

Wheaton Park District

Adult Education



2012

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Adult Education/Recreation Program

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History

The Adult Education and Recreation Program is a comprehensive, community adult education program made possible by the unique partnership of Community Unit School District 200 and the Wheaton Park District. A cooperative venture of this type is unusual and is the only known comprehensive Adult Education/Recreation program in Illinois, which is provided cooperatively by a leisure service agency and a school district. This program exemplifies our commitment to work together to provide services of the highest quality for our residents.

The program was created in April 2000 and replaced the adult education program formerly offered by School District 200 (CUSD 200). Programs addressing the needs of multigenerational adults, between the ages 18 and 99, are offered in the areas of Arts & Crafts, Athletics, Career/Finance, Computers, Cooking, Health and Fitness, Language, Home and Garden, Personal Growth and Parent/Child. Starting in 2007, it was decided that a narrower offering of programs lessens cancellation rates. Now, around 60 adult education programs run every season.

Classes are held at the Community Center and school district facilities including, Wheaton North High School, Wheaton-Warrenville South High School and three middle schools (Monroe, Franklin and Edison). In the summer, a limited number of programs are offered at the Community and Leisure Centers.

Financial Overview

| | 2009 | 2010 | 2011 | 2012 1/7/2013 Estimates |
|---------------------------|--------------------|--------------------|--------------------|----------------------------|
| Revenue | \$70,982.80 | \$69,315.00 | \$71,172.90 | \$71,293 |
| FT Salary/Benefits | Not included | Not included | Not included | Not included |
| Wages | \$25,803.17 | \$21,029.20 | \$26,120.53 | \$25,600 |
| Contractual | \$20,669.90 | \$23,772.59 | \$18,299.90 | \$18,257 |
| Supplies | \$335.36 | \$0.00 | \$50.00 | \$1,217 |
| Total Expenses | \$46,808.43 | \$44,801.79 | \$44,470.43 | \$45,074 |
| Profit/Loss | \$24,174.37 | \$24,513.21 | \$26,702.47 | \$26,219 |

Supplies increased in 2012 with the offering of new programs and special events (Painting Nights Out, Dog Days and Community Sidewalk Sale). Additional supplies and marketing materials were purchased to assist in promoting these programs.

The Adult Education Supervisor also oversees programs and events outside of the adult budget area:

Taste of Wheaton Art on Hale Street

Pottery Classes and Parties

Dog Obedience Classes

Summer Enrichment Classes

Creative Arts Camp/ Creative Express

Ice Skating at Center Ice of DuPage

Summer Entertainment Series

Halloween Happening

Marketing

Marketing efforts have continued with all Adult Education classes and programs. The Adult Education brochure features classes, Parks Plus Fitness information, adult athletics, as well as all programs and events for adults. The main purpose of this separate guide was to offer a format for adults that do not wish to sort through the Youth & Family Guide. Additionally, programs were promoted through:

- Posters and flyers in many Wheaton Park District facilities
- Specialized e-blasts
- Press releases
- Program area registration flyers
- Flyers at special events
- Class descriptions and instructor bios with pictures on the website
- RecWorld marketing
- Targeted emails to past participants
- Meet-Up.com



Adult Education Participation 2008-2012

| Year | Season | # Programs | # Enrolled | # Residents | # Nonres |
|-------------|---------------|------------|-------------|-------------|------------------|
| 2008 | Wntr/Sprg | 202 | 983 | 784 | 199 |
| 2008 | Fall | 96 | 522 | 390 | 132 |
| 2008 | Totals | 298 | 1505 | 1174 | 331 (22%) |
| 2009 | Wntr/Sprg | 162 | 1266 | 947 | 319 |
| 2009 | Summer | 10 | 84 | 62 | 22 |
| 2009 | Fall | 87 | 629 | 505 | 124 |
| 2009 | Totals | 249 | 1895 | 1452 | 443 (23%) |
| 2010 | Winter | 66 | 408 | 305 | 103 |
| 2010 | Spring | 66 | 387 | 314 | 73 |
| 2010 | Summer | 18 | 131 | 113 | 18 |
| 2010 | Fall | 64 | 499 | 371 | 128 |
| 2010 | Totals | 214 | 1425 | 1103 | 322 (23%) |
| 2011 | Winter | 46 | 359 | 251 | 108 |
| 2011 | Spring | 53 | 392 | 311 | 81 |
| 2011 | Summer | 18 | 105 | 79 | 26 |
| 2011 | Fall | 59 | 492 | 343 | 149 |
| 2011 | Partner PDs | ---- | 29 | ---- | 29 |
| 2011 | Totals | 176 | 1377 | 984 | 393 (29%) |
| 2012 | Winter | 54 | 438 | 311 | 127 |
| 2012 | Spring | 36 | 291 | 220 | 71 |
| 2012 | Summer | 19 | 148 | 110 | 38 |
| 2012 | Fall | 74 | 442 | 324 | 118 |
| 2012 | Partner PDs | ---- | 85 | ---- | 85 |
| 2012 | Totals | 182 | 1404 | 965 | 439 (31%) |
| Year | Season | # Programs | # Enrolled | # Residents | # Nonres |

The percentage of non-resident to total participants increased from 2010 by 8%. This increase may be attributed to the change in non-resident fees from 50% of resident rates to 25%. In 2011, Carol Stream Park District listed a few Wheaton Park District classes in their fall brochure, which brought in 29 additional participants. In 2012, Glen Ellyn, Winfield and West Chicago Park Districts, and College of DuPage also began listing several Wheaton Park District programs in each of their seasonal brochures. A total of 85 additional participants were brought into our programs through this cross-promotion. In return, we listed programs offered by these partner agencies to complement our offerings; 33 Wheaton residents paid resident rates to attend out of district classes. This cooperative programming has also played a large part in decreasing

class cancellations. For example, in fall 2011, we offered 81 adult education classes with a 35% cancellation rate. In fall 2012, we offered 84 classes, 23 of which were hosted by our partners. For the 61 classes we hosted, our cancellation rate was only 30%. Continuing to lower our cancellation rates, and increase our dependability is a consistent goal.

Most Popular Programs

- Oil Painting
- Microsoft Office/Computer Basics
- Cooking
- Not Your Mothers' Line Dancing
- Country Couples
- Tai Chi
- Pilates
- Aerobic Dance and Exercise
- Pilates
- Open Basketball
- Corec Volleyball
- Yoga Continuing Level
- Beekeeping
- Knitting
- Ballroom Dance

Most of the programs on this list are taught by instructors that have worked with Wheaton Park District for more than three years. Line Dancing instructors, Janet Kruse and Gary LaForte, and Wedding Dance instructor, Claudia Seversen, work hard to maintain participation season after season. Often instructors will send personal holiday cards, host in-class parties, and provide additional customer care. Ballroom Dance instructors, Dean and Laurie Francis, provide students with YouTube videos of the dances taught in class. This extra help increases student's abilities much faster than strict class hours allow. It is this exceptional customer service that earns lifelong customers.



Site Supervisors

In order to provide a quality experience, four site supervisors oversee off-site programs Monday-Wednesday nights. Site supervisors assist participants and instructors by hanging directional signage, posting reference maps, locking and unlocking classrooms, moving a class if a room is unavailable at the last minute, bringing in materials, providing attendance sheets, passing out evaluations on the last day of class, daily customer service and troubleshooting. The site supervisors are First Aid/CPR certified, have access to First Aid supplies and carry Incident/Accident Report forms.

The middle school site supervisor, Julie Earll oversees up to four locations per night. All locations are checked before each class starts to ensure the doors are unlocked, the rooms are open and clean and there are no safety hazards.

High school site supervisors remain at one school to ensure participants locate assigned classrooms. Past evaluations noted that participants were intimidated by the size and layout of the high schools. To alleviate this concern, all site supervisors (regardless of location) dress in bright colored staff shirts. Laminated signage is displayed each night to provide additional assistance in directing participants. The site supervisors are the front line staff that ensures timely assistance and friendly service.

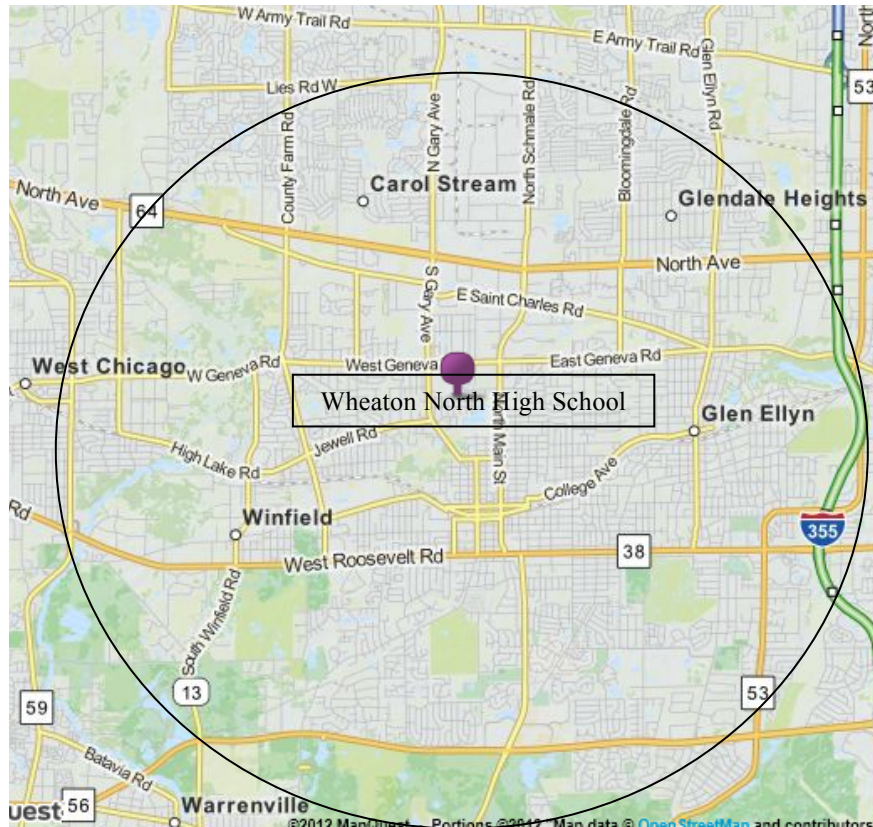
Program schedules were redesigned in 2012 to minimize the number of nights site supervisors were needed. Class dates overlap so supervisors oversee several classes per night. Start times are staggered when possible to allow each class access to the supervisor without distraction. This redesign assisted to shrink expenses related to site supervisor wages from \$7,008 in 2011 to \$5,054 in 2012.

Partnerships



The Wheaton Park District adult education programs thrive on partnership programs. Local financial planners offer their services for free, which allows us to charge low rates that assist in paying for site supervisors. Additional professionals offered classes to us at no charge this year, which added Introduction to Acupuncture, Home Brewing for Beginners, and Ask the Farmer to our program variety.

Additionally, cooperative programming with Carol Stream, Glen Ellyn, West Chicago and Winfield Park Districts, and the College of DuPage, initiated by Wheaton Park District increased program attendance by 85 participants throughout the year. Likewise, our residents were able to enjoy class offerings hosted by the other agencies. Our current cooperative rate allows us to enjoy 80% of resident fees for programs we host, and 20% of resident fees when our residents attend elsewhere. This additional form of marketing is allowing non-residents an opportunity to learn about our programs and services, in addition to enjoying an easy registration process at their home district. Currently, non-residents must call the Community Center front desk to create a household account prior to registering online. Then, they are charged an additional 25% more in registration fees per our current non-resident policy. Non-residents make up 31% of our adult education enrollment, meaning we are providing less than exceptional service to nearly 1/3 of our customers. It is recommended that non-resident fees for adult education programs be eliminated.



Many adult education classes are held at Wheaton North High School. Its location is central to nearby communities, increasing the appeal to cooperative partners.

New Program Spotlights:

Wyndemere

At the close of 2012, Marleah Schweppe, a resident of Wyndemere Retirement Community, located at 200 Wyndemere Circle, Wheaton, contacted the Adult Education Supervisor for assistance offering art classes. After meeting with Mrs. Schweppe, Wyndemere's Program Director, Executive Director and Presidents of their internal associations, it was proposed that Wheaton Park District offer a painting class beginning winter 2013. Jan Ohlson, one of Wheaton Park District's most seasoned employees, and current oil painting instructor, has agreed to teach an eight week course. Registration processing is still being discussed. Hopefully this relationship will continue to grow following a successful painting program.

Led by Locals

Beginning in winter 2013, a new group of classes is offered on Tuesday nights at Wheaton North High School. Instructors will lead their topics based on professional experience or personal interest. Topics chosen to engage minds, build skills and social networks, or discuss special interests. Currently scheduled classes include: creating a website, the art of balloon making, faux finish basics, party planning, and photography. Winter registration will be taken through tickets to try to encourage non-resident participation without hassle of creating a household. If tickets do not result in additional registration, traditional registration will be considered for future sessions.

Future Challenges

- In 2012, adults began to take advantage of the Leisureship Program to cover the cost of program fees. Instructors who are paid per participant were encouraged to waive their fees for qualified participants, which they did. Together, instructors and the Wheaton Park District offered leisure opportunities to six adults who would have missed them otherwise.
- Ensuring quality programming from cooperative partners is a top priority. Partners are held to the same satisfaction guarantee we offer in our programs. So far, all Wheaton Park District residents who have been dissatisfied with programs hosted by other agencies have been given full refunds or household credits.

Plans for 2013

- Research best methods to improve the non-resident customer experience. Lowering non-resident upcharges and enhancing ease of registration through ticket sales versus program registration methods are both under consideration.
- Increase target marketing for adult education classes. Instructors are invited to write short blog postings for the Patch. Press releases, email blasts and possible newsletter marketing are in development.

Testimonials

Participants from CoRec Volleyball-Site Supervisor: Cindy Adamson

“Cindy knows everyone by name and welcomes newcomers. She asks about those who have been absent. She keeps score; this is really helpful, because we have no referees.”

“Great workout and a lot of fun. Also extremely glad that Wheaton Park District has been running CoRec Volleyball in the summer for the last 4 years now.”

Participants from Not Your Mothers’ Line Dancing- Instructor: Janet Kruse

“Janet is a great instructor, is enthusiastic and makes class really fun...I hate when there’s holidays and we have to miss classes. This class has to be one of the best offerings at the park district!”

“I hope that you will continue to offer these classes for years to come because I’m hooked BIG TIME!!!”

Participants from Tai Chi- Instructor: Yvonne Czarniak

“I have been doing this for 5 years and like the fact that I continue to learn. The exercise is great. Yvonne is so positive and upbeat. She is a wonderful leader.”