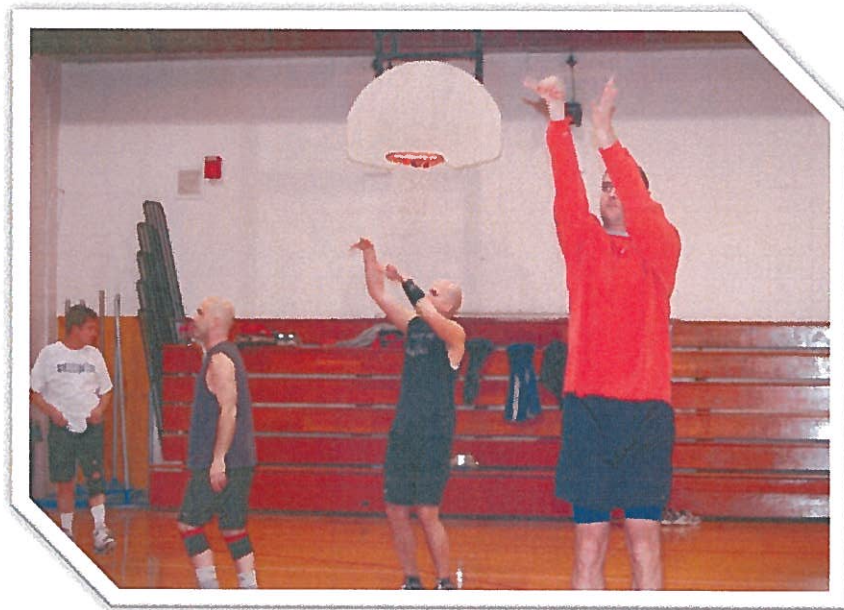




# Wheaton Park District Adult Education Annual Report 2015



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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>	<i>2015</i>
<b>Revenue</b>	\$73,303.15	\$76,037.73	\$61,676.33	\$72,778.68
<b>Wages</b>	\$67,315.10*	\$51,454.21**	\$40,634.26	\$56,286.44**
<b>Contractual</b>	\$41,393.55	\$45,597.08	\$17,724.68	\$22,331.25
<b>Supplies</b>	\$1,229.77	\$443.07	\$3.64	\$2.52
<b>Total Expenses</b>	\$109,938.42	\$97,494.36	\$58,362.58	\$78,620.21
<b>Profit/Loss</b>	<b>-\$36,635.27</b>	<b>-\$21,456.63</b>	<b>\$3,313.75</b>	<b>-\$5,841.53</b>

\*Includes FT Salary & Benefits

\*\*Includes 6 months FT Salary & Benefits

From 2012 to 2014 revenue was on the decline due to the slimming down of programs offered to offset the cancelation rate. In 2015 the revenue increased roughly by \$10,000, but in return contractual expenses and wages went up due to an increase in new trending programing being offered. The fiscal year end of 2015 saw a loss of **\$5,841.53** which is an \$8,000 difference from the year before.

## 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.



The U.S. Census Bureau, 2014 states the following:

- Total Population of Wheaton, Illinois: 53,644

### Age Breakdown:

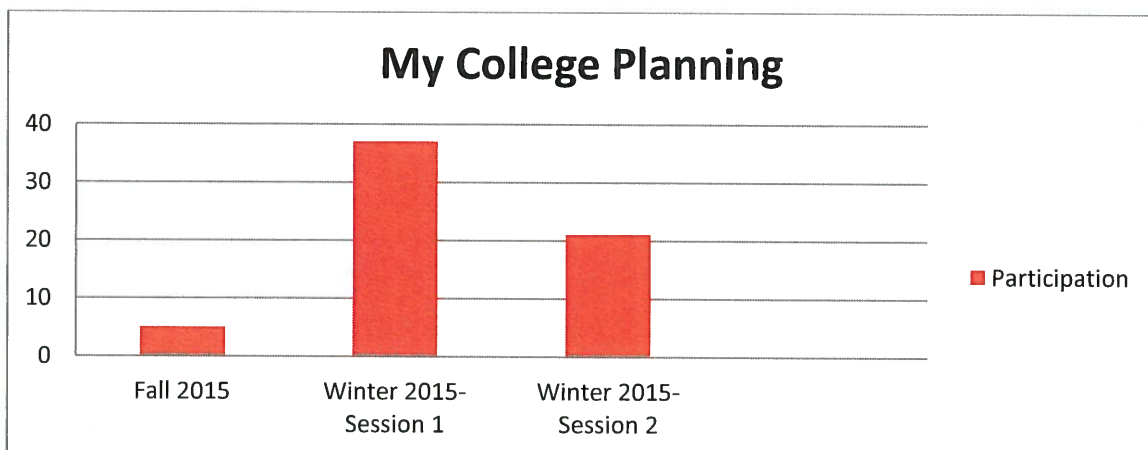
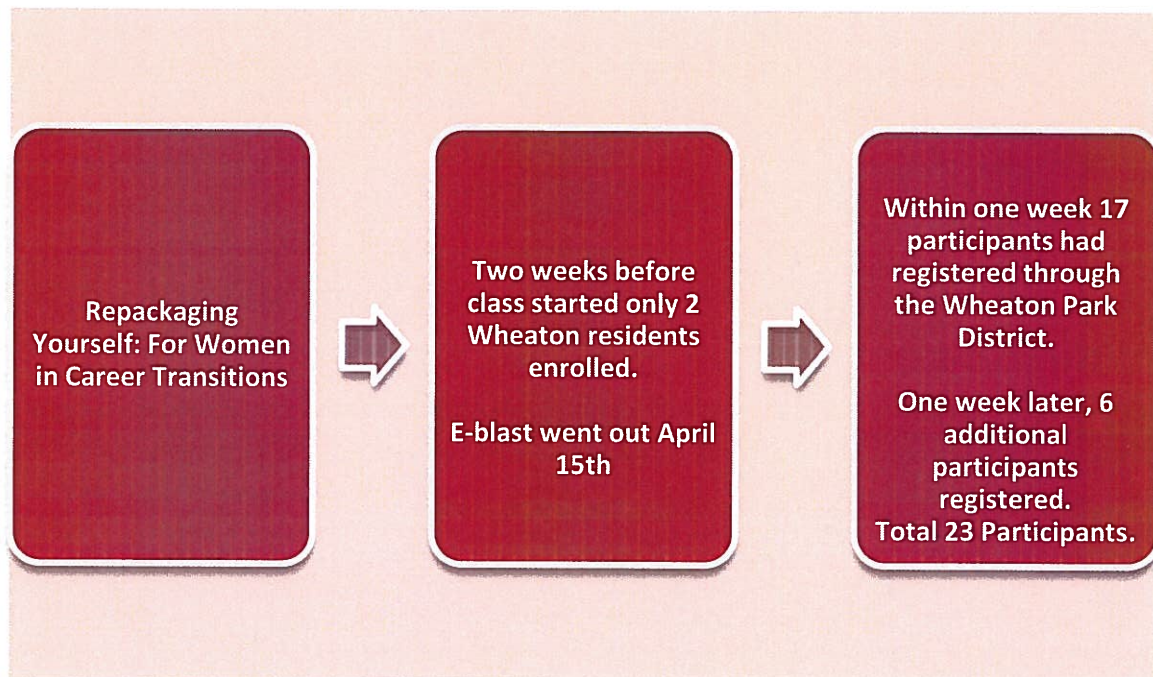
- Persons under 5 years: 5.5%
- Persons under 18 years: 23.8%
- Persons 18-64 years: 58.4%
- Persons 65 years and over: 12.3%

The Adult Education Target Market represents 70% of the population of Wheaton

Other marketing initiatives include:

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

## Marketing Wins-



- The graphs above, shows a comparison of two financial workshops offered by the same company "My College Planning".
- The workshop offered in fall 2015 used only the program guide as a marketing strategy.
- The same workshop was offered in the winter 2015, and was promoted with a dedicated e-blast.
- The first session in winter 2015 reached the max capacity of 37.
- A second session was created to accommodate the waiting list in winter 2015 with an additional 21 participants.



## Adult Education Participation 2012-2015

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>
<b>2015</b>	Winter	36	438	29	19%
<b>2015</b>	Spring	35	338	29	17%
<b>2015</b>	Summer	24	198	19	21%
<b>2015</b>	Fall	55	424	38	31%
<b>2015</b>	Partner PDs	----	116	----	----
<b>2015</b>	<b>Totals</b>	<b>150</b>	<b>1,514</b>	<b>115</b>	<b>23%</b>

The percentage of canceled programs decreased from 23% to 15% in two years. The decrease can be attributed to offering core Adult Education programming that has realized steady participation. Programs that were often cancelled 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. The increase in cancellation rate in the fall 2015 was due to two instructors backing out at the last minute to not run their programs; they included cooking and healthy eating which was to be the front runner of the new trending programs of 2015.

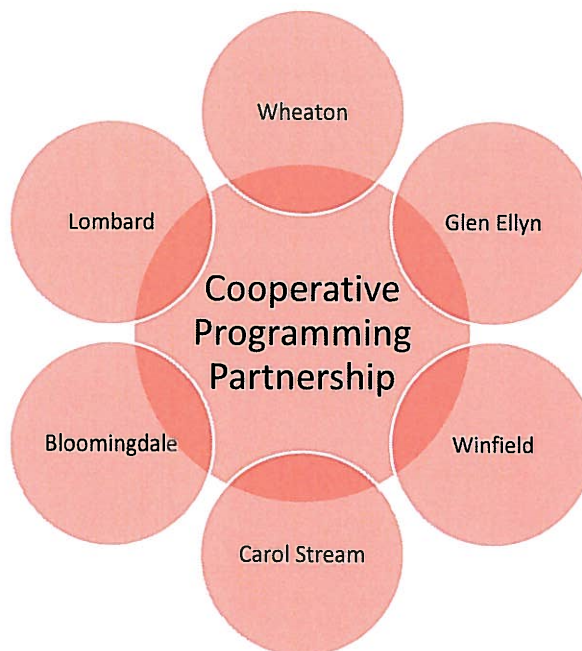
## Cooperative Programming Partnership

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 and the Lombard Park District joined in 2015. 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
2015	116

\*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.

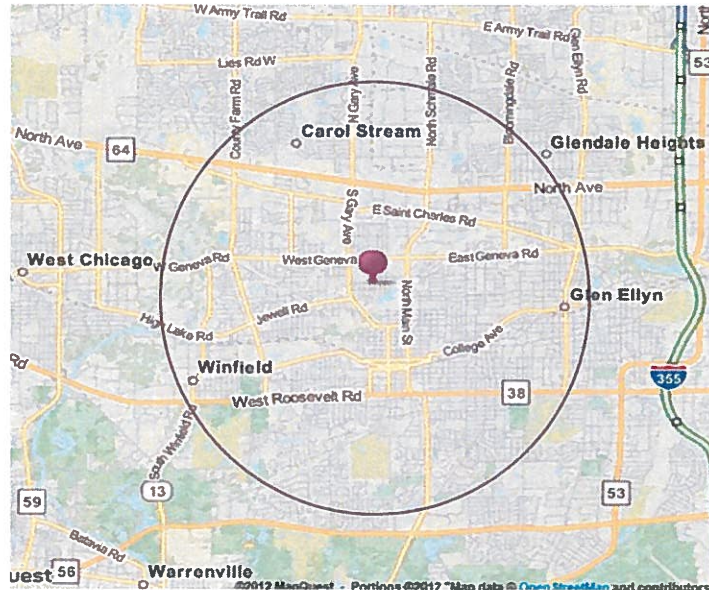
According to Learn (The Learning Resource Network), the world's largest association in continuing education and lifelong learning, *Top Trends in Recreation Programming, Marketing, and Management* article; offering cooperative, consortium based programs allowing several communities and organizations 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.





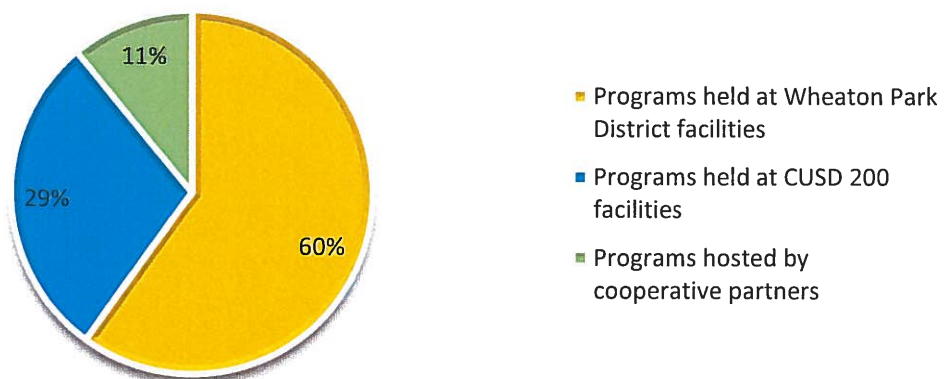
## Program Location Summary

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.



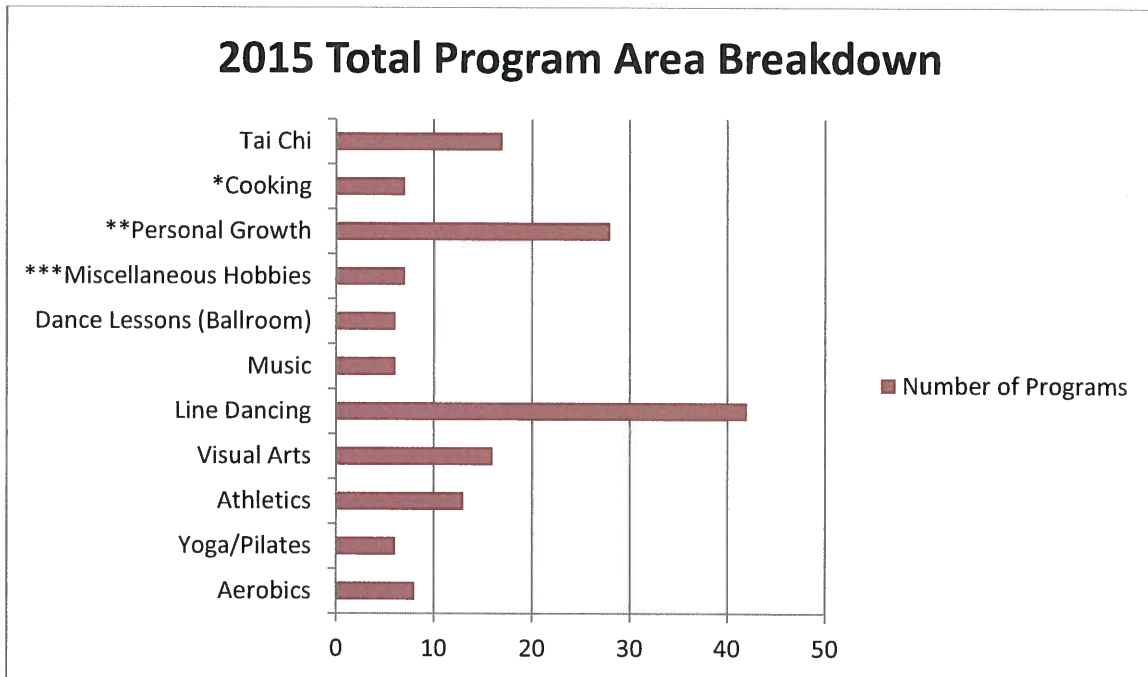
A closer look at the breakdown of programs to facilities can be seen in the pie graph below. 60% of adult education programming takes place at the Wheaton Park District Community Center while the remaining programs are spread out between District 200 facilities and cooperative programming partnership 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- offered, but did not run due to instructor backing out last minute.

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

\*\*\*Miscellaneous Hobbies-Beekeeping, Take Me Fishing, & Co-op programs.

## Instructor Bio

**Tamara Fay-**

"Twelve years ago I developed a series of workshops designed specifically for Women in Career Transitions. The series was developed based on my own career transition as well as my professional background as a Human Resources Executive. I, like many of my workshop participants, had a professional career and then choose to be a stay-at-home mom for 15 years. Re-entering the workforce was filled with questions and concerns I had about my skills. I knew what I wanted and I came to the conclusion that I was going to find my next position by "choice" and not by "chance".



I took an inventory of my experiences, interests, skill sets, and aligned them to the current job market. I knew I needed to reinvent myself.

Repackaging Yourself by Identifying Transferable Job Skills Workshop is the first workshop that I developed using the methods I first used. This workshop was the first step in launching my Consulting business and has helped many women over the years find their next career by choice and not by chance."

## Participant Testimonials

- "The instructor, Tamara, inspired me to think differently! Women (mid- or late-career) or not valued, and she motivated me to try something different."
- "Very informative and positive, regarding getting back into the workforce."
- "It is very timely for my situation. The instructor has great information and energy."
- "The content was very relevant, and the fact that it was offered during the evening."

**Spring 2015**

**Repackaging Yourself: For Women in Career Transitions**

- 1 session offered
- 25 enrolled

**Summer 2015**

**Writing a Result Based Resume'**

- 1 session offered
- 14 enrolled

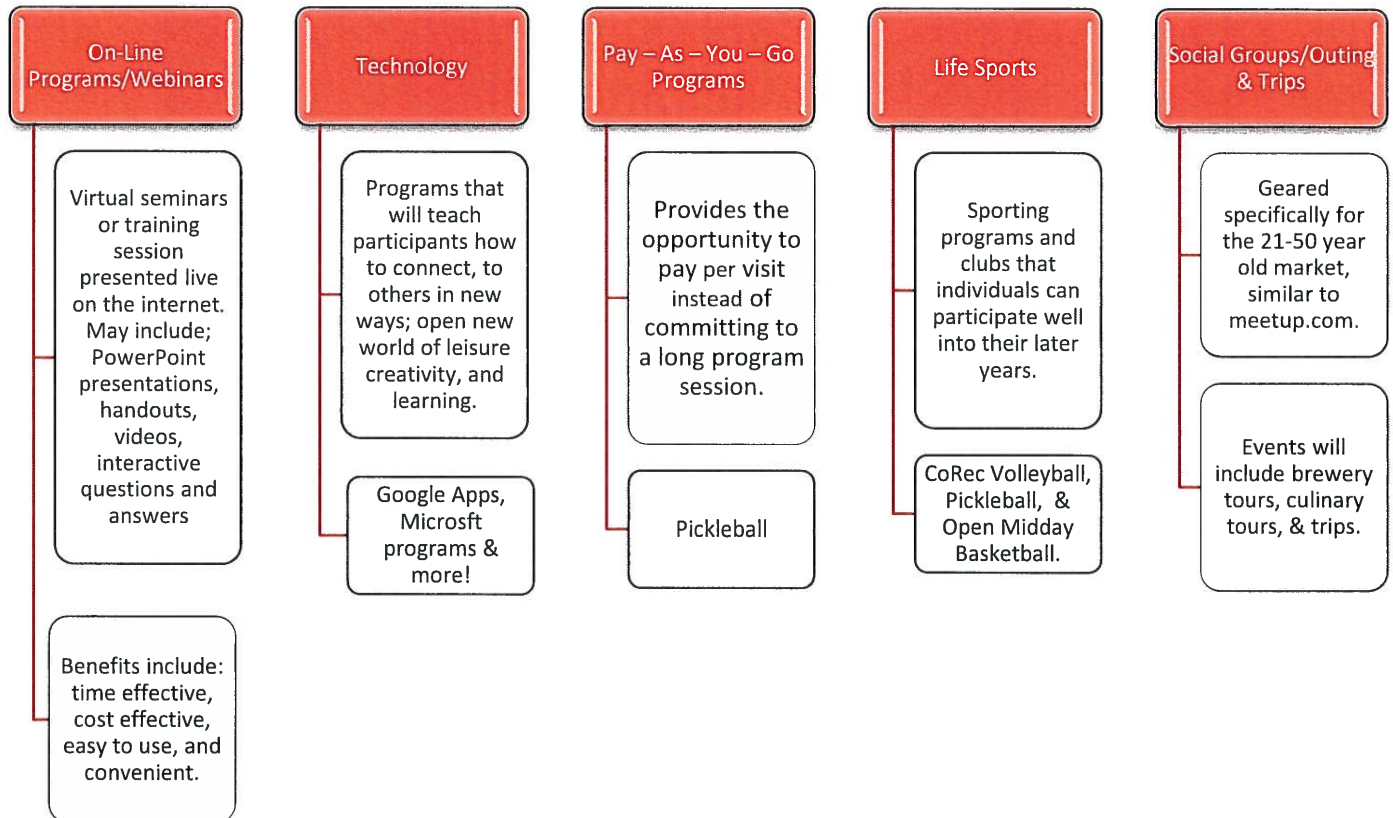
**Fall 2015**

**Repackaging Yourself: For Women in Career Transitions**

- 1 session offered
- 7 enrolled

## Looking Ahead

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





The total participation in 2016 for Adult Education Programming is 1,426

The average number of participants per season is 356.50



Total Cooperative Programming Partnership participation for 2016 is 148

The average number of participants per season is 37



### New Program Offerings for 2016

Cupcake Decoration  
American Tribal Belly  
Dance  
Argentine Tango

Father Son Picnic  
Parkour for  
Beginners  
People Training Dogs

Culinary Walking  
Tour of Downtown  
Wheaton

Drones 101  
Afternoon Band Stand  
with the Laurie Dean  
Dancers

## **A Taste of 2016 Continued**

### ***Culinary Tour of Down Town Wheaton***

48 participants registered through the Wheaton Park District and Eventbrite. Within a couple weeks of going live to the public a second tour was created to accommodate the growing interest. Tour visited 5 restaurants in Downtown Wheaton.



### ***Father Son Picnic***

The first ever father son picnic ran on Saturday, August 27 2016 at Northside Park. Activities that were offered in a drop in format were: Canoeing, Fishing, Geocaching, crafts, relay races and kickball. By far the most well received activities were Canoeing and fishing. Nineteen fathers and twenty-four sons were in attendance. This was a cooperative partnership with the Lincoln Marsh.

