

Kerr & Downs Research

California Park & Recreation Society Member Satisfaction & Needs Assessment

Section Crosstabs

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CPRS provides products and services designed to ensure member success.

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Strongly disagree		12%	11%	7%	14%	11%	20%	5%	11%	15%	11%
Disagree		1%	0%	0%	0%	2%	0%	1%	2%	0%	3%
Neither agree nor disagree		6%	9%	4%	0%	10%	0%	18%	2%	15%	11%
Agree		44%	50%	67%	71%	42%	20%	46%	47%	46%	60%
Strongly agree		37%	30%	22%	14%	33%	60%	30%	37%	23%	11%
Don't know		0%	0%	0%	0%	1%	0%	0%	1%	0%	3%

Are you aware of the following services/products provided by CPRS?

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
LEADS Academy	67%	50%	56%	43%	54%	40%	38%	59%	42%	37%
The Directors Summit	64%	25%	48%	29%	40%	40%	50%	42%	33%	33%
CPRS/People Assets Leadership Profile	53%	55%	44%	71%	44%	60%	61%	48%	33%	40%
Youth Development Leadership Academy	66%	60%	56%	71%	75%	60%	50%	68%	58%	60%
Youth Sports and Fitness CD/Resources	48%	30%	22%	86%	43%	40%	38%	40%	33%	33%
Legislative Action Center (on the CPRS Website)	84%	60%	85%	71%	64%	60%	69%	68%	42%	57%
Building the Brand Initiative	85%	78%	85%	71%	73%	60%	69%	76%	50%	57%
Building the Brand Videos	77%	40%	81%	86%	53%	40%	59%	63%	25%	43%
The Book – Creating Community An Action Plan for Parks & Recreation	48%	40%	30%	57%	23%	40%	28%	37%	25%	30%
CPRS Park Competency Model	38%	30%	26%	14%	42%	40%	42%	31%	25%	27%

How important is each of the following products and services to you as a CPRS member and to your professional success?

Use a 5-point scale where:

1 = Not at all important

5 = Very important

9 = Don't know/no opinion

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
The Annual Park & Recreation Conference & Exhibit Show	4.45	4.17	4.22	4.67	4.44	4.50	4.19	4.39	4.42	4.41
Youth Development resources	3.67	3.53	3.56	4.43	3.78	4.00	3.31	4.04	4.18	3.15
Trend Information (via Trendsca)	4.18	4.51	4.04	4.43	4.11	4.60	3.85	4.18	3.40	3.67
Networking Opportunities	4.51	4.74	4.85	4.83	4.55	4.75	4.52	4.67	4.58	4.65
Information & Resources	4.52	4.66	4.59	4.40	4.55	4.40	4.34	4.48	4.23	4.50
CPRS Website	4.37	4.45	4.48	4.43	4.45	4.40	4.16	4.48	4.58	4.18
Quarterly California Parks & Recreation Magazine	4.07	4.05	3.85	4.00	3.99	4.60	3.78	3.87	3.92	2.94
P&R Wired (Electronic Bi-Monthly) Newsletter	4.20	4.29	4.04	4.33	4.01	4.75	3.72	3.94	3.67	3.94
Annual Membership Directory and Resource Guide	4.08	4.11	4.22	4.14	4.03	4.00	3.92	4.07	3.85	3.36
Annual Awards Program	3.29	3.52	3.44	4.00	3.31	3.20	3.06	3.43	3.62	2.94
Defining critical job competencies	3.74	4.00	3.84	4.60	4.04	4.50	3.73	3.97	3.92	4.09
Technical assistance, information & referrals	4.12	4.09	3.74	4.00	3.99	4.80	4.03	3.99	3.83	3.81

Rate CPRS' performance in providing each of the following products and services:

Use a 5-point scale where:

1 = Not at all effective

5 = Very effective

9 = Don't know/no opinion

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
The Annual Park & Recreation Conference & Exhibit Show	4.56	4.16	4.22	4.33	4.40	4.40	4.32	4.38	4.27	4.12
Youth Development resources	3.65	3.96	3.44	4.00	3.66	4.00	3.62	3.79	3.50	3.43
Trend Information (via TrendsCan)	4.02	4.16	4.00	4.17	3.73	4.00	3.76	3.83	3.13	3.82
Networking Opportunities	4.32	4.44	4.67	4.14	4.28	4.60	4.26	4.36	3.83	4.13
Information & Resources	4.16	4.50	4.15	4.40	4.13	4.40	4.11	4.10	3.73	3.91
CPRS Website	4.21	4.41	3.96	3.86	4.28	4.40	4.03	4.23	4.17	3.88
Quarterly California Parks & Recreation Magazine	4.18	4.07	4.04	4.14	4.10	4.80	3.94	3.97	3.83	3.52
P&R Wired (Electronic Bi-Monthly) Newsletter	4.21	4.16	4.04	4.17	4.05	4.40	3.82	3.99	3.73	3.85
Annual Membership Directory and Resource Guide	4.22	4.11	4.26	4.14	4.16	4.00	4.09	4.16	3.77	3.71
Annual Awards Program	3.47	3.61	3.75	4.00	3.61	3.50	3.52	3.69	3.30	3.42
Defining critical job competencies	3.70	3.89	3.67	4.20	3.78	4.40	3.60	3.72	3.64	3.97
Technical assistance, information & referrals	3.89	3.97	3.54	4.80	3.75	4.20	3.70	3.77	3.44	3.46

Which of the following best describes your reaction to CPRS' professional development opportunities?

(Select one)

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
CPRS is the primary source for my professional development		20%	20%	22%	29%	20%	0%	4%	28%	23%	31%
I prefer CPRS' professional development, but attend training		43%	42%	56%	14%	47%	40%	43%	42%	23%	20%
I attend some CPRS' professional development, but prefer other providers		19%	18%	19%	29%	11%	20%	27%	15%	15%	20%
I get none of my professional development from CPRS		4%	2%	0%	29%	7%	20%	8%	4%	23%	6%
I rarely participate in any professional development		4%	13%	0%	0%	6%	0%	7%	3%	8%	3%
Other		10%	4%	4%	0%	10%	20%	11%	8%	8%	20%

To what degree do the following competencies affect your professional success?

5-point scale where:

1 = Has no impact on professional success

5 = Has a high level of impact on professional success

9 = Don't know

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Defining strategic priorities	4.29	4.16	4.19	4.29	3.94	4.20	3.93	4.13	4.20	3.68
Outcome based management	4.06	4.12	4.00	4.33	3.80	4.20	3.55	3.93	4.18	3.70
Strategic thinking	4.48	4.35	4.26	4.57	4.09	4.60	4.13	4.25	4.36	3.97
Problem solving	4.45	4.47	4.54	4.57	3.99	4.60	4.17	4.36	4.46	4.03
Building cohesive teams	4.43	4.42	4.37	4.43	4.03	4.80	4.01	4.24	4.33	4.06
Conflict resolution	4.15	4.35	4.33	4.14	3.89	4.20	3.79	4.02	4.23	4.12
Mentoring and coaching individuals and teams	4.10	3.84	4.30	4.67	3.83	4.40	3.63	4.20	3.92	3.44
Community organizing and developing relationships with users	4.40	4.32	4.44	4.29	4.19	4.80	3.94	4.34	4.31	3.74
Building alliances, partnerships and coalitions	4.47	4.32	4.26	4.57	4.06	4.80	4.15	4.39	4.33	4.00
Building political clout/political savvy	4.20	3.66	3.96	4.14	3.57	3.80	3.68	3.70	3.56	3.44
Increasing revenues outside the general fund	4.15	4.14	4.19	4.33	3.72	4.40	3.51	4.10	3.60	3.28
Assessment and evaluation of programs	4.08	4.44	4.30	4.57	3.86	4.20	3.58	4.18	4.08	4.26
Knowledge of and use of youth development principles and practices	3.52	3.11	3.33	4.17	3.58	4.00	2.94	3.89	3.67	3.09
Knowledge of and use of youth development principles and practices	3.52	3.11	3.33	4.17	3.58	4.00	2.94	3.89	3.67	3.09
Communications (written and oral)	4.46	4.63	4.59	4.57	4.14	4.80	4.17	4.36	4.08	4.24

How important is each of the following products and services to you as a CPRS member and to your professional success?

Use a 5-point scale where:

1 = Not at all important

5 = Very important

9 = Don't know/no opinion

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
VIP Action Plan: Creating Community in the 21st Century	3.77	3.80	3.77	3.71	3.63	3.80	3.32	3.78	3.33	2.84
Leading to Promote Health and Wellness Strategy Paper	3.70	3.97	3.32	3.50	3.71	4.40	3.23	3.74	3.45	3.31
Building the Brand E-Newsletters	3.45	3.40	3.42	3.17	3.21	3.20	2.97	3.46	2.90	2.63
Building the Brand Videos	3.33	3.22	3.52	3.33	2.99	3.50	2.92	3.36	2.80	2.22
Building the Brand Training	3.55	3.23	3.65	2.83	3.46	3.60	2.95	3.56	3.30	2.61
Annual Membership Directory and Resource Guide	3.92	3.82	3.74	3.14	3.66	4.50	3.61	3.87	3.54	3.09

Rate CPRS' performance in providing each of the following products and services:

Use a 5-point scale where:

1 = Not at all effective

5 = Very effective

9 = Don't know/no opinion

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
VIP Action Plan: Creating Community in the 21st Century	3.93	3.98	3.77	3.71	3.62	4.00	3.41	3.85	3.44	3.55
Leading to Promote Health and Wellness Strategy Paper	4.20	3.89	4.08	3.86	4.01	4.00	3.85	4.12	3.92	3.73
Annual Membership Directory and Resource Guide	3.64	3.84	3.22	4.00	3.37	4.00	3.50	3.63	3.38	3.35
Building the Brand E-Newsletters	3.63	3.64	3.57	3.50	3.36	3.75	3.32	3.61	3.56	3.06
Building the Brand Videos	3.49	3.15	3.43	3.60	3.17	3.50	3.37	3.64	3.00	3.21
Building the Brand Training	3.58	3.42	3.62	3.50	3.21	3.40	3.25	3.53	3.38	3.16

If your agency is applying either the vision, values, or mission of the VIP Action Plan, what benefits or outcomes have you experienced?

(Select all that apply)

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Increased partnerships	40%	43%	27%	20%	40%	25%	42%	43%	10%	23%
Greater recognition of value of parks and recreation by my d	54%	38%	50%	0%	46%	25%	49%	46%	20%	23%
Improved quality of candidates for positions within agency	18%	16%	27%	0%	15%	25%	19%	20%	0%	20%
Budget increase	14%	14%	0%	0%	11%	25%	11%	11%	10%	13%
Same level of budget reduction as other departments/services	23%	14%	14%	0%	19%	25%	13%	28%	0%	10%
Decision makers are using the same language we are	31%	19%	18%	20%	21%	25%	19%	31%	10%	17%
Increased attendance at programs or events	21%	32%	23%	20%	36%	0%	25%	30%	20%	10%
Not applying vision, values, or mission of VIP Action Plan	27%	32%	32%	80%	31%	75%	30%	25%	60%	50%
Other	10%	5%	9%	0%	11%	0%	13%	9%	10%	10%

How would you like to receive information on branding parks & recreation as an essential community service?

(Select all that apply)

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
CPRS super blog	21%	14%	8%	14%	21%	20%	7%	21%	8%	6%
Specialized E-Newsletters	62%	64%	65%	29%	61%	40%	53%	62%	23%	37%
Training sessions	58%	41%	69%	29%	48%	20%	44%	59%	31%	31%
Standardized power points	52%	41%	54%	29%	36%	20%	38%	46%	38%	26%
Videos (1-2 minutes)	42%	34%	62%	29%	31%	20%	32%	41%	31%	20%
Podcasts	12%	11%	15%	14%	10%	0%	9%	16%	15%	11%
Standardized print ads	31%	20%	19%	0%	22%	60%	24%	28%	23%	6%
Do not want information on branding parks & recreation	9%	11%	8%	0%	11%	20%	12%	8%	31%	34%

How important is each of the following products and services to you as a CPRS member and to your professional success?

Use a 5-point scale where:

1 = Not at all important

5 = Very important

9 = Don't know/no opinion

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Legislative Advocate (The Houston Group)	3.88	3.30	3.83	3.67	3.00	4.00	3.10	3.20	3.83	4.11
Legislative Committee	3.83	3.67	3.79	3.43	3.06	3.75	3.48	3.37	3.63	4.24
Legislative Tool Kit	3.66	3.41	3.53	3.86	3.21	4.00	3.07	3.32	4.00	3.89
Legislator Scorecard	3.63	3.34	3.35	3.86	3.26	3.80	3.31	3.38	3.86	3.90
CPRS Candidate Political Action Committee (PAC)	3.57	3.40	3.14	3.71	3.03	3.60	3.21	3.22	3.88	3.89
CPRS Legislative Century Club	3.05	3.08	2.83	4.00	2.79	3.00	2.79	2.90	3.38	3.55
Legislative Action Center Website	3.75	3.29	3.48	3.71	3.26	3.60	3.25	3.25	4.00	3.81
Legislative Alerts	4.15	3.82	3.76	3.86	3.49	4.00	3.57	3.69	4.00	4.32
Candidate endorsements	3.42	3.41	3.04	3.43	3.03	3.20	3.15	3.26	2.90	3.82
Statewide propositional endorsements	4.00	3.59	3.52	3.67	3.36	3.25	3.57	3.64	3.89	4.16
Legislative Sessions at the Annual Park & Recreation Conference	3.84	3.51	3.48	3.67	3.28	4.20	3.47	3.42	4.14	4.00

Rate CPRS' performance in providing each of the following products and services:

Use a 5-point scale where:

1 = Not at all effective

5 = Very effective

9 = Don't know/no opinion

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Legislative Advocate (The Houston Group)	3.79	3.05	3.61	3.25	3.06	3.33	3.38	3.37	3.50	3.85
Legislative Committee	3.83	3.42	3.73	3.25	3.32	3.50	3.34	3.54	3.75	3.90
Legislative Tool Kit	3.66	3.42	3.50	3.25	3.29	4.00	3.33	3.36	3.50	3.75
Legislator Scorecard	3.78	3.39	3.50	3.20	3.48	3.00	3.40	3.50	3.40	3.79
CPRS Candidate Political Action Committee (PAC)	3.48	3.33	3.33	3.20	3.19	3.33	3.35	3.42	3.50	3.50
CPRS Legislative Century Club	3.13	3.10	3.07	3.25	3.02	4.00	3.18	3.20	2.80	3.50
Legislative Action Center Website	3.71	3.36	3.50	3.25	3.22	3.33	3.38	3.44	3.40	3.71
Legislative Alerts	4.20	3.61	3.96	3.25	3.66	4.20	3.72	3.72	3.80	4.29
Candidate endorsements	3.60	3.61	3.43	3.25	3.43	3.00	3.32	3.59	3.33	3.65
Statewide propositional endorsements	4.07	3.50	3.45	3.25	3.48	3.33	3.47	3.75	3.43	4.00
Legislative Sessions at the Annual Park & Recreation Conference	3.92	3.41	3.52	3.25	3.53	3.50	3.62	3.63	3.80	4.24

With regard to California’s state legislature, how many of the following actions have you or your staff taken in *the past 12 months*?

(Select all that apply)

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Introduced self or was introduced to a state legislator	38%	19%	11%	17%	17%	20%	19%	17%	8%	6%
Telephoned or visited a legislator’s district or Sacramento	29%	10%	19%	0%	6%	0%	10%	7%	0%	20%
Invited a state legislator to a special event at my agency	39%	17%	26%	17%	19%	0%	17%	20%	8%	14%
Sent a letter, fax or email to a state legislator	60%	31%	74%	17%	30%	20%	31%	36%	54%	63%
Sent an activity guide, annual report, or other collateral m	18%	2%	11%	0%	7%	0%	4%	6%	15%	3%
Campaigned for a state candidate	8%	5%	11%	0%	4%	0%	4%	3%	0%	3%
Attended a training session on state legislation	33%	12%	15%	17%	17%	0%	9%	15%	8%	34%
Visited the CPRS website to get legislative information	59%	38%	67%	17%	37%	0%	44%	45%	38%	40%
Donated to CPRS Candidate PAC (Political Action Committee)	18%	12%	7%	17%	7%	0%	1%	11%	8%	6%
Took no action	13%	36%	7%	50%	37%	60%	43%	31%	38%	14%
Other	2%	2%	0%	0%	2%	0%	4%	2%	0%	0%

Select your most preferred method of receiving regular communications from CPRS.

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Individual emails	36%	29%	33%	67%	36%	0%	35%	28%	25%	23%
P&R Wired – CPRS' bi-monthly Electronic Newsletter	42%	49%	48%	33%	34%	60%	31%	46%	42%	51%
CPRS website – search what I want/when I want	12%	13%	7%	0%	23%	40%	21%	13%	17%	9%
Direct Mail	10%	9%	4%	0%	6%	0%	13%	12%	17%	14%
Broadcast Fax	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	1%	0%	7%	0%	1%	0%	0%	1%	0%	3%

How often would you like to receive information from CPRS electronically?

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Daily	4%	4%	0%	0%	1%	0%	4%	2%	0%	0%
Bi-Weekly	14%	11%	19%	0%	17%	20%	7%	14%	8%	17%
Weekly	37%	20%	26%	0%	24%	20%	32%	21%	23%	11%
Bi-Monthly	22%	22%	26%	29%	22%	20%	16%	28%	23%	17%
Monthly	23%	42%	30%	71%	35%	40%	41%	34%	46%	54%
Never	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%

Which of the following best reflects your opinion regarding emails from CPRS?

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Usually find something of value		62%	47%	63%	29%	50%	60%	47%	55%	15%	40%
Sometimes find something of value		33%	42%	37%	57%	43%	40%	39%	36%	62%	49%
Rarely, if ever find something of value		4%	9%	0%	0%	4%	0%	12%	4%	15%	9%
Receive them, but don't read them		1%	2%	0%	14%	2%	0%	3%	5%	8%	3%

Do you want to receive emails from CPRS Districts other than your own about their programs, trainings, socials, etc.?

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Yes		54%	63%	48%	43%	61%	40%	45%	64%	46%	54%
No		29%	20%	26%	57%	24%	60%	37%	24%	23%	29%
Not sure		16%	17%	26%	0%	14%	0%	17%	11%	31%	17%

Do you want to receive emails from CPRS Sections other than your own about their programs, trainings, socials, etc.?

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Yes		53%	59%	63%	29%	61%	40%	44%	63%	46%	46%
No		30%	23%	19%	71%	22%	60%	39%	24%	38%	49%
Not sure		16%	18%	19%	0%	17%	0%	17%	13%	15%	6%

Which of the following best describes your readership of *P&R Wired*, CPRS' bi-monthly e-newsletter?

(Select one)

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
I read it thoroughly as soon as I get it		10%	11%	15%	0%	6%	60%	4%	6%	0%	6%
I read some topics thoroughly and scan other headings		64%	48%	63%	43%	63%	20%	57%	62%	23%	60%
I scan it briefly		20%	37%	15%	43%	27%	0%	33%	25%	46%	20%
I barely/never look at it		4%	0%	7%	14%	4%	20%	3%	6%	23%	11%
I am not receiving P&R Wired		1%	4%	0%	0%	0%	0%	3%	1%	8%	3%

How valuable are the following elements of *P&R Wired*?

Use a 5-point scale where:

1 = Not at all valuable

5 = Very valuable

9 = Not aware of element

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Overall content	4.13	3.95	3.89	4.50	3.91	4.40	3.78	4.02	3.80	3.84
In the News	3.91	3.74	3.77	4.00	3.87	4.75	3.71	3.95	3.44	3.55
CPRS Programs, Service, and News	4.12	4.10	3.84	4.33	4.02	4.60	3.82	4.09	4.30	3.60
Legislative Highlights	3.94	3.65	3.88	4.33	3.49	4.20	3.68	3.48	2.63	3.90
Job Center Link	3.94	4.12	4.32	3.80	4.01	4.75	3.82	4.11	4.10	4.00
District/Section Highlights	3.60	4.02	3.81	4.17	3.80	4.00	3.64	3.89	3.50	3.69
Training	4.04	4.18	4.19	4.50	4.00	4.00	3.99	4.23	4.00	4.03
Resources	4.12	4.11	3.80	4.20	4.01	4.75	3.98	4.06	4.30	3.77
Grants	4.11	3.83	3.73	4.83	3.96	3.50	3.98	3.83	3.25	3.54

How often do you visit the CPRS Website - www.cprs.org?

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
At least 2-3 times per week	5%	0%	15%	0%	9%	0%	7%	7%	8%	0%
Every week or two	34%	15%	33%	14%	24%	40%	16%	30%	23%	9%
Every month or two	40%	54%	37%	14%	39%	40%	47%	38%	54%	43%
Less than every 2 months	19%	26%	15%	71%	21%	20%	22%	22%	8%	40%
Never	3%	4%	0%	0%	7%	0%	8%	3%	8%	9%

Why do you visit the CPRS Website - www.cprs.org?

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
To seek information about a specific topic (technical assist	77%	68%	59%	67%	58%	60%	59%	58%	33%	68%
To research a product	22%	7%	11%	33%	26%	0%	33%	24%	17%	6%
To purchase a product	5%	0%	7%	0%	4%	0%	4%	3%	0%	3%
To find a vendor/supplier	22%	9%	26%	0%	15%	20%	36%	20%	0%	10%
To register for conference or a training	56%	41%	52%	33%	61%	40%	61%	61%	58%	71%
To look for employment opportunities	41%	43%	70%	33%	52%	20%	33%	62%	67%	42%
To keep up-to-date on the profession's breaking news	50%	27%	48%	33%	45%	60%	43%	42%	33%	35%
To browse or explore	53%	55%	59%	50%	61%	40%	48%	54%	50%	52%
Other	4%	2%	7%	17%	1%	0%	0%	6%	0%	0%

How valuable is each of the following elements of CPRS' website?

Use a 5-point scale where:

1 = Not at all valuable

5 = Very valuable

9 = Don't know

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
About CPRS/Join CPRS	3.35	3.71	3.56	4.43	3.59	4.20	3.45	3.72	4.20	3.36
Calendar	3.65	3.73	3.60	4.33	3.82	4.40	3.70	3.85	4.45	3.80
Conference	4.35	4.26	4.44	4.71	4.26	4.20	3.89	4.44	4.36	4.64
Creating Community/VIP Action Plan	3.69	3.90	3.58	4.00	3.62	3.80	3.38	3.73	3.00	3.07
Job Center	4.05	4.41	4.44	4.33	4.23	4.25	3.85	4.36	4.60	3.97
Legislation	3.87	3.70	3.65	4.33	3.50	3.80	3.52	3.49	3.11	4.07
Links	3.74	4.11	3.77	3.71	3.82	4.20	3.73	3.93	4.00	3.72
Products and Services	3.65	3.85	3.48	3.67	3.67	3.80	3.67	3.78	3.50	3.21
Training & Education Resources	3.91	3.98	3.67	3.86	3.82	4.60	3.55	3.84	3.90	3.69
Publications	4.18	4.28	4.08	4.17	4.13	4.00	4.03	4.18	4.45	4.34
District website	3.54	4.00	3.54	4.43	3.68	3.75	3.55	3.89	4.29	3.46
Section website	3.41	4.17	3.71	4.29	3.72	4.50	3.61	3.79	4.00	3.93
Informational and referrals	3.90	4.17	3.71	4.17	3.76	4.60	3.75	3.95	4.45	3.54

Please indicate your level of agreement with each of the following statements:

Use a 5-point scale where:

1 = Strongly disagree

5 = Strongly agree

9 = Don't know

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
My CPRS membership provides me with beneficial professional networking opportunities	4.43	4.36	4.69	4.00	4.32	4.80	4.10	4.44	4.00	4.03
My CPRS membership provides me access to resources or technical assistance to answer work related questions	4.22	4.02	4.04	3.50	4.01	4.00	3.96	4.16	4.00	3.67
My CPRS membership provides me information on current employment opportunities	4.40	4.47	4.52	3.17	4.38	3.50	4.10	4.49	3.92	3.85

Which of the following best describes your relationship with CPRS?

(Select one)

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
I get exceptional value and feel a strong sense of belonging	43%	34%	48%	29%	39%	60%	27%	42%	31%	29%	
I get definite value but don't feel a strong sense of belong	42%	41%	48%	14%	37%	20%	34%	41%	15%	37%	
There is some value, but I keep looking for something more	9%	16%	4%	43%	16%	0%	23%	11%	38%	31%	
I don't get much out of it, but then again, I don't put much	5%	9%	0%	14%	6%	20%	15%	6%	15%	3%	
I'm not sure why I'm a member	1%	0%	0%	0%	2%	0%	1%	1%	0%	0%	

Indicate whether you strongly disagree, disagree, neither agree/nor disagree, agree, or strongly agree with each of the following statements:

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
I prefer CPRS products, programs, and services more than products, programs, and services from other associations	3.72	3.65	4.07	3.17	3.71	4.25	3.30	3.78	3.27	3.52
I prefer CPRS products, programs, and services more than products, programs, and services from businesses and government	3.71	3.58	4.00	3.50	3.68	4.20	3.44	3.80	3.45	3.55
CPRS treats my membership information (e.g., address, phone, email) in an appropriate manner	4.38	4.45	4.42	4.00	4.21	4.40	4.15	4.44	4.08	4.12
I have a good understanding of the services that CPRS provides me as a member	4.09	3.67	4.19	4.00	3.73	4.40	3.61	3.98	3.08	3.97
The CPRS executive director is reasonably available to me if I wish to communicate with her	4.42	3.81	4.21	3.60	3.73	4.40	3.62	4.13	3.38	3.79
CPRS staff members treat me courteously and with respect	4.50	4.23	4.44	3.67	4.17	4.20	4.25	4.42	4.00	4.34
CPRS staff members are helpful and responsive	4.49	4.18	4.43	3.60	4.13	4.40	4.22	4.31	3.69	4.16

Please rate the following issues as to their importance to your professional success:

Use a 5-point scale where:

- 1 = Not Important
- 5 = Very Important
- 9 = don't know

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Understanding, articulating and operating from a core set of values, shared vision and mission	4.33	4.33	3.96	4.17	4.14	4.60	3.84	4.21	4.00	4.18
Having CPRS provide tools to brand parks and recreation as an essential community service	4.17	4.16	4.00	4.00	4.27	4.40	3.69	4.15	3.33	3.88
Having CPRS provide educational opportunities to develop the skills and knowledge to succeed within the profession	4.56	4.50	4.15	4.67	4.39	4.80	4.11	4.51	3.90	4.47
Ensuring CPRS member concerns are heard by legislators in the creation of relevant public policies that affect parks and recreation	4.33	4.10	4.07	4.50	4.18	4.60	3.95	4.07	3.90	4.24
Being informed of proposed public policies of substantial importance to the profession	4.36	4.20	4.11	4.50	4.21	4.40	4.04	4.19	3.90	4.35

How effective is CPRS in providing you with information, tools, or resources to:

Use a 5-point scale where:

1=Not at all effective

5=Very effective

9=Don't know

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Understanding, articulating and operating from a core set of values, shared vision and mission	4.02	3.95	3.67	4.20	3.77	4.80	3.68	3.87	3.71	4.14
Having CPRS provide tools to brand parks and recreation as an essential community service	3.96	3.88	3.76	4.00	3.91	4.40	3.63	3.89	3.83	3.90
Having CPRS provide educational opportunities to develop the skills and knowledge to succeed within the profession	4.31	4.16	4.00	4.20	3.94	4.60	3.85	4.13	4.00	4.33
Ensuring CPRS member concerns are heard by legislators in the creation of relevant public policies that affect parks and recreation	4.06	3.92	3.88	3.80	3.69	4.40	3.66	3.75	3.83	4.17
Being informed of proposed public policies of substantial importance to the profession	4.20	3.93	3.89	4.20	3.85	4.40	3.78	3.91	3.75	4.09

Please rate the degree to which you feel the CPRS Board of Directors understands and reflects member needs and priorities when establishing the goals of the organization.

Use a 5-point scale where:
 1=No degree of understanding
 5=High degree of understanding
 9=Don't know

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Please rate the degree to which you feel the CPRS Board of Directors understands and reflects member needs and priorities when establishing the goals of the organization.	4.26	4.33	4.24	3.75	4.34	5.00	4.24	4.19	4.33	3.92

Please rate the degree to which you feel you have access to, and can communicate with, the Board of Directors should you choose to do so.

Use a 5-point scale where:
 1=No degree of access/communication
 5=High degree of access/communication
 9=Don't know

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Please rate the degree to which you feel you have access to, and can communicate with, the Board of Directors should you choose to do so.	4.01	3.88	4.00	3.33	3.65	4.00	3.62	4.01	2.80	4.17

Is it important to you as a CPRS member and to your professional success that your District provide or sponsor the following?

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Leadership development opportunities	Yes	95%	100%	100%	100%	92%	100%	92%	93%	92%	89%
	No	5%	0%	0%	0%	8%	0%	8%	7%	8%	11%
Educational opportunities	Yes	96%	100%	100%	100%	94%	100%	97%	96%	92%	97%
	No	4%	0%	0%	0%	6%	0%	3%	4%	8%	3%
Networking opportunities	Yes	95%	98%	100%	100%	90%	100%	88%	94%	100%	89%
	No	5%	2%	0%	0%	10%	0%	13%	6%	0%	11%
Support CPRS public policy programs and initiatives	Yes	84%	89%	93%	86%	83%	100%	86%	88%	92%	91%
	No	16%	11%	7%	14%	17%	0%	14%	12%	8%	9%

How effective is your District in providing or sponsoring each of the following:

Use a 5-point scale where:

1=Not at all effective

5=Very effective

9=Don't know/ no opinion

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Leadership development opportunities		3.72	3.98	3.93	4.33	3.89	4.20	3.75	3.86	4.38	3.77
Educational opportunities		3.87	4.11	4.11	4.43	3.90	4.00	3.88	3.95	4.33	3.55
Networking opportunities		3.98	4.20	4.04	4.57	4.01	4.40	3.83	4.08	4.14	3.71
Support CPRS public policy programs and initiatives		3.69	4.13	3.58	4.20	3.80	4.20	3.62	3.74	3.89	3.63

Is it important to you as a CPRS member and to your professional success that your Section provide or sponsor the following?

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Leadership development opportunities	Yes	93%	98%	100%	83%	88%	100%	90%	94%	92%	97%
	No	7%	2%	0%	17%	12%	0%	10%	6%	8%	3%
Educational opportunities	Yes	94%	100%	100%	100%	92%	100%	95%	95%	92%	97%
	No	6%	0%	0%	0%	8%	0%	5%	5%	8%	3%
Networking opportunities	Yes	95%	96%	100%	100%	88%	100%	89%	93%	92%	97%
	No	5%	4%	0%	0%	12%	0%	11%	7%	8%	3%
Support CPRS public policy programs and initiatives	Yes	85%	87%	93%	83%	81%	100%	84%	85%	85%	86%
	No	15%	13%	7%	17%	19%	0%	16%	15%	15%	14%

How effective is your Section in providing or sponsoring each of the following:

Use a 5-point scale where:

1 = Not at all important

5 = Very important

9 = Don't know/no opinion

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Leadership development opportunities		3.88	4.25	3.96	4.17	3.97	4.40	3.88	4.03	3.89	3.81
Educational opportunities		3.92	4.45	4.33	4.67	3.99	4.40	3.91	4.05	4.11	4.09
Networking opportunities		4.02	4.50	4.37	4.67	3.97	4.40	3.83	4.10	3.88	3.84
Support CPRS public policy programs and initiatives		3.79	4.21	3.96	4.60	3.82	4.40	3.77	4.00	3.75	4.19

What do you think the probability is that your agency or department will experience the following management or other challenges in the following areas in the next 2 years?

Use a 5-point scale where:

1 = Low probability

5 = High probability

9 = Don't know

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Refocusing of agency vision and mission	3.61	3.86	3.46	4.50	3.62	4.40	3.43	3.71	3.38	3.48
Communicating effectively to decision makers	4.31	4.30	4.04	4.00	4.06	4.25	4.12	4.04	3.88	4.28
Creating successful partnerships	4.32	4.50	4.12	3.83	4.23	4.80	4.03	4.20	3.88	4.17
Hiring qualified staff	4.32	4.14	3.81	4.33	3.99	4.40	3.94	4.06	4.25	4.35
Staff having competencies to address agency needs	4.10	4.15	4.04	3.50	3.92	4.00	3.88	4.02	4.29	4.03
Recognition that parks and recreation is an essential service by elected officials	4.09	4.27	3.59	3.43	3.88	3.75	4.04	3.94	3.75	3.40
Increased demand for facilities, parks, and programs	4.40	4.22	4.48	3.83	4.22	4.40	4.43	4.40	4.13	3.34
Growing diversity of community residents	3.94	4.29	3.75	4.17	3.99	4.60	3.97	3.99	4.25	3.77
Merger with other governmental functions	2.92	3.12	2.74	3.20	3.20	3.20	2.94	3.13	2.71	2.76
Succession planning	4.22	4.09	4.12	3.43	3.87	3.75	3.88	4.01	4.00	3.93
Increasing revenues outside the general fund	4.33	3.89	4.24	3.71	3.95	4.50	3.69	4.20	4.00	3.70
Other Challenges	4.57	4.59	4.29	4.40	4.47	5.00	4.54	4.40	3.00	4.10

Relative to your agency's funding future during the next 1 – 2 years, estimate which of the following will apply:

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
We will experience no budget reductions		19%	9%	4%	0%	14%	0%	8%	10%	17%	6%
We will experience a 1% to 5% budget reduction		35%	24%	37%	0%	20%	60%	15%	28%	17%	18%
We will experience a 6% to 10% budget reduction		23%	43%	41%	29%	34%	0%	42%	32%	0%	21%
We will experience an 11% - 20% budget reduction		11%	7%	4%	43%	11%	20%	15%	12%	0%	15%
We will experience a 21% or more budget reduction		3%	7%	0%	0%	3%	0%	5%	3%	8%	6%
I have no idea		10%	11%	15%	29%	17%	20%	15%	15%	58%	33%

Have you participated in online training in the past year that was free? That you had to pay for?

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Have taken free online training in the past year	Yes	25%	31%	56%	14%	26%	20%	23%	31%	8%	13%
	No	75%	69%	44%	86%	74%	80%	77%	69%	92%	88%
Have taken online training in the past year that I paid for	Yes	12%	9%	12%	17%	13%	20%	16%	16%	8%	21%
	No	88%	91%	88%	83%	87%	80%	84%	84%	92%	79%

Would you definitely take online training from CPRS if it were free, if you had to pay for it?

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Would definitely take free online training from CPRS	Yes	75%	89%	93%	50%	80%	60%	85%	84%	85%	88%
	No	25%	11%	7%	50%	20%	40%	15%	16%	15%	13%
Would definitely pay to take online training from CPRS	Yes	41%	18%	38%	0%	39%	40%	42%	40%	31%	61%
	No	59%	82%	62%	100%	61%	60%	58%	60%	69%	39%

What is your age?

		Section									
		Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
< 25		0%	0%	4%	0%	8%	0%	0%	3%	33%	3%
26-35		7%	22%	48%	14%	32%	0%	9%	34%	25%	21%
36-45		18%	9%	26%	43%	15%	40%	18%	26%	17%	12%
46-55		47%	46%	15%	29%	31%	40%	45%	27%	17%	45%
56-65		25%	24%	7%	14%	13%	20%	27%	9%	8%	18%
66+		3%	0%	0%	0%	1%	0%	1%	1%	0%	0%

Where would you say you are right now in your career?

Use a 5-point scale where:

1 = Just starting out

5 = About to retire

9 = Don't know

	Section									
	Administrators	Aging	Aquatics	Educators	No Section	Out of State	Park Operations & Maintenance	Recreation Supervisors	Student	Therapeutic Recreation
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Where would you say you are right now in your career?	3.91	3.42	2.77	3.43	3.05	3.80	3.76	3.14	1.92	3.06