



# 2023 Year in Review





# Our Staff







## Hired **12 New Full-time** Staff Members

**5** Recreation Specialists

**3** Coordinators

**2** Managers

**2** Front Office Staff



# Team Advancement

## New Staff Hires

**Kayla Officer** Inclusion Coordinator  
**Shannon Herrick** Support Service Coordinator  
**Danny Cordoba**, Graphic Communication Coordinator  
**John Dufford** Information Technology Manager  
**Courtney Fecske** Manager of Special Recreation - Athletics  
**Danielle Cassel** Recreation Specialist  
**Andrew Tuszynski** Recreation Specialist  
**Kaylie Tescher** Recreation Specialist  
**Kate Zabat** Recreation Specialist  
**Sydney Csoka** Recreation Specialist  
**Kelly Suchodolski** Receptionist  
**Tricia Snell** Registrar







## **Promoted/Moved Within**

**Jordan Ross** Manager of  
Support Services

**Danielle Olson** Manager of  
Collaborative Services

**Sam Tabert** Inclusion  
Coordinator

**Cassie Lexa** Collaborative  
Coordinator



# Moved On

## Accepted Positions at Park District/ SRA/Other

Janae Winston  
Erika Flores  
Lauren Jevaney

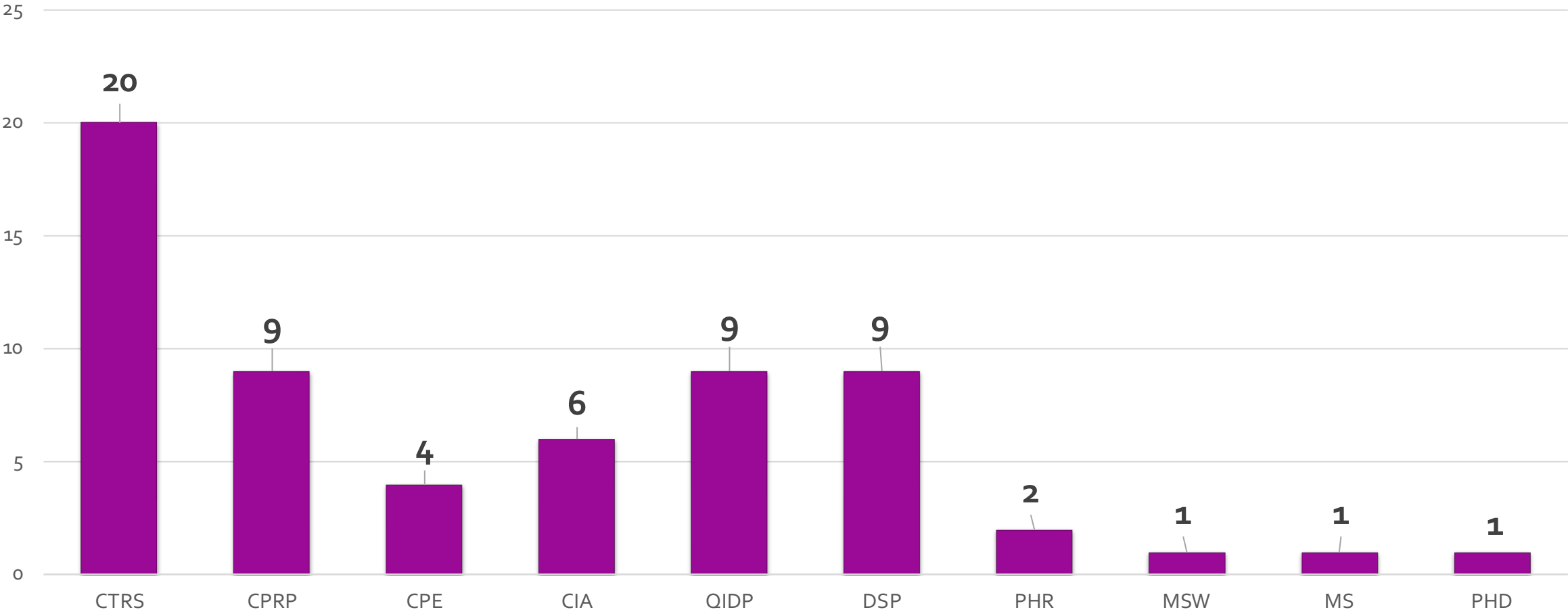


## Retired/Switched Fields

Devin Morrison  
Alexis Bell  
Zofia Sobkiewicz  
Kadison Mills  
Tania Meza-Sanchez  
Bridget Bond  
Mary Lou D'Astice  
Brianna Assad  
Sean Skala  
Anita Trzebunia



# Staff Certifications





# Full-Time Longevity

**1 Staff** 25+ Years

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**3 Staff** 20-29 Years

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**3 Staff** 15-19 Years

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**3 Staff** 10-14 Years

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**7 Staff** 5-9 Years

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**41 Full Time Staff**



# Staff Training

- 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
- Behavior Supports: what providers need to know
- IPRA Diversity Transition conference
- Illinois Crisis Prevention Network
- After School Network
- Transition Conference
- ATRA Conference
- Midwest Symposium Leadership Conference
- Cyber Security
- CPI
- CPR
- Difficult conversations with Parents
- Aggressive Inducer Training
- Bite Protocols and Behavior Recap
- Hands on Fire Extinguisher Training
- Customer Service Training
- Reimagining Behavior Support
- What is Dementia?
- De-escalation strategies and Positive interactions
- Promoting the health, security and well being of older adults
- Awareness to Action: equipping individuals with disabilities with violence prevention.



# Local, State and National Involvement

## **Tracey**

- American Academy for Park and Recreation Administration President
- IPRF Board Member
- IPRA Chair of Distinguished Park and Recreation Accreditation Committee (DPRAC)
- American Therapeutic Recreation Association (ATRA) Board Member
- NRPA's Commission for Accreditation of Park and Recreation Agencies (CAPRA) Board Member
- Rolling Meadows Chamber of Commerce Board Member

## **Andrea**

- ITRS Awards Committee
- Member of Northwest Suburban Autism Consortium
- Rolling Meadows Community Events Foundation,
- American Therapeutic Recreation Association (ATRA) Mentorship Committee
- Mount Prospect Junior Woman's Club
- NRPA Leadership Development Network

## **Rachel**

- National Delegate for Women in Leisure Services (Chi Chapter)
- Director of Membership and Events for National WILS
- President of the Rotary Club of Schaumburg Hoffman Estates
- American Therapeutic Recreation Association (ATRA) Leadership and Quality Internships Committee

## **Darleen**

- PRA A&F Section Human Resources Group Chair
- PDRMA Claims Committee Member
- Northwest Illinois Resource – NIHRC Community Relations Director
- Arlington Heights Lions Club 2<sup>nd</sup> VP

## **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

## **Tom**

- Arlington Heights Rotary Club
- IPRA C&M and Technology Section Member

Local, State and  
National  
**Involvement**



# Human Resources





# Human Resources

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

- Sexual Harassment
- Safety Trainings
- Payroll Training
- Stress Management
- Form Retention
- Reasonable Suspicion





# Programming







# Programming Highlights

- Program Development Team created regional programming within new regions
- Behavioral Support Center – Area designated to provide sensory resources for staff to program success.
- Established Regional Transportation Hub System
- Enhanced Programs within the Dream Lab Accessible Technology Center



# Social Clubs, Special Events, Trips and Leisure Education

**Social Clubs** had 1054 registrations and 160 individuals across six different clubs with 16 clubs each.

**Leisure Education** had 719 students in 52 classrooms among 20 different schools experience leisure activities within a community setting among all member park districts.

**Trips:** 27 individuals were able to experience an overnight vacation among peers in either Boston, Massachusetts or Starved Rock, Illinois.

**35%** Increase in Registrations





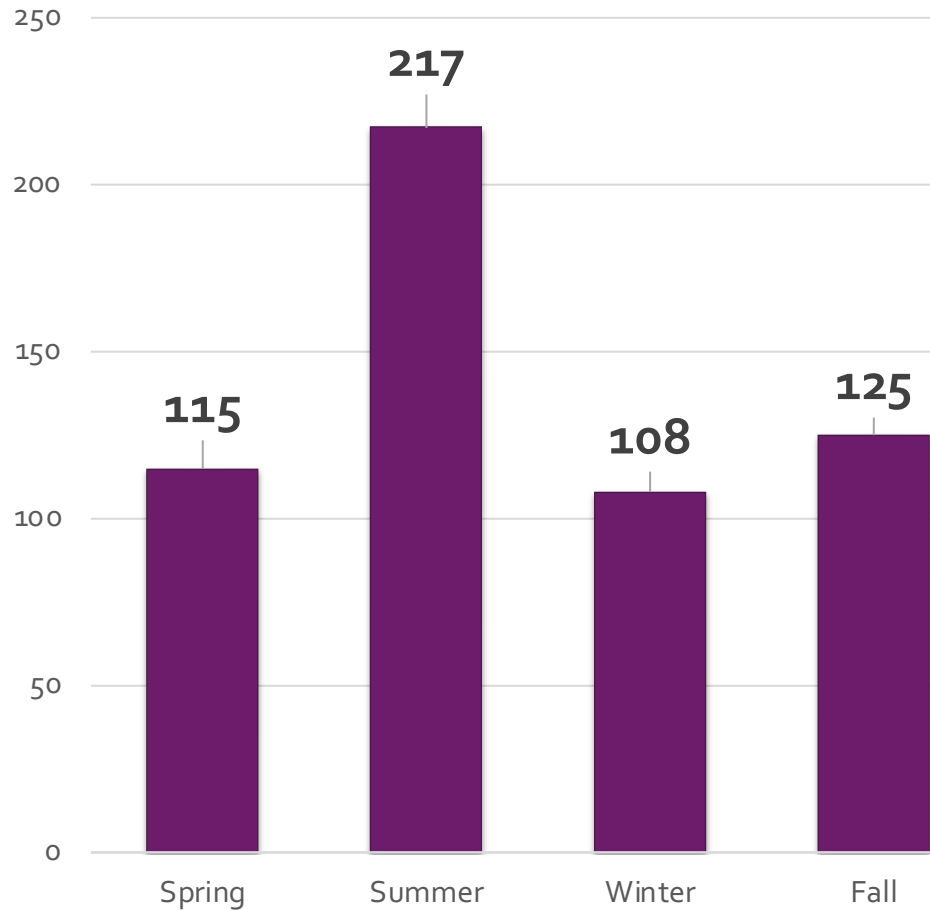
**PURSUIT**  
Community  
Adult Day  
Program



Maxed with **206** Clients  
First Year in the Green for PURSUIT



# Inclusion Highlight



**22%**

Increase in  
registrations from  
2022 to 2023

# 1:1 Programming

Snoezelen Sensory Therapy within four rooms in Hanover Park, Rolling Meadows, Mt. Prospect, and Wheeling. Community Sensory Garden in Hanover Park, Accessible Dream Lab in Rolling Meadows, and Club Wellness in Mt. Prospect.

Over **50 Registrations** and **25 individual participants** who live within **9 of the 17 park districts** engaged in **1:1 programming** with **Full-Time CTRS**. Each participant worked to accomplish individualized goals such as independence, socialization, taking turns, and adapting to change and transitions.





# 1:1 Swim Lessons



1:1 Swim Lessons increase by **44%** with an addition of another night to accommodate the waiting list. Swim lessons are held in Arlington Heights, Elk Grove, Wheeling and Streamwood Park Districts for the regional programming approach.

**In 2023 1:1 Swim Lessons had over 100 registrations and 57 individual participants who reside in 11 of the 17 park districts.**





# Athletics

**416** Athletic Registrations

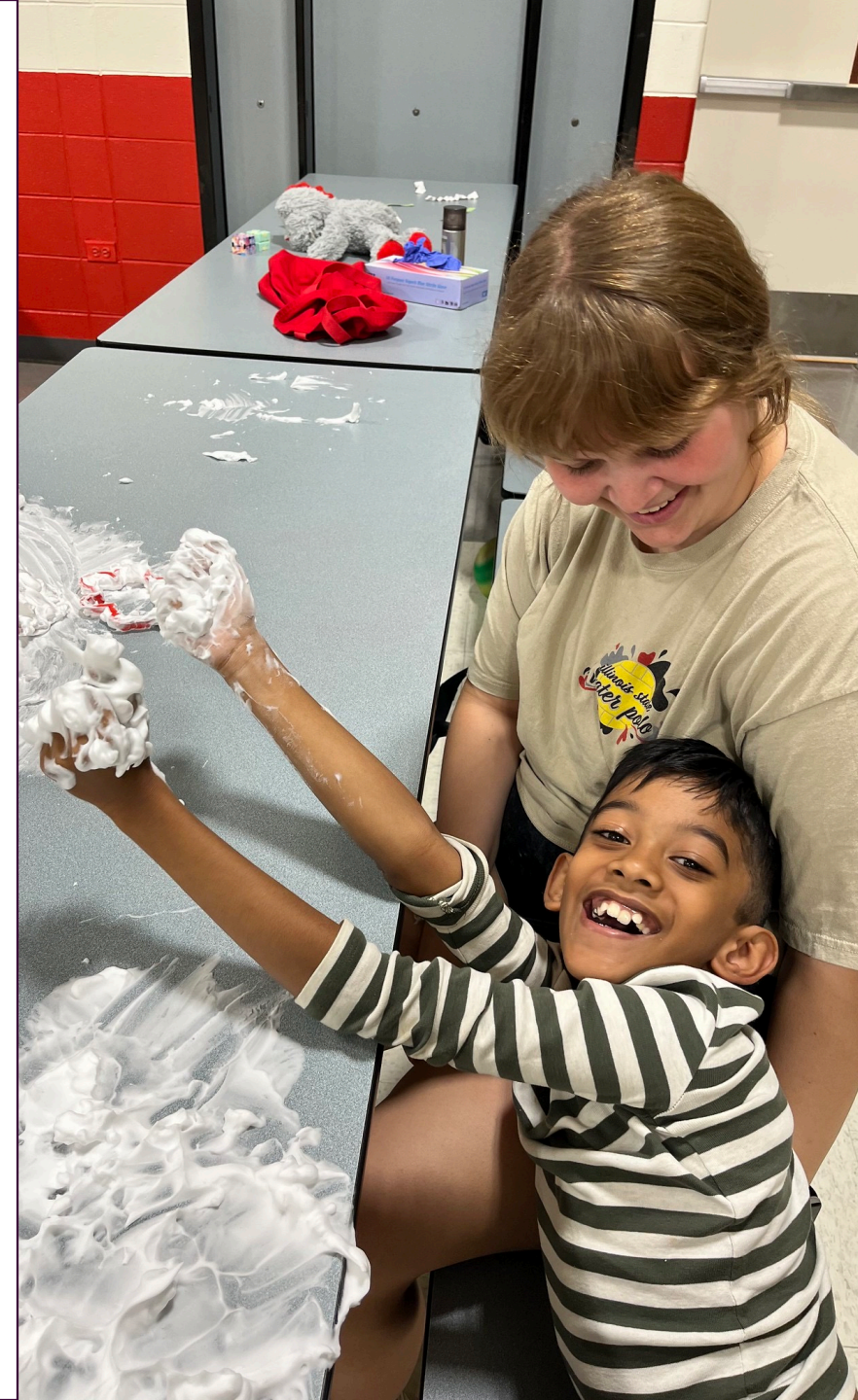
**182** athletes across **15** different sports attended over **30** local and state tournaments.



# Day Camp

217 campers with **453**  
**total registrations**

**32% increase** from  
Summer 2022. Highest  
registration numbers in  
history





# The Summer Camp Breakdown

- **3 Cooperative camps** with school district 15 and 54 to provide recreation after the extended school year program (ESY)
- **5 - 8 week camps, and 4 - 4 week camps** utilized 3 schools, 2 churches and 3 park district facilities - Palatine, Rolling Meadows and Bartlett Park Districts and River Trails.
- **2 Specialty Camps ran for 4 weeks at NSSEO's Kirk School** for campers with extensive personal care and medical needs. Another camp ran at NSSEO's Sunrise Lake Outdoor Education Center for campers who are looking for outdoor recreation adventurous opportunities.



# Additional Services

Day Camp  
After Care

Door to Door  
Transportation

1:1 Recreation  
Therapy

Virtual Programs





# 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
- Marcia Carter, Professor for class shared
  - “The virtual experience with NWSRA is the #1 class rated experience and it really motivates students to design programs. They so appreciate having real world experiences to use as data and resources.”





## Publications

- Rachel Hubsch co-authored a CEU article within an Access ATRA Newsletter titled, Quality Internship Supervision Training: What it is and Why Should I Care?
- This article promoted quality internship supervisor training through the ATRA website. This acts as a resource to standardize internships across the field of therapeutic recreation.



# 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
- Sunshine Through Golf

## **Increased recognition among community organizations through:**

- Attendance at 40 expos and events
- Website linking
- Cross promotion of services and events
- Inclusion trainings- 638 individuals at 22 Park Districts
- PURSUIT Clients volunteered in 17 communities for 2,880 Hours
- NWSRA Staff Shared their expertise by presenting at 56 conferences, webinars, social service groups, support groups and libraries.

Outreach

# Outreach

## **Partnered with local School Districts and Libraries through:**

- Website linking
- Electronic backpacks
- Delivery of paper brochures and online brochures
- ESY
- Camps
- Facility Usage

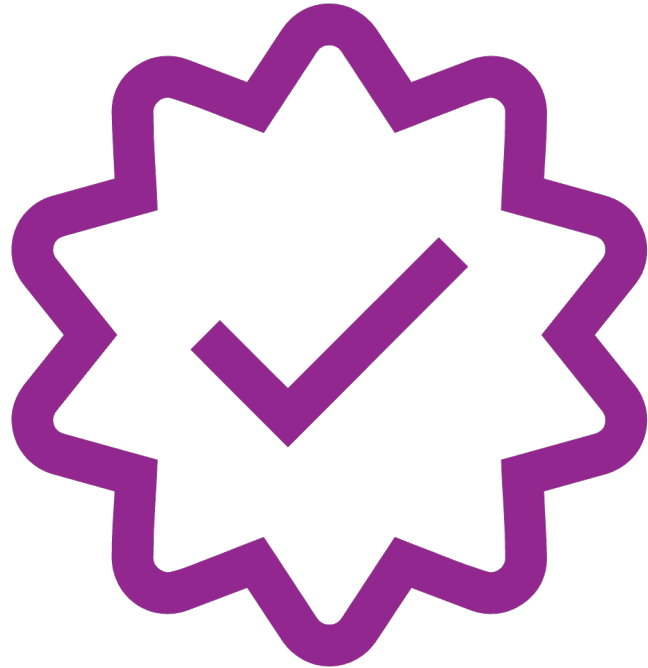
## **Staff provided trainings at:**

- NRPA
- Universities
- Local School Districts
- Move United
- Recreation Therapy Student Summit
- Libraries



# Marketing and PR





# Marketing Efforts

## Publications

- Winter/Spring
- Day Camp
- Summer
- Fall

## Social Media

- 10,761 Facebook followers
- 1100 Instagram followers

## Online/Mobile:

- 81,052 Website Views
- 6,754 Monthly average

## New Videos:

- Gala Impact Video- Highlighting the musical talents of NWSRA participants
- Year in Review showed at the Holiday Luncheon



# Highlighting Participants and Staff

All new busses are wrapped with the faces of those we serve





## NWSRA Toured Representative Mary Beth Canty

The team enjoyed getting to know her, sharing all the things we are passionate about and talking with her about challenges we face.





## Toured a Delegation from South Korea

- This delegation was made up of three organizations - the Korea Disability Forum, Korean Parents' Network for People with Disabilities and Disability and Human Rights in Action.
- These individuals were here learning about the opportunities individuals with disabilities have here, to better serve individuals with disabilities around the world.





# NWSRA Earns their Distinguished Agency (DA) Re-accreditation







# Tracey Crawford

- Awarded the Robert Artz Lifetime Achievement Award Through IPRA
- Awarded the Ernest T Atwell Award for outstanding leadership through NRPA's Ethnic Minority Society
- Inducted into the National Academy for Recreation Therapy (NART)

# Rachel Hubsch

- Awarded the 2023 Helen I Pontins National Award of Merit through the Women in Leisure Services (WILS)







NWSRA was awarded **Best of the Best with Hoffman Estates Park District** for the Vogelei House Programming Space



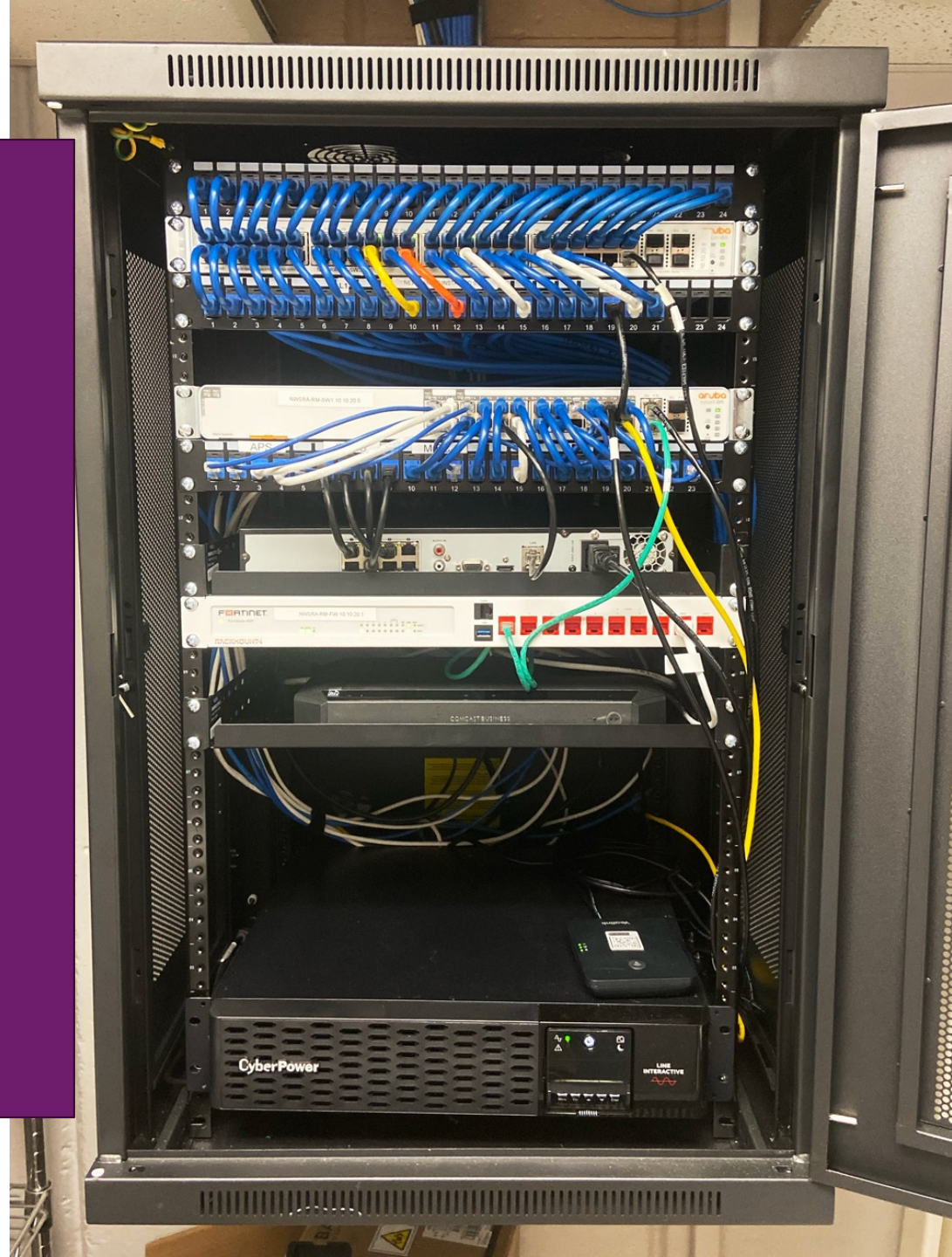
# Technology





# Technology

- Hired an IT Manager under an SGA with the Rolling Meadows Park District.
- Overhauled Network Infrastructure at the Rolling Meadows and Hanover Park Programming Space. This included new firewalls, switches, patch panels, access points, server cabinets and more.
- Migrated our End-of-Life Mitel Phone system over to a cloud-hosted Ring Central System.









# In 2023 the SLSF Team:

- Completed year three of 2021-2023 Development Plan.
- SLSF staff attended over 225 networking events outside of regularly attended community groups.
- SLSF staff participated in 25 civic organizations and volunteered at 23 community events.









# 2023 Highlights

**Hosted 6 Golf Outings and 2 Seated Events**

**Sold out 2 golf outings, highest revenue coming from BG and Caddy Auction**

**Over \$135,000 in approved grant funding**

**Secured 50 models for Fashion Show, resulting in over 100 more attendees**

**Completed fundraising for the Accessible Greenhouse**

**5 Collaborative Events with Community Organizations**



# Marketing Highlights

- Developed Gala Impact Video highlighting musical talents of NWSRA Participants
- Increased Social Media Presence
- Strengthened Event Marketing Plans
- Developed Civi for SLSF use

6%

**Facebook**  
Follower Increase

50%

**Instagram**  
Follower Increase

787%

**LinkedIn**  
Follower Increase





**Accessible Greenhouse at the Wheeling Park District**  
Completion Date Summer 2024





## **General Program Support | \$150,303.33**

PUSUIT Community Adult Day Program, Vogeley House, Partner Bowl,  
Specialty Instructors





NORTHWEST SPECIAL RECREATION ASSOCIATION

CELEBRATE ABILITY

**Transportation Maintenance and Support | \$45,000**

9,000 Riders





**Scholarships | \$60,000**

103 individuals





## **Athletics Support | \$40,000**

Tournament Fees, Ski Rentals, Powerlifting Facility Space Rental, Officials







# 2024 Goals





# Financial Management

- Utilize budget snapshot at various meetings and outreach events throughout the year to be transparent and educate stakeholders on the agency's revenue sources and expenses.
- Develop fee policy and procedure to streamline fees across all programs and services to maintain a sustainable profit loss margin.
- Create a procedural manual that outlines the processes and steps to support all financial aspects of the agency.
- Create a maintenance and replacement plan for all equipment and supplies within programming spaces and specialty rooms.



# Operational Excellence

- Assess and evaluate programs to determine the domain category and which programs will follow a formalized APIED process implemented by a CTRS.
- Create a monthly timeline to highlight full time staff achievements / recognitions on social media platforms for professional colleagues, families, stakeholders, and member districts.
- Continue to develop and bring awareness to the high school DSP program collaboratively with outside agencies.



# Operational Excellence

- Host three open house registration nights within the six regions to allow families to ask about programs and services and be able to register with assistance.
- Configure and evaluate the online registration software within Civi CRM and investigate adding an option to request scholarships within online registration.



# Promoting Leadership

- Create materials to educate current legislators who represent the service area on NWSRA programs and services including current trends in the field of Therapeutic Recreation.
- Hold quarterly Townhall Meetings virtually to educate stakeholders and create awareness on NWSRA programs and services.



# Promoting Leadership

- Develop training manuals and monthly timelines for each position and department within the agency to assist with internal promotions through succession planning.
- Hold biannual hybrid trainings for Member Park District employees to learn more about the Americans with Disabilities Act, the partnership between member districts and NWSRA and the benefits of being a part of an SRA for the community.



# Outstanding Service

- Research, design and assess all resources needed for PURSUIT Plus within the current PURSUIT program in collaboration with Clearbrook.
- Create a presentation on the PURSUIT program regarding the history, growth and future that includes expansion to PURSUIT Plus and a vocational component to promote meaningful job opportunities and open up available days for clients on the waitlist.
- Plan and implement three of the programs in a one-day trial / teaser program to highlight the therapeutic outcomes and certifications and trainings staff need to uphold within each specialty area.
- Implement the transportation pick up/drop off locations across all programming to represent the new hub system.





CELEBRATE ABILITY

**NWSRA**

NORTHWEST SPECIAL RECREATION ASSOCIATION