

Parks and Recreation Program Management

Program Planning and Development

1 Recreational agencies. 1125.1

- 1 Monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices. 1125.1.1
- 2 Provide directions and other pertinent information to visitors. 1125.1.2
- 3 Greet and register visitors and issue any required identification badges or safety devices. 1125.1.3
- 4 Perform routine maintenance on park structures. 1125.1.4
- 5 Manage the daily operations of recreational facilities. 1125.1.5
- 6 Supervise and coordinate the work activities of personnel, such as training staff members and assigning work duties. 1125.1.6
- 7 Monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices. 1125.1.7
- 8 Provide directions and other pertinent information to visitors. 1125.1.8

2 Working with park staff. 1125.2

- 1 Confer with park staff to determine subjects and schedules for park programs. 1125.2.1
- 2 Assist with operations of general facilities, such as visitor centers. 1125.2.2
- 3 Plan, organize and direct activities of seasonal staff members. 1125.2.3

3 Visitor services. 1125.3

- 1 Prepare brochures and write newspaper articles. 1125.3.1
- 2 Distribute brochures, show audiovisual presentations, and explain establishment processes and operations at tour sites. 1125.3.2
- 3 Provide visitor services by explaining regulations; answering visitor requests, needs, and complaints; and providing information about the park and surrounding areas. 1125.3.3
- 4 Prioritize the enhancement of the visitor experience through well-designed programs. 1125.3.4
- 5 Collect feedback from visitors and use it to improve future programs. 1125.3.5
- 6 Implement measures to ensure accessibility and inclusivity for all visitors. 1125.3.6

4 First aid/CPR. 1125.4

- 1 Access nationally recognized First Aid and CPR standards 1125.4.1
 - 2 Explain principles of infection control 1125.4.2
 - 3 Understand the importance of proper handwashing according to the Center for Disease Control 1125.4.3
 - 4 Understand the Good Samaritan Act 1125.4.4
 - 5 Discuss informed consent 1125.4.5
 - 6 Apply skills to obtain training and/or certification in CPR and First Aid 1125.4.6
-

5 Essentials of communication. 1125.5

- 1 Describe communication and the key steps involved. 1125.5.1
 - 2 Describe verbal, nonverbal, and written communication. 1125.5.2
 - 3 Describe conflict stimulation. 1125.5.3
 - 4 Identify steps for resolving unhealthy conflict. 1125.5.4
 - 5 Earn essentials of communications credentials. 1125.5.5
 - 6 Describe communication and the key steps involved. 1125.5.6
 - 7 Describe verbal, nonverbal, and written communication. 1125.5.7
-

Program Planning and Design

6 Marketing and promotion. 1125.6

- 1 Develop programs that cater to diverse demographics and interests. 1125.6.1
 - 2 Consider the local culture, environment, and community needs in program design. 1125.6.2
 - 3 Ensure programs are aligned with the overall goals of the park and contribute to sustainable tourism. 1125.6.3
 - 4 Develop comprehensive marketing strategies to promote programs and attract tourists. 1125.6.4
 - 5 Utilize online platforms and social media to reach a broader audience. 1125.6.5
 - 6 Create promotional materials that highlight the unique aspects of the park and its recreational offerings. 1125.6.6
-

7 Training and professional development. 1125.7

- 1 Develop training for staff to enhance their skills and knowledge. 1125.7.1
- 2 Encourage continuous professional development to stay informed about industry trends. 1125.7.2
- 3 Foster a culture of learning and innovation within the Parks and Recreation team. 1125.7.3