



# Wheaton Park District Adult Education Annual Report 2014



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## Executive Summary

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 formerly offered by School District 200 (CUSD 200). Programs addressing the needs of multigenerational adults, between the ages of 18 and 99, are offered in the areas of Fitness and Aerobics, Athletics, Visual Arts, Dance Lessons, Music, Miscellaneous Hobbies, Personal Growth, Cooking, Financial, and Technology. Starting in 2007, it was decided that a narrower offering of programs lessen cancellation rates.

Classes are held at the Community Center, Leisure Center, Central Athletic Complex, Wheaton North High School, Monroe Middle School, Franklin Middle School, and Cooperative Park District Partnership facilities.

## Financial Overview

<i>Year</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>
<b><i>Revenue</i></b>	\$73,303.15	\$76,037.73	\$61,676.33
<b><i>Wages</i></b>	\$67,315.10*	\$51,454.21**	\$40,634.26
<b><i>Contractual</i></b>	\$41,393.55	\$45,597.08	\$17,724.68
<b><i>Supplies</i></b>	\$1,229.77	\$443.07	\$3.64
<b><i>Total Expenses</i></b>	\$109,938.42	\$97,494.36	\$58,362.58
<b><i>Profit/Loss</i></b>	<b>-\$36,635.27</b>	<b>-\$21,456.63</b>	<b>\$3,313.75</b>

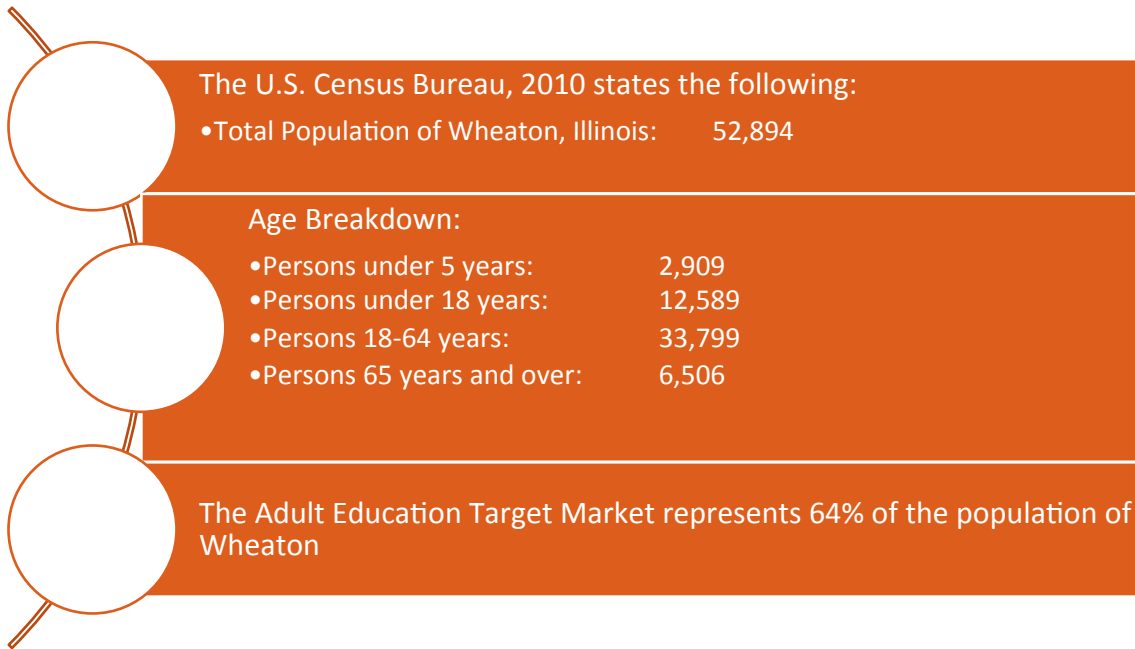
\*Includes FT Salary & Benefits

\*\*Includes 6 months FT Salary & Benefits

Revenue has decreased since 2012 as a result of less programs being offered to the residents of Wheaton. The reason for the decrease in programming is to help alleviate cancelation rate and spend more time on creating programs that are trending in today's world. With the reduced program offerings contractual services have gone down substantially and the profit for Adult Education reached a positive mark in 2014.

## Marketing

Program cancellation can be a common occurrence in park district programming, and Adult Education is no exception. The marketing strategy used to help keep programs running is referred to as “Generational Marketing”. Marketing initiatives are geared specifically for a certain generation segment; one size, no longer fits everyone.



Other marketing initiatives include:

- Dedicated E-blasts
- Social Media Posts
- Program Demonstrations
- Park District Events
- Monthly E-blasts

## Adult Education Participation 2012-2014

Year	Season	# Programs	# Enrolled	Total # classes that ran	Percentage of cancelled class
<b>2012</b>	Winter	54	436	43	20%
<b>2012</b>	Spring	40	319	31	22%
<b>2012</b>	Summer	19	148	15	21%
<b>2012</b>	Fall	75	449	53	29%
<b>2012</b>	Partner PDs	----	85	----	----
<b>2012</b>	<b>Totals</b>	<b>188</b>	<b>1,437</b>	<b>142</b>	<b>23%</b>
<b>2013</b>	Winter	46	379	37	17%
<b>2013</b>	Spring	40	316	33	17%
<b>2013</b>	Summer	21	168	16	23%
<b>2013</b>	Fall	58	467	48	17%
<b>2013</b>	Partner PDs	----	174	----	----
<b>2013</b>	<b>Totals</b>	<b>165</b>	<b>1,504</b>	<b>134</b>	<b>19%</b>
<b>2014</b>	Winter	38	306	33	13%
<b>2014</b>	Spring	33	240	9	27%
<b>2014</b>	Summer	17	165	15	11%
<b>2014</b>	Fall	38	424	35	8%
<b>2014</b>	Partner PDs	----	100	----	----
<b>2014</b>	<b>Totals</b>	<b>126</b>	<b>1,235</b>	<b>92</b>	<b>15%</b>

The percentage of canceled programs decreased from 23% to 15% in two years. The decrease is from offering core Adult Education programming that has realized steady participation. Programs that were often canceled due to low or no participation were eliminated. Core programs that continue to see high number of participation are: CoRec Volleyball, Line Dancing, Couples Ballroom Dance, and Oil Painting.

## Cooperative Programming Partnership

In 2012, cooperative programming partnerships with Carol Stream, Glen Ellyn, West Chicago, and Winfield Park Districts were initiated by the Wheaton Park District. The Bloomingdale Park District joined in 2013. Likewise, our residents were able to enjoy offerings hosted by cooperative partnership agencies. The Wheaton Park District benefited by an increase in program registration as demonstrated below:

Year	Number of Participants
2012	85
2013	174*
2014	100

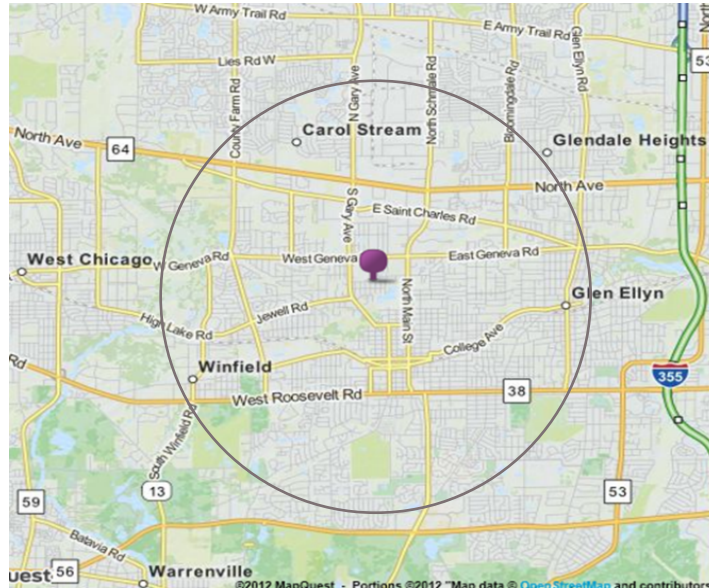
\*In 2013, Whole Foods provided instructional cooking classes which cooperative partners offered through their program guides resulting in greater participation numbers. Subsequently, Whole Foods remodeled their kitchen and discontinued hosting cooking classes.

According to Learn (The Learning Resource Network), the world's largest association in continuing education and lifelong learning, *Top Trends in Recreation Programming, Marketing, and Management* article; offering cooperative, consortium based programs allowing several communities and organizations to join partnerships to collectively offer programs in specific niche areas. Example, if one organization has the best computer labs and facilities- they offer that program for the consortium. If another organization has the largest and best access to an aquatic center- they offer aquatic programs for the consortium.



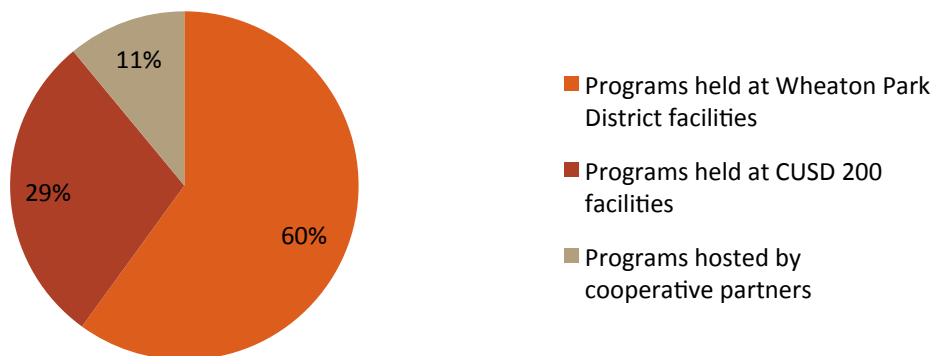
## Program Location Summary

Many Adult Education classes are held at Wheaton North High School. This site is central to nearby communities, increasing the appeal to cooperative partners. Programs that take place at Wheaton North include: Group Piano, Financial Planning and Computer Classes.



A closer look at the breakdown of programs to facilities can be seen in the pie graph below. 60% of adult education programming takes place at the Wheaton Park District Community Center while the remaining programs are spread out between District 200 facilities and cooperative programming partnership facilities.

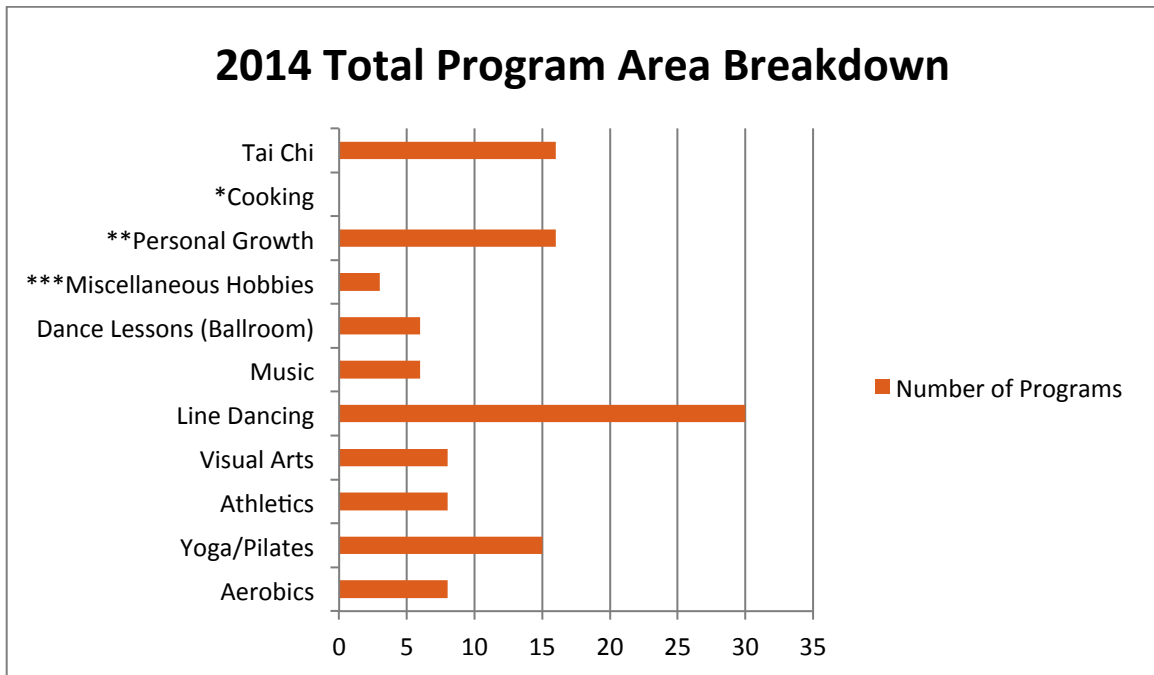
### Average Breakdown of Adult Education Program Locations





## Best Practices Strategies

For the past several years, adult education and recreation programs have successfully capitalized on winning trends. The practice has been to run with the program(s) that do well (STARS) as long as viable and then seek new STAR programs. Recently we have discovered the significance of diversity; a mixture of program areas, delivery methods, and market segments. Seasonally, we offer a good combination of program areas such as; Athletics, Computers, Creative Arts, Dance, Financial & Technology, Health & Fitness, and Personal Growth. Our delivery mix includes skill building, seminars, courses, and more. Recreations umbrella of programming focus and expertise continues to expand and grow. Another growing trend is to increase locations. Instead of only offering classes at park district facilities; satellite facilities offer convenience for a segment of our customer base, as well as access to certain equipment and facilities allowing us to expand our programming offerings.



\*Cooking- No cooking classes were offered due to Whole Foods remodeling their kitchen and discontinued hosting cooking classes.

\*\*Personal Growth- Computers, Financial Planning, & Large Speaker Events.

\*\*\*Miscellaneous Hobbies-Beekeeping & Archery.

## Instructor Bio

Married 12 years, Wheaton residents **Dean and Laurie Francis** have been dancing together since 2007 when they made the decision to take lessons. They wanted to dance when they went out to clubs and weddings but they felt self-conscious because they did not have the skills to enjoy themselves on the dance floor. After years of taking lessons and practicing in their home and in the dance studio at the Leisure Center, they were asked to teach a beginners dance class. Dean and Laurie have been teaching ever since and the style they teach is relaxed and casual with a focus on technique but they also tell their students to modify the moves if they do not work for them.”

– By Bonnie McMaken



## Participant Testimonials

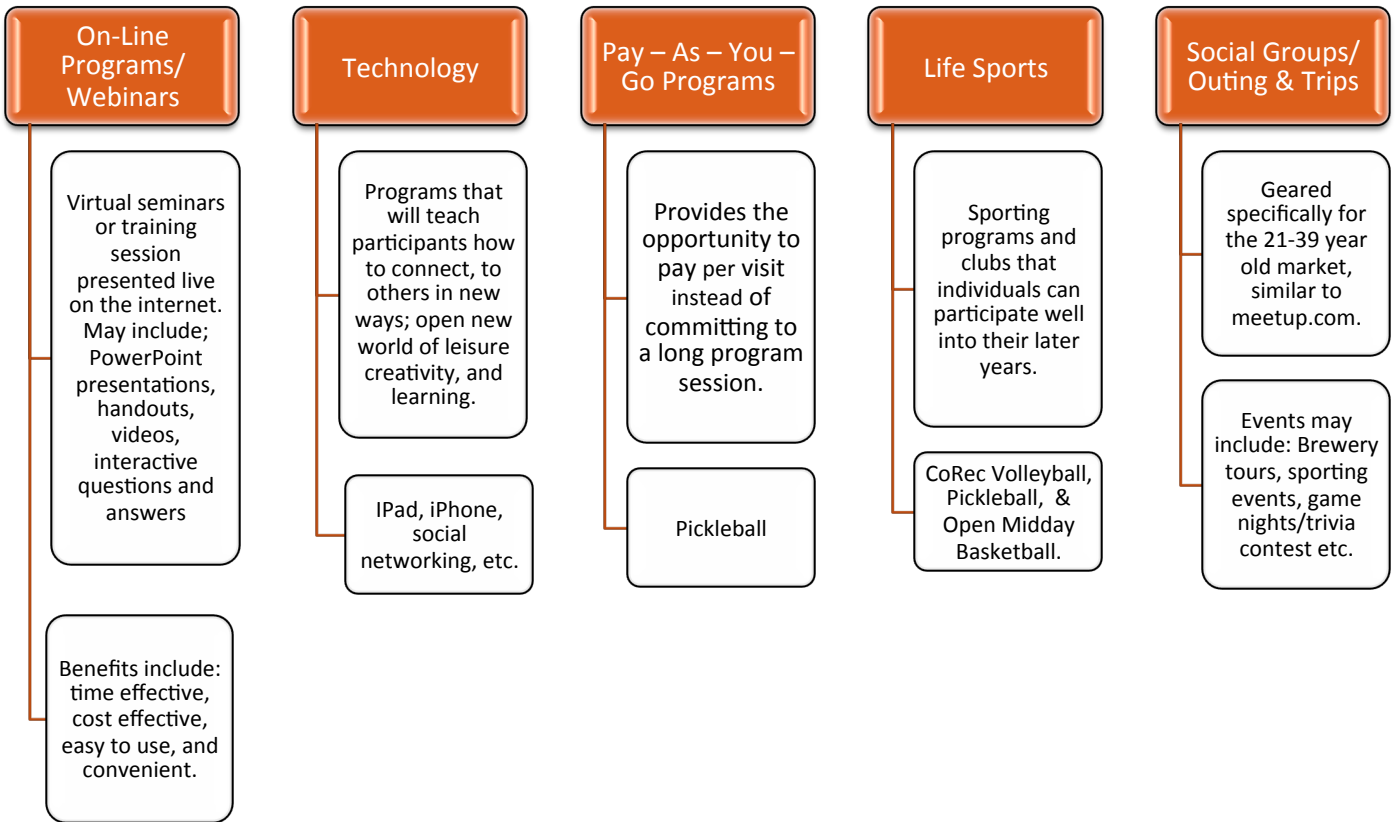
“Each week, Dean sends out a video of the steps that we learned that week. Very Helpful!! We have taken dance other places and none compares to Dean & Laurie. We are repeat and VERY happy customers.”

“Dean and Laurie are excellent teachers. Their enthusiasm encourages and they are able to teach in a very informative, fun, understandable and stress-free way.”

“Laurie & Dean have encouraged us to continue, practice, and realize, we actually CAN do this...We really liked their new format.”

## Looking Ahead

In the near future, the Adult Education & Recreation Programming Area will investigate the following opportunities:



## A Taste of 2015

The total participation for Adult Education Programming as of November 19, 2015 is 1,305

The average number of participants per season is 326.25



A new Cooperative Partnership has been established with the Lombard Park District

Total Cooperative Programming Partnership participation for 2015 is 124



### New Program Offerings for 2015

#### Spanish-

- Beginner
- Intermediate 1
- Intermediate 2

#### Pickleball

- Two Courts at the WPD CC

Excel Intermediate

Repackaging Yourself:  
For Women in Career  
Transition

## A Taste of 2015 Continued

**Repackaging Yourself: For Women in Career Transitions** had the start date of April 30, 2015 and three weeks before the workshop was to begin 2 residents of Wheaton had registered. The E-blast went out on April 15, 2015 and within one week, 17 participants had registered through the Wheaton Park District. Another 6 registered the following week.

Wheaton Park District | April 2015

**Repackaging Yourself: For Women in Career Transitions**  
Thursday, April 30 | 7-9P | Community Center

Career Transition  
women making career changes  
by choice, not by chance

**Upcoming Events:** Hands-on, interactive workshop designed to assist women who are re-entering the workforce, changing careers, or searching for a job that is more satisfying and rewarding. Learn how to organize the job search using effective tools as strategies for marketing yourself and how to create your next job by choice rather than by chance.

**Inside** *Deliverables DuPage* SATURDAY, APRIL 18 9P  
Reserve your spot for this in-depth look at the *Palmer Parade* *Walt Disney World* Collection today - it's an all ages, FREE event! [More >](#)

**Register today!** Taught by **Tamara K. Fay** who combines her experience in Human Resources and 25 years as a management consultant. \$399/\$499 | Adults 17+ | [Reschedule Now!](#)

Questions? [Email Matthew Wrobel](#) or call [630.510.4131](#).  
Important: Registration can only be taken online or in person at the Community Center.

Spring Registration is Open! [View our Program Guide Online >](#)

Helpful Links [Post it >](#) [Tweet it >](#) [Forward >](#) [Programs >](#)

Wheaton Park District  
Community Center  
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Wheaton, IL 60187  
Phone: 630.510.4131  
Fax: 630.510.4131  
Play for All, Season 21/season21

**How to Pay for College without Going Broke:** The workshop offered in fall 2014 used no marketing E-blast and had 5 total participants (one resident and four nonresidents). The same workshop was offered in the winter 2015 and used a marketing E-blast. The first session in winter 2015 reached the max capacity of 37. There were 31 residents, 2 nonresidents, and 4 participants who registered through My College Planning- the business putting on the workshop. A second session was offered to accommodate the demand in the winter of 2015. The additional session had a total of 21 participants.

How To Pay For College Without Going Broke!

myCOLLEGE PLANNING TEAM  
Where Higher Education Affordability Meets

Presented by: My College Planning Team  
Sponsored by: Wheaton Park District

Learn how to reduce the cost of college!

Wednesday, February 25, 2015  
7:00 p.m. to 8:30 p.m.

Wheaton North High School  
701 West Thomas Road, Wheaton

Registration Required:  
Call 630-490-4880  
(code: 122124, \$10 resident/\$13 non resident)

**Stephanie Kennedy**  
President, Kennedy Educational Services

**Jack Schacht**  
Founder & Head President, What Trade Association

18 years in college admissions, counseling, and academic development at several major universities and several private/public colleges. Stephanie will share you:

- How to double your chances of getting admitted to your favorite school
- How to substantially increase the size of your scholarship award
- How to earn scholarships even if you're not a varsity student
- How to substantially increase the size of your scholarship award.

Drawing on his extensive experience in career counseling, business development, and financial mentoring, Jack will show you:

- Financial strategies that can save you thousands on the cost of education.
- Loan strategies that can get your student and parent loans forgiven before you pay them back.
- How an expensive private college can cost less than a public university.
- How to benefit from the different methodologies that determine your college cost.

Rated "Best College Workshop" by Chicago area parents!

**What Parents Are Saying**

"Very informative. The presenter told us many things that I was totally in the dark about."  
Ross M., Bolingbrook

"Information was clear, easy to understand and straight forward. Excellent presentation - no hidden agendas."  
Dan E., Naperville

"Opened up opportunity to look at colleges we thought were out of our price range."  
Liz J., Naperville

"Much more helpful than other workshops I've attended."  
Kelly B., Glen Ellyn