

VISIONPOSSIBLE

FRPA 2020



WELCOME TO THE 2020 FRPA CONFERENCE!

VISION POSSIBLE

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Wednesday REMINDERS

COMPLETE AT
LEAST YOUR NAME
ON THE EVALUATION
FORMS SO WE CAN
TRACK ATTENDANCE –
JUST IN CASE!

GENERAL SESSION
AND BANQUET SEATING
WILL BE AT TABLES FOR 4 –
PLEASE DO NOT MOVE ADDI-
TIONAL CHAIRS TO TABLES.

TEMPERATURE
CHECKS ARE REQUIRED
EACH DAY. SEE PAGE 19 IN
YOUR PROGRAM BOOKLET

STAY
SIX FEET APART
AND AVOID PROLONGED
CONTACT FOR LONGER
THAN 15 MINUTES.

VERIFICATION OFFICERS
WILL GIVE YOU THE ALL
CLEAR ONCE MEETING
ROOMS HAVE BEEN
CLEANED AND ARE
READY FOR YOU.

WEAR YOUR
MASKS AT ALL TIMES
AND MAKE USE OF HAND
SANITIZER THROUGHOUT
THE CONFERENCE SPACE.

IF YOU NEED CEUS,
YOU MUST TOTALLY
COMPLETE THE
EVALUATION FORM

KEEP YOUR OWN PEN
HANDY SO WHEN ASKED TO
SIGN YOU CAN DO SO WITH
YOUR PERSONAL WRITING
DEVICE.

Lessons from COVID: How to Keep Moving Forward

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LEARNING OBJECTIVES

- Identify lessons learned from the COVID-19 pandemic that can assist parks professionals in the short-and long-term.
- Learn tips for managing and communicating during an ongoing crisis.
- Find authentic ways to build stronger relationships with customers and co-workers even in stressful times.

So far,
2020 has
been like
a walk in
the **PARK**



@A Chalkboard a Day

COVID Made “What We’d Never” Become Reality

- We’d never let people work from home – how would we hold them accountable?
- We’d never be able to move people around the organization without a lot of complaining.
- Parks will never be more valued than police and fire.
- We’d never shut down summer camps, pools, community centers, _____(fill in the blank).
- We’d never find a way to provide most of our programs online. Interaction has to be in person.

There Are Some Benefits from the Pandemic

- We learned how much time we spend in unnecessary travel and meetings
- Trust in government has increased to an all time high (2020 Edelman Trust Barometer)
- Non-permanent gains in reducing CO2, crime and paper
- Increased punctuality – no more excuses about horrible traffic
- Enhance family life
- Greater use and appreciation of parks
- Greater use of technology

There Are Some Benefits from the Pandemic

- Being hygienic isn't just a good habit – it is a survival skill
- Creativity has greater value as families found new ways to address the boredom of being locked down at home
- Organizations and companies may be more open to hiring people who don't live nearby – remote access becomes more mainstream
- Education and training become more affordable – perhaps not as effective, but more accessible
- There is greater appreciation for activities that don't take a lot of money
- Greater networking with peers than ever before

At Your Tables

Discuss and record three to five ways parks and rec departments have benefitted from the pandemic

Discuss and record at least two changes from the pandemic you think will stay for the long-term

Please keep your mask on and stay socially distanced



Pandemic Lessons We Will Carry Forward

- Washing hands – it is now part of our psyche
- It's important to rely on scientific data, not always our own emotions or personal beliefs
- Humans are fragile by ourselves. Our strength lies in being part of a community
- Parks and recreation are critical to that sense of community and provide respite and recreation that we value.
- Fitness may never be tied to the old definition of gym membership
- Municipal budgets will get tighter – how can we leverage the success from the pandemic to help label parks as essential services? Are you using the FRPA Calculator – you should!

Pandemic Lessons We Will Carry Forward

- Allowing more work to be done from home
- The value of utilizing technology, for everything from education to tele-medicine
- The importance of technology access to all areas of our communities
- Humans tend to be nicer to each other in times of crisis
- We have a wider definition of public servant to include health care workers (due not only to their medical care but being there in the last moments when we could not)
- We may never resume shaking hands (Dr. Anthony Fauci)

We May be Taking Temps for a Log Time

- Even with a vaccine, it will take time
- Demonstrating we are taking the pandemic seriously will continue to be critical
- How we handle a crisis helps build confidence
- Perception is reality – do people perceive you as taking appropriate steps?



What Does That Mean for
Parks and Recreation?

Know Your Frame

- Value based structures that shape the way we see the world (Lakoff)
- Language activates frames
- I am not a crook; don't think of an elephant; tax vs. tax relief
- Bush – We do not need a permission slip to defend America
- How do you frame the pandemic?



Know Your Frame

- How do you frame your department's response to the pandemic for the public?
- How do you frame your department's response to the pandemic for your employees?
- What words will connect to values?
- What evokes an emotional response to the work you do?
What is your why?

People don't care
how much you know
until they know
how much you care

Key Messages

- The three most important things you want people to know (we speak and remember things in 3s)
- Information must be concise, clear, simple
- Dr. Vincent Covello's 27/9/3 Theory: 27 words, nine seconds, three messages
- Science Based Communication – when upset 80% reduction in ability to process information.

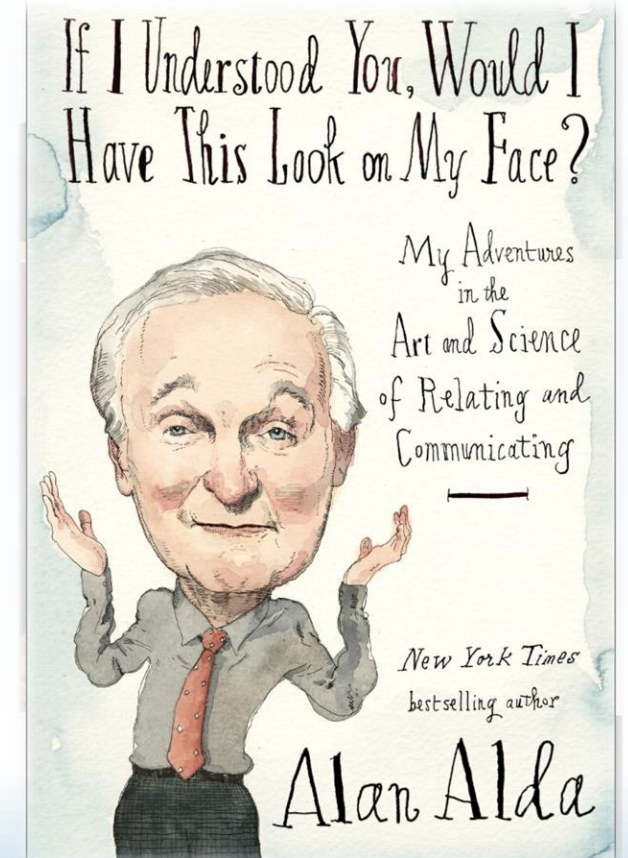
How to change the frame

- Frame yourself using words that relate (value words like respect, commitment, passion, dedication, etc.)
- Anticipate, prepare and practice
- Tell me what you are –
not what you are not
- Focus on relationships
- Make sure you are listening, not preparing to speak
- Ask questions to ensure clarity and chose your words carefully.



Effective Communication from Alan Alda

- Always speak about three things!
- Don't sacrifice understanding for accuracy
- Observe or imagine what a person is thinking or feeling
- Talk about the people doing the work, not the things
- Focus on the other and *really* listen
- Tell a story – paint a picture



Telling Your Story and Painting a Picture

Matt Gaetz comments on Attorney General Jeff Session's shift in federal approach to marijuana use

"I have seen children, in my district and nationwide, who have been helped by medical marijuana when all other treatments have failed. Has AG Sessions seen a child with juvenile epilepsy? Has he seen a child have a seizure? I have.

I've seen tears stream down a mother's face as she cradled her daughter in her arms, watching her little girl's eyes roll back in her head, her skin turning blue from lack of oxygen.

I've also seen this same little girl smiling and laughing, playing sports and having friends – her epilepsy made manageable by medical marijuana. Attorney General Sessions thinks she's a felon, I think she's a hero."

Key Messages

- Develop A Message Map
 - Who is the target audience
 - What question or concern is being raised?
 - What are your three key messages
 - Have no more than 3 supporting points
- Primacy / Recency

Respond in Your Frame

- Group 1: The Citizen. The city soccer fields are still closed from the pandemic, which is crazy when the private teams are all practicing and having no problems. Are you trying to drive everyone with money to the private groups?
- Group 2: The Employee: I know I've been a bit slack for a while, but I've got so much on my mind worrying about the pandemic and having to wear this stupid mask all the time. I just need you to cut me a break.
- Group 3: The Elected Leader: If people are just hanging out in parks, why do we need to maintain so many park employees. Can't we eliminate at least half of the jobs?

Finding Authentic Ways to Build Relationships with Customers

- Recognize that this is what we do in parks – before the pandemic and especially now
- Being up front with as much information as possible is critical
- Rely on facts not your opinion or interpretation of facts – Our personal or political opinions don't (or shouldn't) drive decision making
- Authentically sharing bad news is as important as sharing good news
- Leaders don't whine – we expect you to be optimistic about the future and to love your community.



kxan

10 Effective De-escalation strategies

Linda Gryczan, Certified Mediator

- Take a break and step away
- De-escalate yourself
- Is the argument about the subject at hand?
- Listen
- Watch your language

10 Effective De-escalation strategies

Linda Gryczan, Certified Mediator

- Show empathy but understand you don't have to take abuse
- Take a close look at your intentions for this conversation
- Be respectful and expect respect
- Express an attitude of curiosity
- Turn complaints into clear requests
- QTIP

You Are In Control

- Speak softly
- Repeat what you heard for understanding
- You can't make me mad enough to do the wrong thing!
- Nobody cares how much you know till they know how much you care



Finding Authentic Ways to Build Relationships with Employees

- Show heart but expect accountability
- Ask questions don't make assumptions
- I've noticed you've been turning in your reports after the deadline for the last couple of weeks. Is there anything going on or can I help support you? Ask questions don't make assumptions
- Do more coaching and less assuming – help me understand why you did it this way – (Not, “what are you doing?”)
- Ask, and what else?
- People don't listen to advice if they don't think their boss truly cares about them

A Message from Arne

A Pandemic is a Great Time to Flex Your Creativity

- Get inspiration from other FRPA members
- Post and share your successes
- Ask others for guidance and copy their ideas (it's ok!)
- People are more forgiving of flops right now so try something new and let it go if it doesn't work
- Think through "What We'd Never Do" and then find ways to make it work



THERE ARE
BUGS

AND THEY WILL BITE YOU
ON YOUR FACE

SEQUOIA NATIONAL PARK | EST. 1890



SAVE YOURSELF
some money

BOIL SOME WATER
at home

YELLOWSTONE NATIONAL PARK | EST. 1872

SCENERY IS
distant

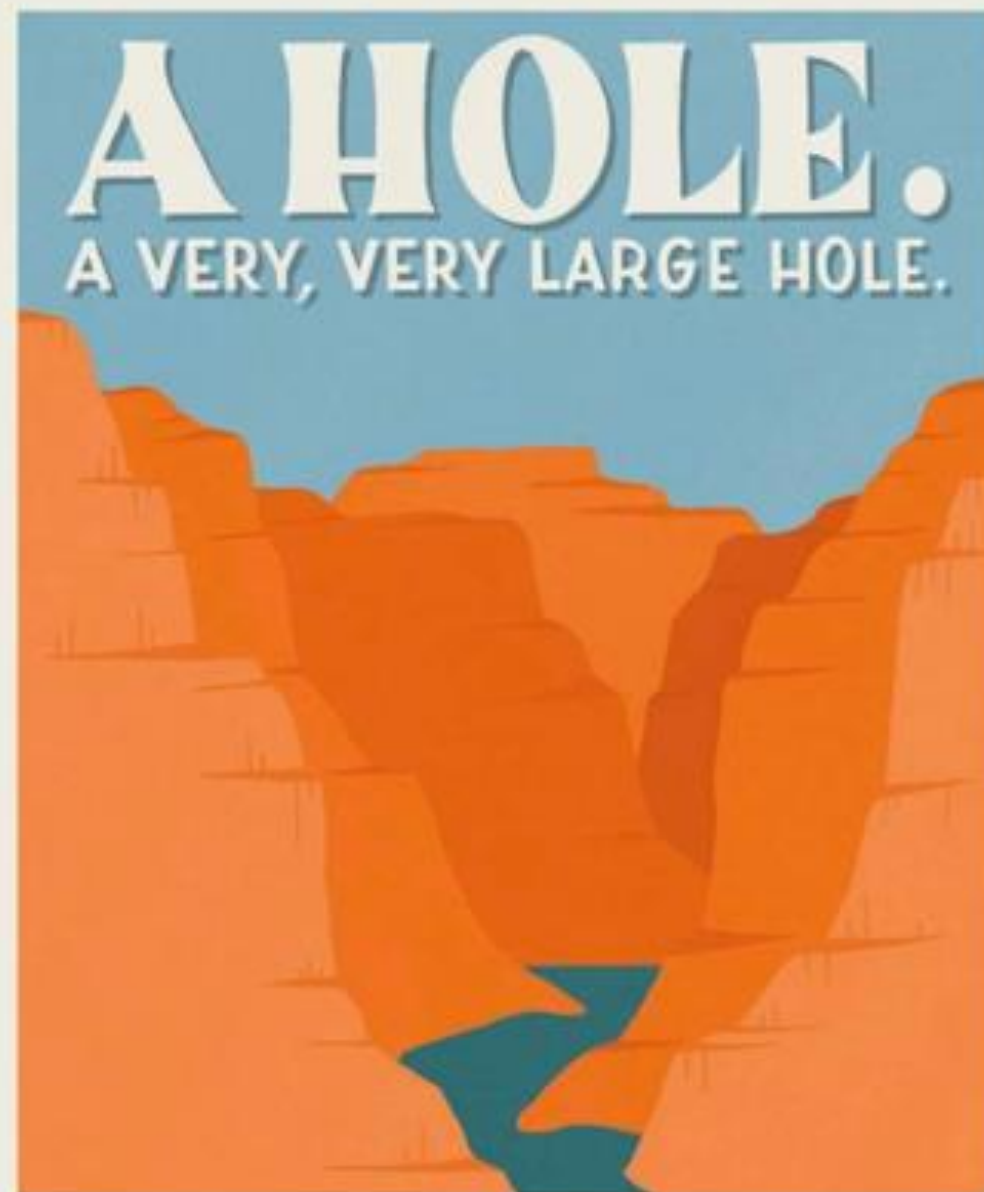
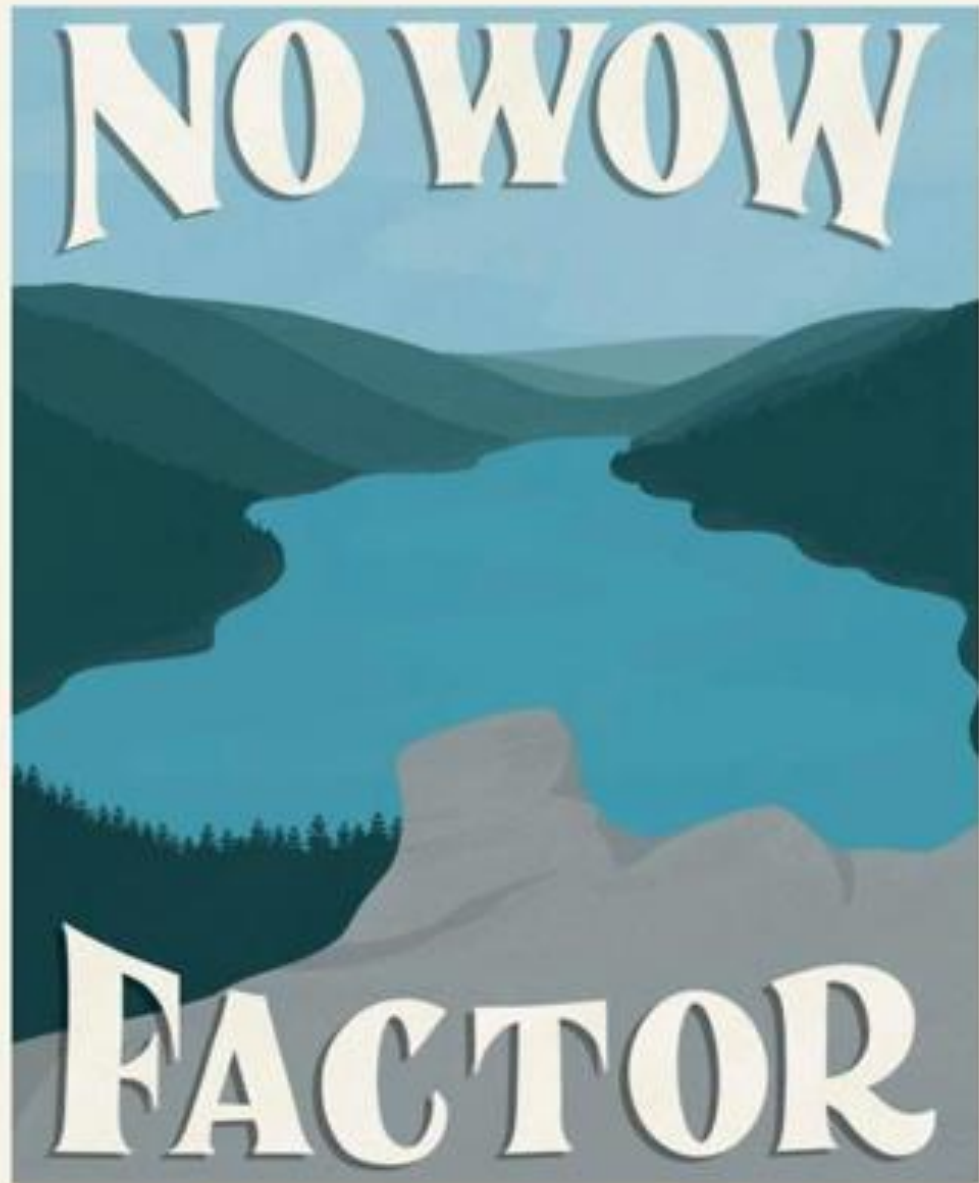
AND
impersonal

ZION NATIONAL PARK | EST. 1919

NO CELL SERVICE

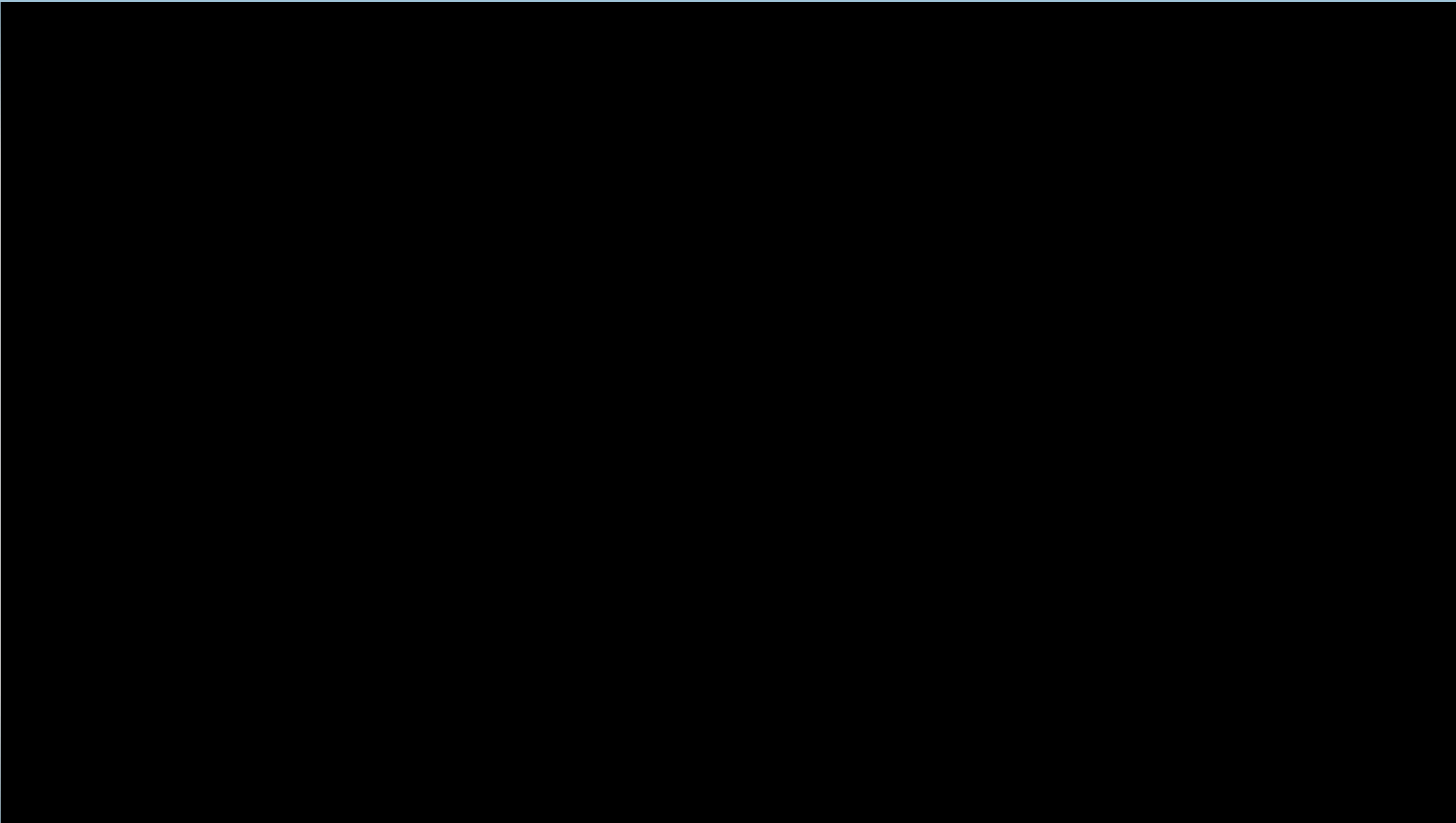
& terrible wifi

ISLE ROYALE NATIONAL PARK | EST. 1940



Take the Time to Invest in Yourself

- Create a routine to signify when you are turning off work and turning on your personal life (It may need to be repeated several times each day)
- Follow your own advice and take a walk in the park
- Have friends (not so much employees) that you can turn to when you need to share your frustrations
- Invest in yourself professionally through FRPA
- Recognize what you do well and your contribution to your community
- Remember what brings you joy and find a little dose of that



Please complete your evaluation
(even if you don't need the CEUs!)



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FLORIDA RECREATION
& PARK ASSOCIATION

FOR MORE INFORMATION ABOUT THE FLORIDA RECREATION AND PARK ASSOCIATION VISIT FRPA.ORG