride Dojo is the contractual company that instructs classes at the Takiff Center. Classes are offered on Mondays, Tuesdays, Thursdays and Saturdays. Participation and revenue have continued to increase as staff works with Pride Dojo to optimize class times, work together on program marketing, and continue to try new classes.

The most popular Glencoe Park District staff led class is Little Sportsters, a sports variety class for children in grades K-2. It is offered on Mondays, Tuesdays, and Fridays at South School and on Wednesdays at Takiff. Many of the children sign up for the class based on our instructors, Coach Jon and Coach Miriam who have built a strong reputation in the community as being exceptional instructors. The class provides a wide variety of sports for the participants, who often get to vote on what sport to play each day.

Program Staffing/Contractor

Chris Pietrini, Program Manager of Sports, Athletics and Teen Camps, oversees the Athletics Classes. Staff coaches Jon, Miriam, Terry, and Lonnie run all of the Little Sportsters, SNAG Golf, basketball clinics and After School Soccer/Basketball. Tennis programs are taught by Coaches Tim Hibben, Darius Ivaska and Chuck Johnson. Pride Dojo provides all karate instruction, with Sensei Marla, Sensei Jeff, and Sensei Mike all instructing classes for the District for over 15 years. Athletics class contractor Hot Shots provides instruction in Flag Football, Little Dribblers Basketball, Volleyball, Tumbling, Dodgeball, and Hockey. Hot Shots Sports coaches are among the best in the area and provide valuable introductions to sports for younger participants as well as fun classes for older participants. Marek Stepien provides fencing

instruction and continually introduces new games to the class to aid in learning. Christian Eck teaches disc golf and continually challenges participants through games and simulated competition. Illinois Baseball Academy, another contractual company, conducts Mini Majors programs and Extra Innings, a new end of season summer baseball program.

Challenges and Areas of Growth

Challenges for athletics classes include limited amount of space for programming indoors, especially during basketball season, which is a peak gym use time. This year, two Little Sportsters classes reached capacity and had waitlists; staff was fortunately able to move participants to different days to accommodate the demand, but increased participant will continue to be an area of growth as well as a challenge. There is also significant outside competition in the athletics space from not only other Park Districts, but private companies as well. Most people do prefer to stay local to for after school programming, but staff maintains a high focus to ensure quality programming in order to retain participants and stay competitive with other athletic options on the North Shore.

Staff and contractors work together to follow trends and offer new classes or improvement on existing classes to keep participants involved and returning. This season staff added a Flag Football class in the spring, which reached capacity, and also added Floor Hockey to the After School Soccer/Basketball program. The variety in athletics programming has helped regain strong numbers in a program that was



beginning to decline. Staff is also beginning to offer classes such as Speed, Agility and Strength Training in an attempt to offer classes that may otherwise only be offered outside of the Park District setting.

Staff is working with surrounding communities to offer a cooperative youth volleyball league for 2017-18. Volleyball is increasingly popular among junior high age students, but instructional class offerings have not been popular. By adding a league component, staff is hopeful to form 2-3 teams to compete alongside Highland Park, Winnetka, Wilmette, Deerfield and Lake Forest.

Financial/Participation Trends

Participation numbers have shown a healthy increase in recent years, from 618 in 2014 to 686 in 2015 to 762 in 2016. This has been attributed to both an increase in participation for current classes as well some additional programming, such as preseason and postseason basketball clinics. New for 2016, the post-season basketball clinic (from 2015-16 season) had 29 participants and the 2016-17 travel basketball preseason clinic drew 36 boys and girls.

Along with participation, net profit has increased from \$65,166 in 2014 to \$71,233 in 2015 and finally \$87,689 in 2016. To continue these strong upward trends, staff will continue to look for new areas to expand to in order to drive profit and participation in Glencoe Park District athletics classes.

Athletic Leagues

Program Overview

Athletic leagues consist of house basketball, travel basketball, and adult softball. Basketball continues to be popular sports throughout the Chicagoland area. Adult softball has been in decline for a number of years. Staff is looking for ways to revitalize that area of programming.

Popular Classes/Program Strengths

Boys Basketball (Grades 3-6) and Pee Wee Basketball (Boys and Girls Grades 1-2) continue to have the highest participation. Strengths of those programs continue to be the outstanding clinic coaches, Coach Jon, Coach Miriam, and Coach Terry. The league has become more organized over the past two years with online scheduling, standings and ongoing coaches training. Uniforms have been upgraded and cross community competition has been increased for 5th and 6th grade boys and girls. For the 2017-18 season, league participants will be playing games against Highland Park, Lake Forest, and Deerfield, with a traveling trophy for the tournament champions.



Program Staffing/Contractor

Chris Pietrini, Program Manager of Athletics, Sports and Teen Camps, oversees the athletics leagues. All house basketball teams are coached by volunteer parents. Travel basketball is coached by paid coaches. The Adult Softball program is overseen by long time Glencoe Park District staff member Everett Robinson.

Challenges and Areas of Growth

The biggest challenge that exists for our basketball leagues is maintaining a strong program while new facilities and programs open every season. The private sector continues to offer similar programs at different price points to draw recreational players into competitive leagues. In this area alone, there are at least five other independent travel programs. Through playing in tournaments this past season, ideas that have come to mind for improving the participant experience includes providing nicer uniforms, options to buy team colored shoes and bags, and implementing an optional skills day each week to further develop players.

Staff is attempting to add a Men's 50+ Softball League in spring 2017, however at this point participation is not high enough to run the program. Staff will look to introduce other adult athletics leagues moving forward such as indoor volleyball, sand volleyball, and basketball.

Financial/Participation Trends

Participation has remained steady, with 253 participants in 2014-15, increasing to 260 in 2015-16 and 280 in 2016-17. Overall league, net profit dropped from \$43,430 in 2014-15 to \$40,795 in 2015-16, before increasing to \$59,759 in 2016-17. This is partly attributable to increased participation in programs, especially Travel Basketball, where staff raised the maximum number of players on a team from 10 to 12.

Athletic Field Rentals



Program Overview

Athletic Field Rentals include outside groups as well as reimbursement for direct costs by affiliates Glencoe Baseball Association and American Youth Soccer Organization - Glencoe. Outside groups that have used the field in the past few years include Scottish Soccer, North Shore Youth Football, Glencoe Gladiators Baseball, and Team One Lacrosse.

Popular Classes/Program Strengths

In spring 2017-18, Under Armour Under The Lights Flag Football will be renting

space at Reinsdorf Field. While only a small amount of time is being rented this year, staff hopes to work with Under Armour representatives to grow this program in the future.

Challenges and Areas of Growth

Challenges include keeping fields in good condition and scheduling fields appropriately. Staff has transitioned to using RecTrac to schedule the fields and track time used. By doing this, empty hours can be maximized over time as usage patterns are analyzed. Time can also be tracked to ensure fields are not over programmed resulting in increased time spent on field maintenance.

Financial/Participation Trends

Field Rental revenue was \$31,173 in 2014-15, increased to \$39,005 in 2015-16, then decreased to \$34,879 in 2016-17. This is mostly driven by AYSO and GBA totals, which are billed to break even based on staff time and material costs. Field rentals fluctuate with outside groups as schedules change and must be worked around both Park District and affiliate group schedules.

Teen Programs

Program Overview

The teen program area consists of a variety of programs and events geared towards 5th through 8th graders (age 10-14). Programs that are offered include one day classes and workshops such as American Red Cross Babysitter's Training, a Teen Ski Trip, Snowshoeing Essentials, and Emergency Preparedness classes. The Park District also cooperatively presents several events and programs in conjunction with Glencoe Junior High Project (GJHP) including GJHP Beach Bash, Pokémon Scavenger Hunt, Teen Ice Night, and Teen Open Mic & Karaoke Night. The Glencoe Park District also works to collaborate with other teen and family based groups within the community such as Glencoe Youth Services.

Popular Classes/Program Strengths

Our teen program has seen growth in the past year. One of the fastest growing programs is the American Red Cross Babysitter's Training. This class has been steadily gaining popularity so much so that the Park District will now be teaching this class in-house. Prior to this season, staff had contracted this program to a Red Cross instructor, however due to increasing fees and decreasing availability, staff has obtained the

necessary certifications to teach it internally. Staff has also put a focus on offering more drop-in programs with GJHP. In addition to offering events like an Open-Mic night, staff has seen very strong success with Teen Ice Night that took place at the Watts Ice Center. Staff was able to work with GJHP to promote and create a buzz in the community for this event. Over 60 teens attended this special event; the most participants for a teen event on record.



One of the teen programming areas greatest strengths is the partnership between the Park District and Glencoe Junior High Project. Through this mutually beneficial partnership, more teen programs and special events are being offered to this age group than in years past. The Park District will continue to foster this relationship with GJHP and explore more joint programs and special events to increase teen participation and facility use at the Glencoe Park District.

While camps are not a focus of this report, it is important to note that the Glencoe Park District offers two incredibly successful teen camps in the summer. Both Action Quest camp for 6th-9th graders have grown in popularity over last year. There are also other teen programs offered in other areas of the recreation department including cheer class, fencing, house basketball, wheel throwing (ceramics), dance, karate, and theater classes.

Program Oversight

Liz Visteen, Program Manager of Special Events & Active Adults, oversees teen specific programming not falling under other program areas. The programs/events offered are primarily staffed by Park District employees including Liz and GJHP representatives. Previous Babysitter Training classes were offered by Red Cross in which they provided an instructor. Starting in May 2017, Babysitter Training classes will be taught by a Park District employee.

Challenges and Areas of Growth

The biggest challenge for teen programming is exposure and increasing enrollment in Park District programs. Since GJHP and GYS work with this age group directly, they have a strong relationship with the teens they serve. By partnering with GJHP, the Park District hopes to build awareness of teen programming and collaborate to provide bigger and better events for the teen community utilizing the facilities, resources, and expertise that the Glencoe Park District has to offer.

Financial/Participation Trends

Teen programs are trending up in participation and revenue. Several teen programs/events exhibited an increase in enrollment including Babysitter's Training classes, Teen Ice Night and the Pokémon Scavenger Hunt. The biggest reason for growth in teen events is the collaborative partnership with GJHP. This group has been instrumental in promoting and encouraging enrollment for teen events that are organized by the Glencoe Park District and held in Park District facilities. They also staff events which provides a cost savings for the District. The Park District is committed to building on this partnership to offer more events/programs with GJHP.

Visual Arts - Youth Ceramics

Program Overview

The youth ceramics program area includes hand building and wheel throwing classes for children in grades Kindergarten through 8th Grade. Several types of classes are offered based on age and skill level:

Ceramics – All Levels (K-2nd Grade),
Ceramics-All Levels (3rd-4th Grade),
Ceramics-Intermediate (3rd-4th Grade),
Wheel Throwing-All Levels (5th-8th Grade), and Wheel Throwing-Intermediate (5th-8th Grade).

In Ceramics classes, children learn and use hand-building techniques to create functional and sculptural pieces. In Wheel Throwing, children learn the basics of using a pottery wheel and as they progress build upon their existing skills to continue to create more complex forms and projects.

Popular Classes/Program Strengths

The most popular ceramics classes are the Ceramics-All Levels (K-2nd Grade). These classes fill quickly on the first day of registration and typically have a waitlist. Because of the very high demand and popularity of these classes, staff created additional Ceramic-All Levels (K-2nd Grade) sections beginning in fall 2016.

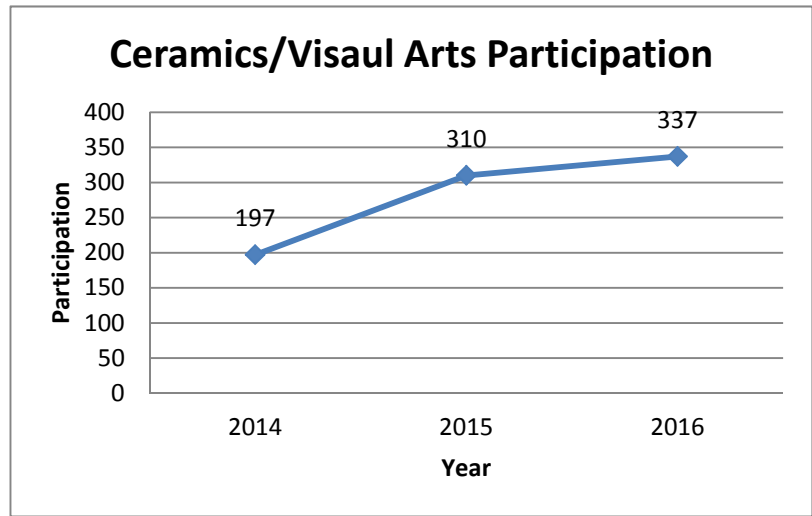
One of the program strengths is the loyal participants of the program. Many ceramics students begin classes at a young age and continue to progress and grow in the program to intermediate level classes. Another strength of the program is the popularity of the K-2nd Grade classes. Staff is hopeful that these young students will remain and grow in the program as others have done.

Program Staffing/Contractor

Liz Visteen, Program Manager of Special Events & Active Adults, oversees ceramic programming. Ceramics classes are taught by highly qualified Park District employees. Natalie Steinmetz is the Park District's Ceramic Coordinator and works closely with Liz to ensure the program and studio are at their best for children to create and explore. Natalie has been a strong asset in recruiting additional qualified staff members and bringing a sense of credibility to the program because of her reputation.

Challenges and Areas of Growth

The biggest challenge for the ceramics program is limited space and times to offer youth classes. Parents prefer class times immediately after school; however, ceramics classes can only accommodate 9-10 students per class because of space, which results in waitlists. Weekend classes have been offered with very little interest, so a focus on finding other appropriate times for classes remains at the forefront. Staff has also identified the art room across the hall from the ceramics studio as a potential location for ceramics expansion.



Financial/Participation Trends

Net profit and participation in Ceramics programs are trending up. Both youth and adult ceramics are seeing an increase in participation; however, the greater increase comes from youth programs. The Park District added more youth classes in fall 2016 which resulted in the ability to accommodate more participants. While the increase in participation and profit will plateau in the near future due to space limitations, continued increase may be possible through new class offerings at different dates/times.

Visual Arts- Drawing/Painting

Program Overview

The visual arts program at the Glencoe Park District consists of drawing, painting and crafts. Enrichments in this area begin for kindergarten age students through students in 5th grade. Painting classes such as the After School Art Club are offered for students in kindergarten through 3rd grade. This class learns about famous artists as they try to recreate their own versions of these masterpieces. Sunshine Amazing Art uses mixed media such as tie dye, paint pottery, and canvas painting to expose students to different art mediums. This class is offered for students in kindergarten through 2nd grade. Finally, the Crafting with Kim class encourages students to explore a wide variety of craft supplies. Duct tape, Modge Podge and recycled materials are used to create stunning masterpieces.

Popular Classes/Program Strengths

The most popular class in visual arts is Crafting with Kim. This class fills quickly on the first day of registration and typically has a waitlist. Since this class is so popular, staff has added spring and summer workshops. One of the strengths of this program is the loyal participants. Many have started in 3rd grade and continued to grow throughout the program. Another strength of this program is the instructor, Kim Bloomberg, who has been able to create an adaptable curriculum to her student's interests and strengths which has given her a reputation as a strong instructor throughout the community.



Program Staffing/Contractor

Stephani Briskman, Program Manager of Youth and Arts, supervises all visual arts classes outside of ceramics. All of these classes are staffed contractually. Carole Pearlman, an instructor with the Joy of Creativity, oversees the After School Art Club. Sunshine Arts and Crafts contractually staffs Sunshine Amazing Art and Kim Bloomberg contractually instructs Crafting with Kim.

Challenges and Areas of Growth

The biggest challenge for the visual arts program is offering new and exciting projects for students who wish to continue through the program and at the same time, appeal to the students who are enrolling for the first time. The visual arts instructors continue to look to introduce different mediums into their art classes. Staff will be investigating additional visual

arts classes that might help expose students to new artistic experiences while maintaining the core acts classes that remain so popular.

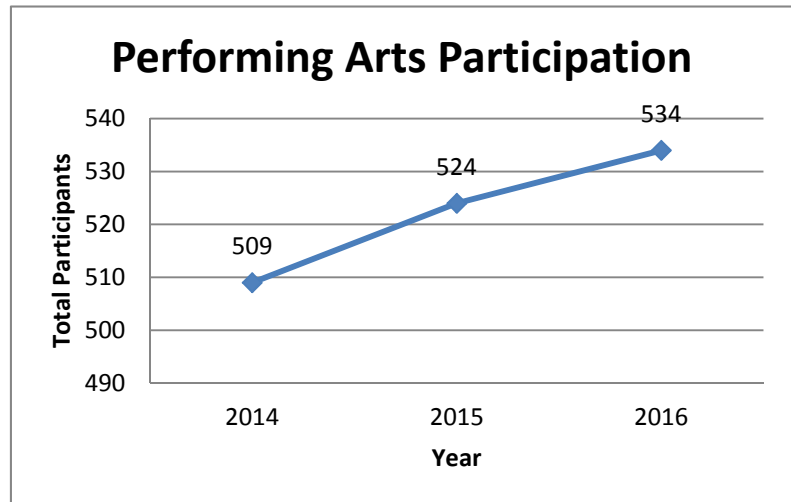
Financial/Participation Trends

Comparing the visual arts participation over the past 3 years, staff has seen a positive increase in participation. In 2014, 197 students participated in visual arts programs. In 2015, 310 students participated in visual arts programs and in 2016, 337 students participated. Along with a positive increase in participation, we've seen a positive increase in net profit. In the 2014-15 fiscal year, net profit was \$35,994, in 2015-16 our net profit was \$48,924 and in 2016-17 our net profit was \$49,452. Strong trends in these programs again relate to the strong following that many of the arts classes have built in the community.

Performing Arts

Program Overview

The performing arts program area consists of both dance and theater programs. Enrichments in this area begin for preschool aged students as young as age two up through dance and theater classes for students in 8th grade. Theater programs begin with introductory Footlighter classes that transition up to Broadway Bound once participants enter 3rd grade. After participants graduate from that program in 5th grade, older participants have the opportunity to do an improvisation class or a new class focusing on continuing to develop student's abilities as actors and actresses.



The dance program begins serving participants at age three up through 8th grade. This program offers a progressive learning model where participants graduate up through classes by age and ability. Dance classes offered include ballet, contemporary dance, hip-hop, jazz, musical theater dance, choreography, and combination classes. Many of these classes culminate with a performance at the end of each session.

Popular Classes/Program Strengths

The most popular class in performing arts is Broadway Bound. This class is for 3rd-5th graders and has become so popular that it is now offered on Mondays and Tuesdays. Participants learn all that goes into a theater production and spend the class session preparing and practicing for an end of session musical production that takes place at the Winnetka Community House. This class, as well as the other performing arts classes carry a strong reputation in the community thanks to the longstanding contractor and qualified staff members who execute the programs.

Program Staffing/Contractor

Stephani Briskman, Program Manager of Youth and Arts, oversees performing arts. All of these classes are staffed contractually. Helen Boris oversees all of the dance programs as well as the Broadway Bound classes. As of fall 2016, Sarah Hall has taken over as the contractor who executes theater classes.

Challenges and Areas of Growth

The performing arts space is very competitive with numerous options available locally in the private sector. Writers Theater continues to offer youth programming both in conjunction with the Glencoe Park District and independently. There are also a number of private and well respected dance studios on the North Shore and in close proximity to Glencoe including North Shore School of Dance, Soul to Sole Dance Inc., and the Lehman School of Performing Arts.



Despite private company competition, opportunity for growth exists in the performing arts program. Potential

exists to expand program offerings for dance classes to offer disciplines such as tap dance or a competitive dance team. In addition, while the Glencoe Park District is extremely happy with its relationships with performing arts contractors, the potential exists to have these programs be run internally in the future.

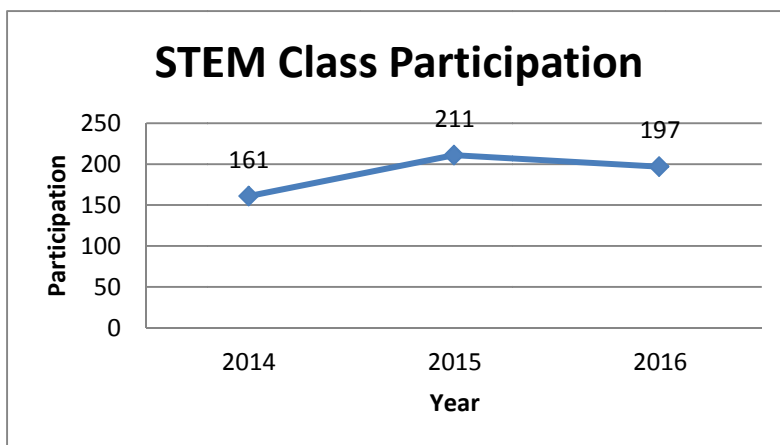
Financial/Participation Trends

Comparing the past three years of participation, the performing arts program at the Glencoe Park District has seen a slight increase in participation each year. In 2014 there was a total of 509 participants, in 2015 there was a total of 524 and in 2016 a total of 534 participants. Due to the performing arts space being so competitive in our area, staff ensures class fees are competitive to help encourage enrollment in the Glencoe Park District programs. This has led to some lower prices for this year which has resulted in lower net revenue despite higher enrollment. In the 2014-15 fiscal year our net profit was \$64,700. In the 2015-16 fiscal year, our net profit was \$73,313 and in last fiscal year our net profit was \$54,458.

STEM Classes (Science, Technology, Engineering, Math)

Program Overview

Glencoe Park District STEM classes offer instruction and programming in the areas of Science, Technology, Engineering and Math. Enrichments in this are for kindergarten aged students through students in 6th grade. STEM Classes begin with “Intro to STEM” classes that teach skills that build upon each other to transition to classes such as Video Game Design or STEM Challenge. Students use Legos, computers, and hands on science experiments to learn more about the area



of STEM. Students are also encouraged to work in groups to develop problem solving skills and encourage communication while growing their knowledge based in these subjects.

Popular Classes/Program Strengths

The most popular class in the STEM program area is Jedi Engineering. This class taps in to the growing love of Star Wars combined with structure building. This class is for students in kindergarten through 2nd grade. Students learn basic engineering principles by creating different structures with Legos based on the Star Wars theme. As children progress in this class, instructors begin to integrate small motors and catapults to challenge the class.

Program Staffing/Contractor

Stephani Briskman, Program Manager of Youth and Arts, oversees STEM Classes. These classes are staffed contractually through two contractual companies that specialize in STEM programming: Computer Explorers and Play-Well TEKnologies.

Challenges and Areas of Growth

Challenges with this area are that popular classes fill up quickly. The most popular classes are the Jedi Engineering and Mine Craft classes. These classes fill on the first day of registration and often have a waitlist. Staff works with contractors to increase class maximums or add additional sections to accommodate the growing number of students interested in these classes whenever possible. Staff has added additional Mine Craft classes beginning in the fall of 2016.

STEM programming is a newer section of Park District programming and staff continues to find its place in this market. Staff has found that participation for children who are in 3rd grade or older has decreased. Because of that, staff has continuing to try to offer classes that peak participant's interest or create opportunities for both introductory and advanced skill levels.

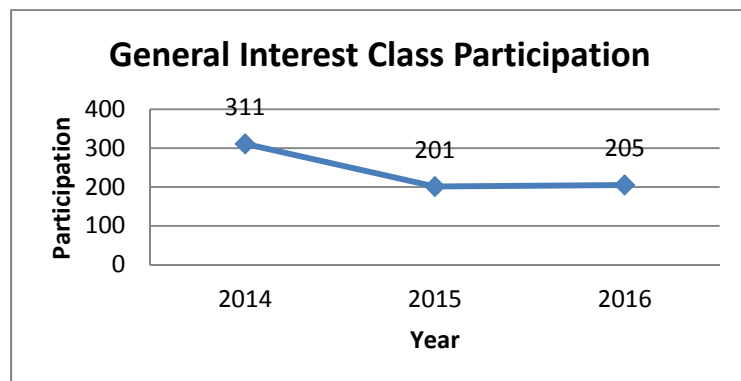
Financial/Participation Trends

Staff has seen small increases and dips in STEM class participation since 2014 while the overall trend has remained stable. In 2014, there were 161 students participating in STEM classes. In 2015 that number increased to 211 students, and in 2016 it shrunk slightly to 197. Looking our net profit, staff has seen a similar pattern to class participation. In 2014-15, net profit was \$23,781. In 2015-16 our next profit increased to \$28,611 and in 2016-17 we saw a decrease to \$24,785. Staff is optimistic that new class offerings that keep pace with new trends will bring enrollment increases.

General Interest

Program Overview

General interest programs consist of a variety of classes geared towards students in kindergarten through 7th grade. Programs offered include Chess Class, Sticky Fingers Cooking, Magic Class, and Cheer. These classes are offered at the Takiff Center as well as South and West Schools.



Popular Classes/Program Strengths

The general interest class that has seen a strong increase in enrollment over the past year is Chess Scholars. This class consistently reaches class maximums. Last year, staff worked with the Chess class contractor to significantly increase the class maximums at South School to allow to more students to enroll. Students learn the ins and outs of the game of chess and are paired up weekly with students of similar ability, and play games. At the end of their first session, students receive a chess set to take home to play with family and friends outside of class.

Another strength in this area is the Park District's ability to expose students to many different learning opportunities. Working with South and West Schools, allows greater enrollment in classes because students are able to easily get to class after their school day.

Program Staffing/Contractor

Stephani Briskman, Program Manager of Youth and Arts, oversees general interest classes. All general interest classes are overseen contractually by the following companies: Chess Scholars, Magic by Gary Kantor, Sticky Fingers Cooking, and Chicago Loves Dance.

Challenges and Areas of Growth

There are many program options available to students at the Glencoe Park District. As a result of this wide variety of classes available, some enrollment fluctuates from class to class and session to session. Staff is currently conducting an analysis of the entire enrichment schedule offer classes in an effective and strategic manner throughout the week. Adjusting class times, days, and age groups may allow students to participate in more classes instead of having to choose one over the other based on scheduling.

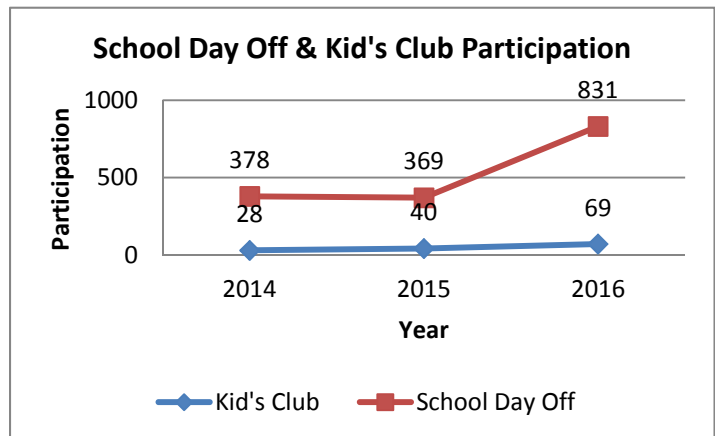
Financial/Participation Trends

There has been a decrease in our general interest classes from 2014 until 2016. In 2014, 311 students participated in general interest classes. In 2015, there was a decrease of 106 students participating in general interest classes. In 2016, participation remained consistent with 205 enrollments. The dip from 2014 to 2015 is attributed to full day Glencoe kindergarten, which began in the fall of 2015, leading to the transition of many of these classes to preschool enrichments. The general interest net profit has not followed the same trend as enrollment. Net profit has seen a strong increase in the past year. This is due to the introduction of new programs such as Sticky Fingers and Mini Cheer, along with increasing class maximums in Chess Scholars.

Kid's Club & School Day Off Programs

Program Overview

Before and After School Care, known as Kids Club, is available for children in grades kindergarten through 6th grade. Parents are able to enroll their children in this program for two, three, four or five days a week for both pre and post school childcare and activities. New in 2016, the Kids Club program was relocated to the Watts Center. South School children are walked to and from school every day by a Kids



Club teacher, and West School children are transported by the Glencoe Park District shuttle bus or the pink route bus through the School District. This change was made in hopes that by eliminating the cost of bus transportation for South School children, enrollment might increase.

The Glencoe Park District also offers School Days Off programs on days when there is no school for District 35. Students can enroll in day off programs which run from 9-3 and include a lunch. There is also an option for before and after care for students who require a longer day of activities. These days are either spent doing games and activities on-site at the Takiff Center or by going on field trips.

Popular Classes/Program Strengths

This program was created to allow working parents to have care for their children after their school day has completed. However it has evolved into a program that focuses on overall health and wellness, outdoor gross motor play, indoor fine motor play, and homework help. Parents have the flexibility to drop off their children between 7:00-9:00am and pick up their children between 3:00-6:30pm. Teachers work with students to get a head start on their homework, offered a healthy snack and participate in small and large group activities. The School Day Off program is popular as well because it mirrors a camp day for children during the school year. Children are able to go on many fun field trips and spend time with their friends outside of the school setting.

One of the program's greatest strengths is the new location at the Watts Center. This allows Kids Club participants to participate in more enrichment options at South School, Watts, and Takiff Center. Along



with changing the location of Kids Club, staff is now offering a shuttle bus driven by trained Kid's Club staff to transport children to and from their enrichment classes at the Takiff Center. A strength of the School Day Off program this year is more options of programs on non-school days. In the past, School Day Off programs were not offered on every day off. Starting in 2016, staff offered the School Day Off program on every day off, and enrollment increased dramatically.

The Kid's Club program received a \$1000 grant from the Illinois Association of Park Districts through their Power Play program initiative which supports before and after school programs that promote health, wellness, physical activity, and safety for their participants.

Program Staffing/Contractor

Stephani Briskman, Program Manager of Youth and Arts, oversees the Kids Club and School Day Off Programs. All of these programs are staffed by Park District employees including dedicated Kid's Club staff as well as supplemental staff who traditionally help with camps in the summer and work school day off programs during the school year.

Challenges and Areas of Growth

The biggest challenge for Kids Club and School Day Off programs is catering to children who are on the older end of the spectrum (5-6th graders). At this age, children begin to want to go home afterschool and be with friends on non-school days. Staff is constantly working to try to create activities and programs to encourage children at the older ages to participate in these programs. Another challenge with Kids Club program is staffing. The Kid's Club follows the DCFS recommended 1:10 student to teacher ratio. It has been a challenge to find qualified staff who are willing to work just a few hours in the morning and are

able to begin work at 3:00pm in the afternoon. Staffing has also been a challenge for School Day's off because District 35 day's off do not always coincide with New Trier High School days off, and many of the staff this program relies on attend this high school.

Staff is hoping to continue to grow enrollment in Kids Club as it did in the fall. If this trend continues, staff will investigate having two locations for Kids Club participants. Children in kindergarten through 2nd grade will remain at the Watts Center and children from 3rd grade to 6th grade will be at the Takiff Center. This would require more Kids Club instructors to continue to follow our 1:10 ratio.

Financial/Participation Trends

Kids Club participation has seen great increases from 2014 to 2016. In 2014 our Kids Club program had 28 children enrolled. In 2015 it increased to 40 children enrolled and in 2016 it increased to 69 children enrolled. Net profit for Kids Club increased as well. In 2014-15 net profit was \$92,281. In 2015-16 net profit was \$91,220 and in 2016-17 our net profit was \$136,654. Staff hopes to continue this positive trend based on the new Kid's Club location; however space will become a concern for continued growth.

School Day Off participation has seen a large increase from 2014-2015. In 2014, there were 378 children who participated in School Day Off programming. In 2015, 369 children participated in School Day Off programming and in 2016 we had our greatest increase to 831 children participating. This huge jump is attributed to more program offerings on days off, over the holidays, and on spring break. Net profit for School Day off has seen the same strong increase going from \$4,249 in 2014-15 to \$17,331 in 2016-17.

Youth Fitness Classes

Program Overview

The Glencoe Park District has recently entered the new youth fitness programming area in the past few years. Kids Yoga teaches the children the basics of Yoga through fun animal poses and movements. Children play yoga games and work on their breathing and balance to become aware of their bodies. Youth rowing teaches participants the basics of rowing on rowing ergometers. The class teaches skills such as proper form and pacing. These skills can then be transferred to the water as participants grow older.

Popular Classes/Program Strengths

Kid's Yoga has steadily increased in popularity since it began in the fall of 2016. The strength of this class is the instructor who teaches it, a contracted employee through Helen's Performing Arts Company, has a strong yoga background and is always looking at creative ways to enhance the class. The youth rowing program has been popular since its inception also in 2016. Two classes are offered each programming session, both the youth and teen class average 7 participants per class per session.



Program Staffing/Contractor

Stephani Briskman, the Program Manager of Youth and Arts, oversees Kid's Yoga. This class is staffed contractually by Helen Boris. Paul Goedjen the Takiff Center Manager oversees the youth rowing classes, the contractual program instructor is Sandy Culver who teaches rowing classes on the North Shore and is also a rowing coach for New Trier High School.

Challenges and Areas of Growth

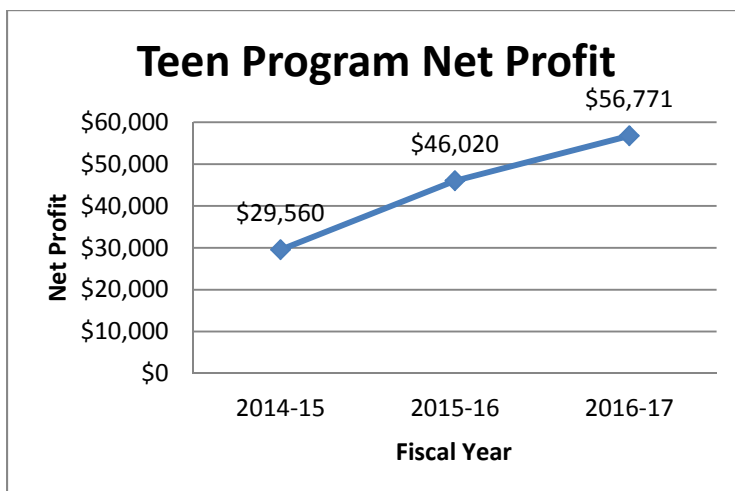
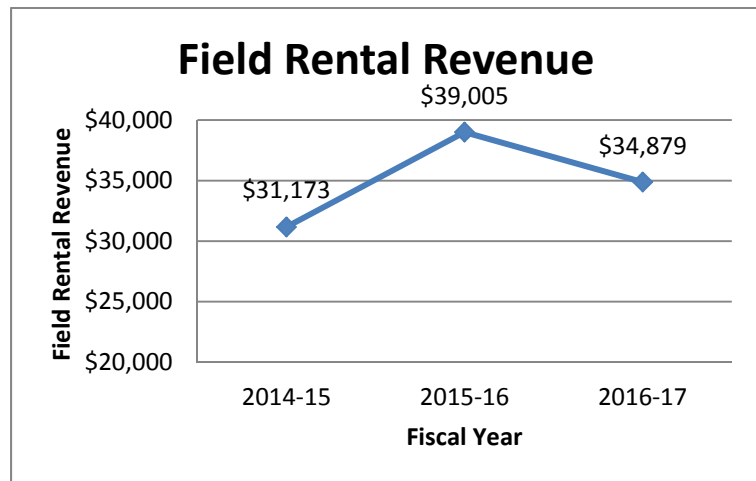
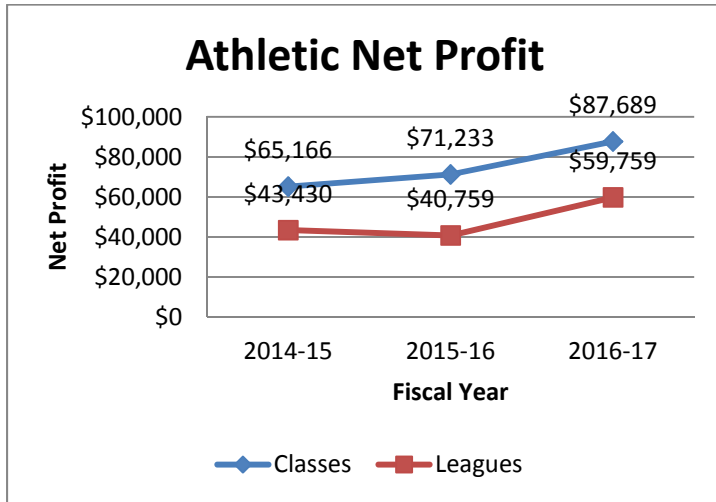
Staff is still working through the logistical and organizational challenges that come with a new market of program offerings. Staff continues to plan for how many types of youth fitness classes we will be offering, along with offering different level options for students. These classes have started off strong, but growing the program will be a challenge due to is “small niche” perception of these activities. The Park District will work to find new days and time slots that may provide for increased participation.

Conclusion

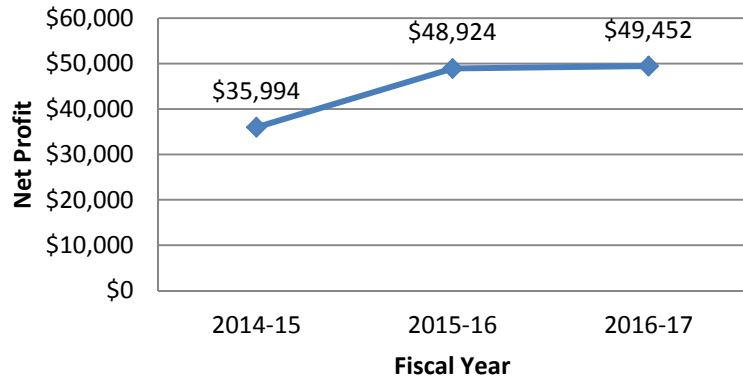
General Recreation programming continues to be a constantly evolving area of the Park District. The landscape of this programming area saw a large change with the transition to full-day kindergarten for the Glencoe School District 35. Many programs such as Kinder Culture and Kinder Concoction, which were very popular classes, were either rebranded to target a younger audience, rescheduled to serve kindergarteners after a longer day of school, or eliminated due to other competing programs offered at the same times. Despite this change, staff remains committed to constantly evaluating the current program portfolio to keep established classes exciting, rebrand classes in decline, or eliminate classes that are no longer viable and replace them with new offerings capitalizing on popular trends across a number of different disciplines.

Across all of these programs, a major focus is placed on customer service and participant feedback. The Glencoe Park District takes great pride in providing a personalized and enjoyable experience for program participants that focuses on ease of registration, accommodating enrollments whenever possible, and high quality instruction. Staff uses participant feedback via end of session survey to continuously improve programs. The current focus is to improve instructor communication to parents about what children are doing during programming times. Staff has encouraged both contractual and in-house employees to increase communication via pre-program emails. In program updates about activities scheduled and participant progress, and wrap-up communication at the end of each session.

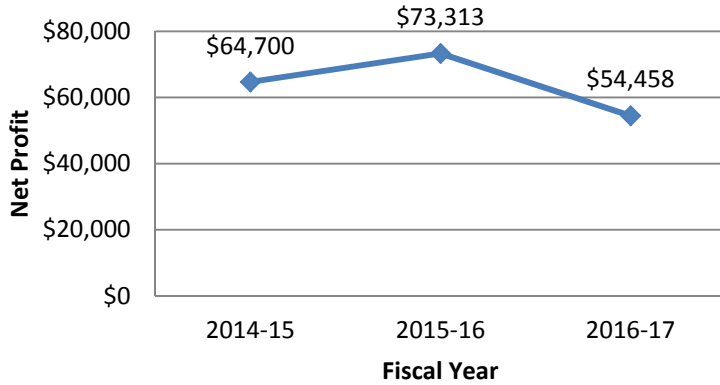
Appendix A - Financial Data



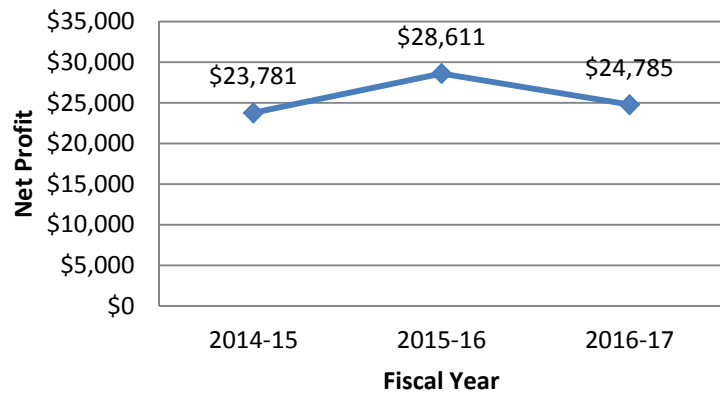
Ceramics/Visual Arts Net Profit



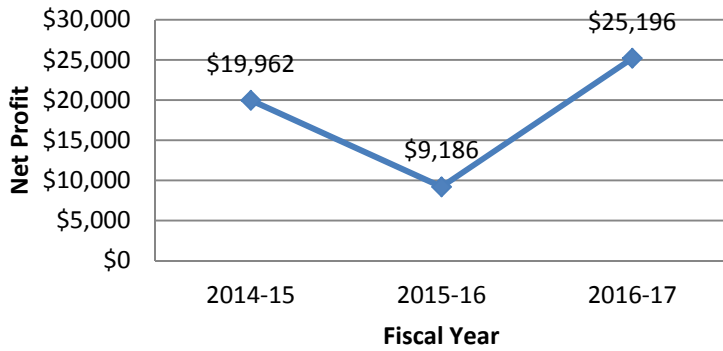
Performing Arts Net Profit



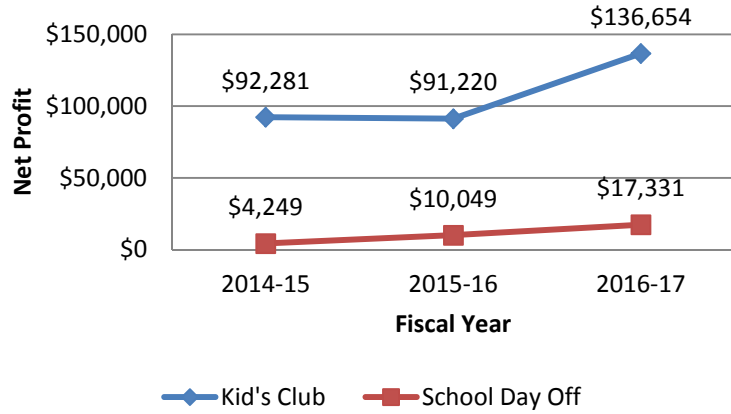
STEM Class Net Profit



General Interest Class Net Profit



School Day Off & Kid's Club Net Profit



Appendix B - Participant Survey Results

The following survey results include participant feedback for any general recreation program from surveys collected over the last year in spring 2016, summer 2016, fall 2016, and winter 2016-17.

	Very Good	Good	Poor	Very Poor	N/A	Total
Instructor was prepared for program	74.32% 55	16.22% 12	0.00% 0	1.35% 1	8.11% 6	74
Program started and ended on time	78.67% 59	14.67% 11	1.33% 1	0.00% 0	5.33% 4	75
Communication with Students/Parents	58.67% 44	25.33% 19	6.67% 5	1.33% 1	8.00% 6	75
Knowledge of Subject	66.67% 50	21.33% 16	0.00% 0	0.00% 0	12.00% 9	75
Teaching Ability	64.86% 48	20.27% 15	1.35% 1	1.35% 1	12.16% 9	74
Overall Attitude	71.23% 52	17.81% 13	1.37% 1	0.00% 0	9.59% 7	73

	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A	Total
Number of classes was appropriate	61.33% 46	36.00% 27	0.00% 0	1.33% 1	1.33% 1	75
Day of program was convenient	70.67% 53	28.00% 21	1.33% 1	0.00% 0	0.00% 0	75
Time of program was convenient	68.00% 51	28.00% 21	4.00% 3	0.00% 0	0.00% 0	75
Length of each class was appropriate	69.33% 52	28.00% 21	2.67% 2	0.00% 0	0.00% 0	75
Program location was convenient	78.67% 59	17.33% 13	1.33% 1	2.67% 2	0.00% 0	75
Program facility was clean	69.33% 52	22.67% 17	1.33% 1	0.00% 0	6.67% 5	75
Program equipment was in good condition	65.33% 49	21.33% 16	0.00% 0	0.00% 0	13.33% 10	75

Q12 How would you rate your overall experience with this program? Select one answer.

Answer Choices	Responses	
Very Good	73.33%	55
Good	22.67%	17
Poor	4.00%	3
Very Poor	0.00%	0
Total		75

Appendix C - Program Responsibility Chart

LIZ VISTEEN

Adults/Seniors/Special Events/Teens/Volunteers/Interns
Adult Ceramics
Adult Cooking
Adult Day Trips
Adult/Jr. High Cooking & Baking
Adult Improvisation
Adult Workshops / Programs
Babysitter Training Course
Ballroom Dance
Breakfast Club
Cardboard Regatta
Clay Play
Concerts / Tots-n-Tunes
Cookie Decorating
CPR/AED and First Aid
Dad & Daughter Dance
Dog Obedience
Earth Day
End of Summer Fire Party
Floral Design
Fourth of July
Glencoe Comm. Garden
Liaison
Halloween Party / Boo Bash
Harvest Fest
Internships
Jr. High Beach Bash
Jr. High/Teen Programs
Mah Jongg
Mom/Son Date Night
Mommy & Me Tea
Painting - Jr.High/Adults
Park-n-Play
Photography – Jr. High/Adults
Senior Programming
Spring Egg Hunt
Tot Clay Play
Volunteer Program
Watts Below Zero
Wheel Throwing/Youth Ceramics
Youth Ceramics

CHRIS PIETRINI

Athletics, plus camps
Action Quest
Adult Softball
After School Soccer & Basketball
Baseball (GBA)
Basketball
Beach Volleyball CAMP
Counselor in Training
Cricket
Dodgeball
Fencing
Field Rentals
Flag Football
Floor Hockey
Frisbee Golf
Fun with Football
Hot Shots programs
Karate (Pride Dojo)
Lacrosse
Little Dribblers
Little Sportsters
Mini Majors/IL Baseball Academy
Pee Wee Sportsters
Redline Athletics Sports Training
Rugby
Snag Golf
Soccer Camp
Soccer (AYSO)
Sports & Sorts
Tennis
Tennis Camp
Tumbling
Volleyball Clinics
Wide World of Sports Preschool

PAUL GOEDJEN

Takiff Center Manager
Rowing

STEPHANI BRISKMAN

Kindergarten/Youth Enrichment, plus camps
After School Art Club
Amazing Art
Amazing Minds
Ballet
Broadway Bound
Camp Adventure/PM/Ext. Day
Cheerleading
Chess Camp
Chess Scholars
Computer Explorers Classes
Crafting with Kim
Dance2Xcel
Fantasy Dance
Hip Hop
Jazz/Lyrical Dance
Jr. High Improv
Kids Club
Kids Yoga
Kinder Footlighters
Kindergarten Hip Hop
Little Footlighters
Mad Science
Magic Class
Mitey Movement
Nature Camp
Piano Lessons
Play-Well Tek/Jr. Engineering
Preschool Hip Hop / Jazz Funk
School Days Off
Sticky Fingers
Summer's End Mini Camp
Sun Fun Camp / PM / Ext. Day
Sunshine Arts & Crafts
The Joy of Creativity Classes
Tiny Ballet
Tiny Footlighters
Tiny Hip Hop