



Wheaton Park District Adult Education Annual Report 2016



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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, 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>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017 YTD</i>
<i>Revenue</i>	\$76,037.73	\$61,676.33	\$72,778.68	\$79,805.96	\$67,727.97
<i>Wages</i>	\$51,454.21**	\$40,634.26	\$56,286.44**	*\$67,399.23	*\$57,626.48
<i>Contractual</i>	\$45,597.08	\$17,724.68	\$22,331.25	\$26,586.69	\$18,982.12
<i>Supplies</i>	\$443.07	\$3.64	\$2.52	\$0.00	\$19.59
<i>Total Expenses</i>	\$97,494.36	\$58,362.58	\$78,620.21	\$101,043.36	\$82,408.70
<i>Profit/Loss</i>	-\$21,456.63	\$3,313.75	-\$5,841.53	-\$21,237.40	-\$14,680.73

*Includes FT Salary & Benefits

**Includes 6 months FT Salary & Benefits

From 2012 to 2014 revenue was on the decline due to reducing the number of programs offered to offset the cancellation 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.

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.

2016 population estimated by factfinder states:

- Total Population of Wheaton, Illinois: 53,568

Age Breakdown:

- Persons under 5 years: 5.8%
- Persons 18 and over: 76.6%
- Persons 65 years and over: 14%
- Median Age (years): 38

The Adult Education Target Market represents 76% of the population of Wheaton

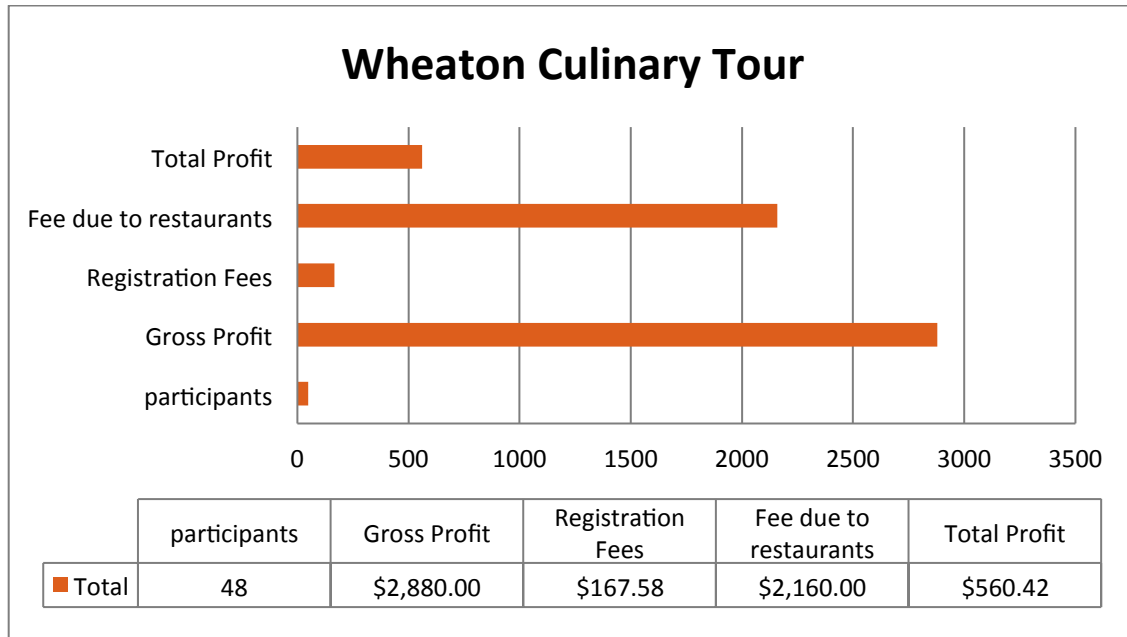
Marketing initiatives include:

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

Marketing Wins

Total for Culinary Tour of Downtown Wheaton

- 48 participants
- Gross profit of \$2,880.00
- Fees for registration through Eventbrite \$167.58
- Fees due to restaurants \$2,160
- Total Profit \$560.42



By March 2016 roughly half the tickets were sold. When an e-blast went out through the park district and the Downtown Wheaton Association newsletter which provided extra marketing helped steer the tour from one tour of twelve participants to two tours with a total of forty-eight participants in over a month's time.

Responses from participants of the tour:

"Just wanted to let you know how much we enjoyed the Culinary Walking Tour. The food was yummy, the owners and managers were very welcoming and informative, and the people on the tour were very friendly. Thank you so much for arranging a very enjoyable evening. We're looking forward to the next one!" - John and Kathy Novotny

"Greetings Matthew! Just wanted to thank you!!! I had such a wonderful time yesterday. Met some amazing people had good food and good wine! Cristin was on top of her game. I will definitely be revisiting those establishments! Please keep me in mind when you are doing any future Culinary walks! I would love to attend!" - Yliana Morales

Marketing Wins continued



Join fellow foodies on this culinary walking tour of Downtown Wheaton visiting several surrounding restaurants.

At each stop you will receive:

- A brief history of the restaurant
- Signature dish at generous portions
- Signature beverage pairing

Tickets for this special program may be purchased online or at the front desk of the Wheaton Park District Community Center. For any questions, please contact Matthew Wrobel at 630.510.5131 or mwrobel@wheatonparks.org



wheatonparkdistrict.com/events

Adult Education Participation 2012-2016

Year	Season	# Programs	# Enrolled	Total # classes that ran	Percentage of cancelled class
2012	Winter	54	436	43	20%
2012	Spring	40	319	31	22%
2012	Summer	19	148	15	21%
2012	Fall	75	449	53	29%
2012	Partner PDs	----	85	----	----
2012	Totals	188	1,437	142	23%
2013	Winter	46	379	37	17%
2013	Spring	40	316	33	17%
2013	Summer	21	168	16	23%
2013	Fall	58	467	48	17%
2013	Partner PDs	----	174	----	----
2013	Totals	165	1,504	134	19%
2014	Winter	38	306	33	13%
2014	Spring	33	240	9	27%
2014	Summer	17	165	15	11%
2014	Fall	38	424	35	8%
2014	Partner PDs	----	100	----	----
2014	Totals	126	1,235	92	15%
2015	Winter	36	438	29	19%
2015	Spring	35	338	29	17%
2015	Summer	24	198	19	21%
2015	Fall	55	424	38	31%
2015	Partner PDs	----	116	----	----
2015	Totals	150	1,514	115	23%
2016	Winter	55	371	35	36%
2016	Spring	49	352	35	29%
2016	Summer	43	133	26	40%
2016	Fall	66	553	40	39%
2016	Partner PDs	----	149	----	----
2016	Totals	223	1,558	136	39%

2016 realized increase in cooperative partnership participation as well as increase of 44 people who registered through the Wheaton Park District.

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
2016	149

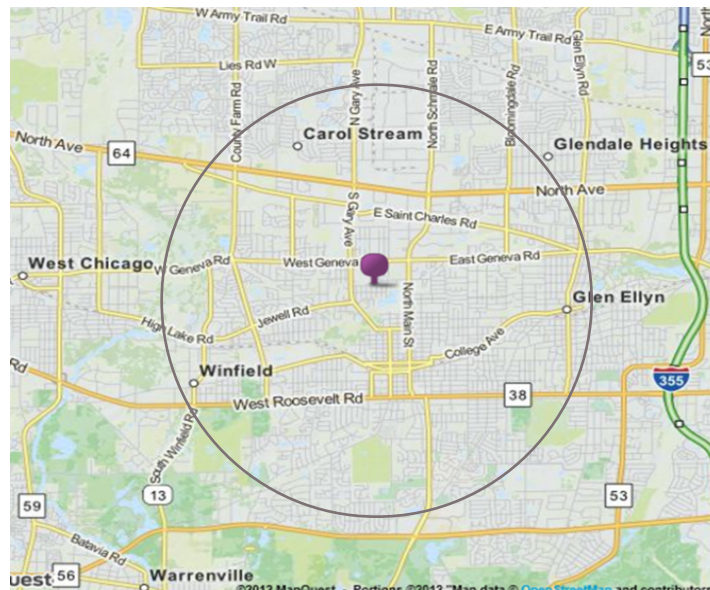
*In 2013, Whole Foods provided instructional cooking classes which cooperative partners offered through their program guides resulting in greater participation numbers. Subsequently, Whole Foods remodeled their kitchen and discontinued hosting cooking classes.

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.

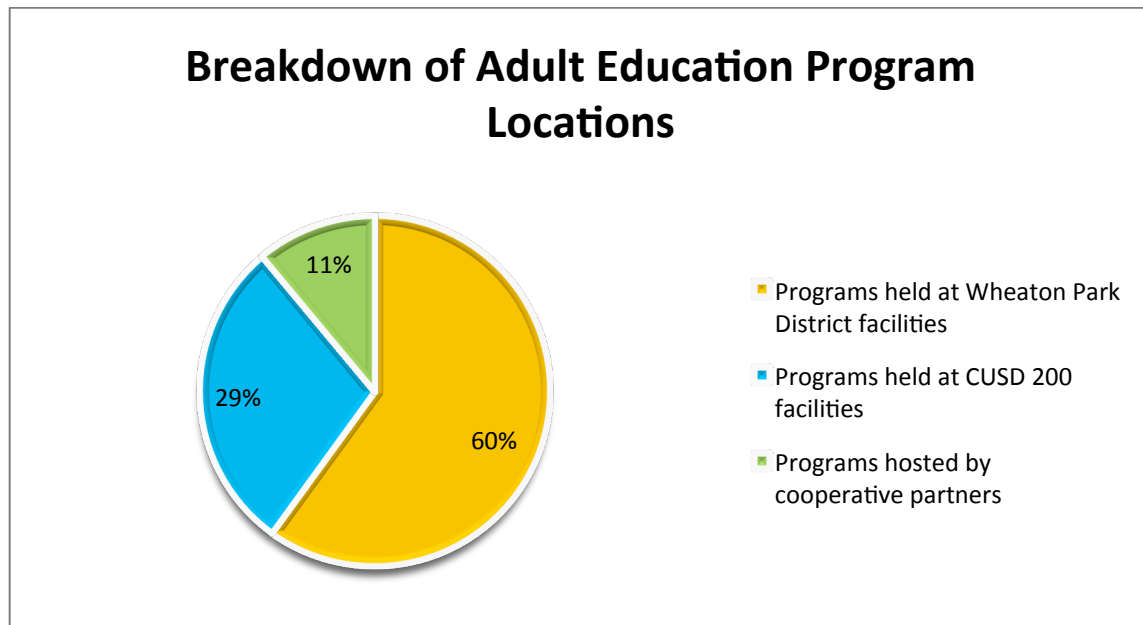


Program Location Summary

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, Beekeeping and Computer Classes.



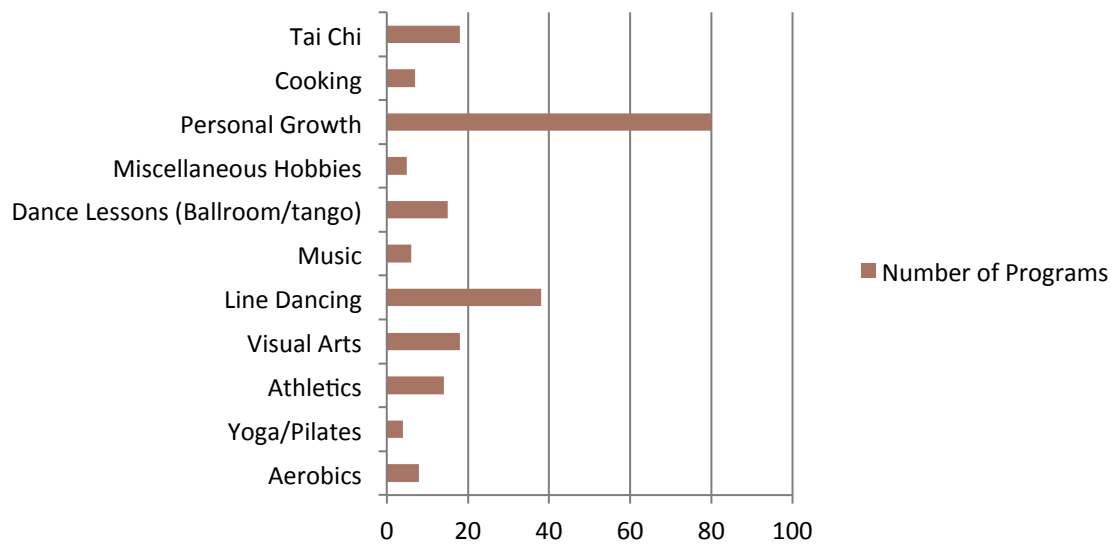
A closer look at the breakdown of programs to facilities can be seen in the pie graph below. 60% of adult education programming takes place at the Wheaton Park District Community Center while the remaining programs are spread out between District 200 facilities and cooperative programming partnership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



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.

2016 Total Program Area Breakdown



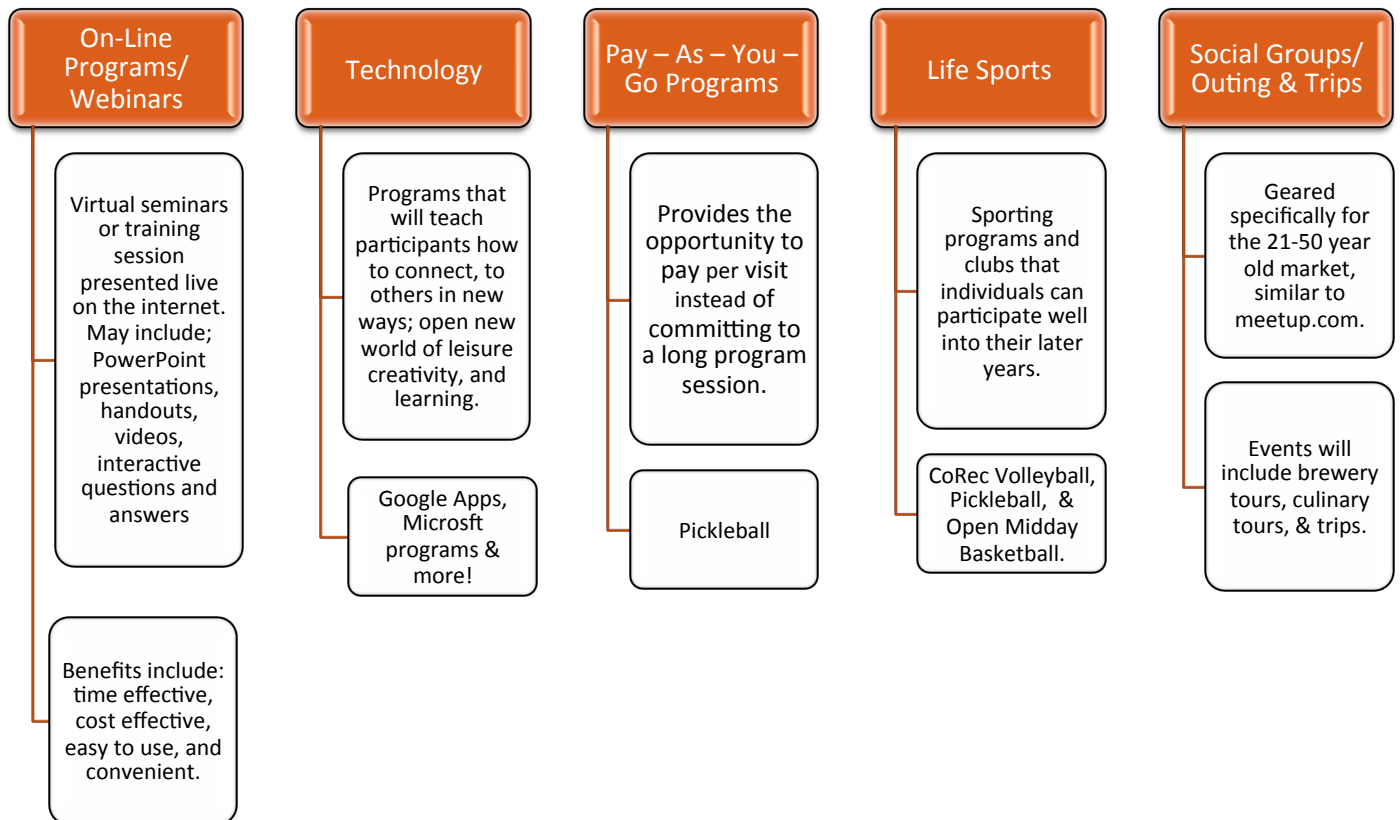
Instructor Bio- Jan Ohlsen Oil Painting

Jan began her career early in life right after high school in mid-1960s at the Leisure Center on Saturday mornings teaching sewing and other children's classes. By the 70's she was creating posters for summer camps at the park district. In 1995, Jan started teaching oil painting for the CUSD 200 Adult Education program. In September of 2000, the Wheaton Park District formally took over the Adult Education program. Jan has a smile that can light up a room and she brings her years of experience and charisma to class each week which has fostered lifelong friendships with many of the students who return each season.



Looking Ahead

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



A Taste of 2017 year to date

