

2022

KANSAS RECREATION AND PARK ASSOCIATION



PARKS & RECREATION  
it matters!

RECRUITMENT TOOLKIT

# ABOUT THIS TOOLKIT

The KRPA Recruitment committee created the following tools to build awareness of the parks and recreation profession. Our goal is to build a strong parks and recreation workforce to improve the health and wellness of all Kansans.

Awareness is key to any campaign. *Parks and Recreation: It Matters!* will focus on Gen-Z by educating entry-level employees, young professionals and other key stakeholders about careers in the parks and recreation industry. As the campaign progresses, we will share more resources for best practices to reach this audience (based on the survey results in 2022) and resources to reach college students.

All toolkit information is also available at [www.krpa.org/recruitment](http://www.krpa.org/recruitment).

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## AUDIENCE



# AUDIENCE: GEN-Z PATRONS/EMPLOYEES (THOSE BORN IN THE LATE 1990S-MID-2000S) WHO ARE CURRENTLY INVOLVED, POTENTIAL EMPLOYEES OR EMPLOYED BY YOUR PARKS AND RECREATION DEPARTMENT

By focusing on Gen-Z in your community, you are bringing awareness of the parks and recreation field to future professionals, providing valuable work experience within your parks and recreation department, and building relationships to promote skills within the field for generations to come. Additionally, by focusing on young employees, you can look for individuals who stand out in their professionalism and exhibit potential leadership skills.

# AUDIENCE VALUES: COMMUNITY AND MAKING A DIFFERENCE

Studies show that Gen Z is concerned about social change, community and making a difference. Nearly two-thirds (65%) say they want to “[make] a difference to a cause they care about” and 60% want to “personally create something world-changing.”<sup>1</sup> When raising awareness of the profession, keep these values in mind. These individuals need to see how parks and recreation organizations make a difference in their communities. By choosing a career in parks and recreation, they will make a lasting effect on their community’s health and wellness.

<sup>1</sup> <https://www.brinknews.com/how-well-do-you-know-gen-z-what-employers-need-to-know/>



## CORE MESSAGE: PROFESSIONAL OPPORTUNITIES

The Parks and Recreation profession offers a variety of opportunities for employment. Positions consist of considerably more than the stereotypical jobs at a pool or gym.

### Examples of Roles of Parks and Rec Professionals:

- Event Planning
- Special Events
- Fitness/Wellness
- Crafts and Visual Arts
- Aquatics
- Childcare
- Adventure/Wildlife/  
Outdoor Enterprises/Park Police
- Administration/Management/  
Supervisor/Lead Planning of entire rec system  
(facilities, trails, open spaces, more)
- Environmental Activities: Horticulturist/  
Park Maintenance/ Landscaper/ Park Planner
- Park Ranger
- Performing Arts
- Sports
- Older Adults
- Travel and Tourism
- Therapeutic Recreation
- Outdoor Guide
- Professional Development
- Marketing
- Finance
- Non-profit

### Examples of Places Where Parks and Rec Professionals Work:

- Recreation Centers
- Military Bases
- City Government
- Sports Complexes
- State and National Parks
- Zoos
- Golf Courses
- Aquatic Centers
- Event Centers
- Theme Parks
- Cruise ships
- Fitness Centers
- Universities/Intramural Sports
- Residential Care Facilities
- Cemeteries
- Assisted Living/Nursing Homes





# STAKEHOLDERS

## STAKEHOLDERS: GROUPS WHO SUPPORT YOUR DEPARTMENT OR WHO ARE INVESTED IN THE HEALTH, WELLNESS AND SUCCESS OF YOUR COMMUNITY

Your patrons and current/future employees within Gen-Z are involved in groups throughout your community. Creating allies with local stakeholders is important to the future success of your agency. We encourage you to look for these stakeholders, reach out to them by email or in-person, and hang posters within their facilities and/or distribute fliers to their patrons. Here are some stakeholder ideas:

- High School Counselors and Teachers
- College Career Centers and Professors
- Fraternity and Sororities
- African American Chamber of Commerce
- Hispanic Chamber of Chamber
- Asian Chamber of Commerce
- NAACP
- Lulac
- Ministers Alliance
- Historically Black College University (HBCU)
- Prince Hall – Masonic Lodges
- Churches
- Mosque
- Temples

# SAMPLE EMAIL/LETTER TEMPLATE TO STAKEHOLDERS

The Parks and Recreation profession has a variety of diverse opportunities to meet your career goals. Kansas Recreation Park Association (KRPA), their partner communities and organizations are looking for great candidates like you to become a member of our team. There are employment opportunities ranging from accounting, marketing, programming, facility operations and much more waiting for you to join in on the excitement. Take advantage of being paid to create positive and memorable experiences for your local community all while having fun.

Visit our website at \_\_\_\_\_ to learn more about how you can become involved!









## ONLINE RESOURCES AVAILABLE AT [WWW.KRPA.ORG/RECRUITMENT](http://WWW.KRPA.ORG/RECRUITMENT)

On the KRPA website, you will find additional resources that you can customize with your logo or print as-is.

- Email/Social Media Templates
- Poster
- Flier
- Campaign Logo
- Videos

We encourage you to hand out the fliers at new employee orientation and job fairs, give your stakeholders and rec community centers posters to hang up where the public can see it, and share videos with your current entry-level employees.





## SOCIAL MEDIA TIPS AND MESSAGING IDEAS

### POST MESSAGING IDEAS

Looking for a summer job? Parks and Recreation is the place for you! We are currently hiring lifeguards/camp counselors <Insert your position openings>. No experience necessary. All classes and training will be provided to you by <your agency name>. Visit <your agency's career center>.

Do you like to have fun? So do we! Do you like to make a difference? So do we! Are you looking for a fun job where you can make a difference? We are looking for you! <Insert with your website>

Parks and Rec have a variety of diverse opportunities to meet your career goals. <Your agency name> is looking for great candidates like you to become a member of our team. Take advantage of being paid to create positive and memorable experiences for our community all while having fun. Visit <insert your job website> to learn more about how you can become involved!

### TIPS: FACEBOOK/TWITTER/INSTAGRAM/SNAPCHAT/TIKTOK

- Place job postings on Facebook that might appeal to parents.

Is your child looking for a summer job? <Your agency name> is a great and safe place to work. We're currently hiring <Insert your open positions here>.

- Instagram and Snapchat are great places to reach Gen Z. If your agency doesn't have a Snapchat account, ask current employees to post about what they enjoy about their job or experience and encourage their friends to apply and come work together.
- Interview and post videos from current employees and why they like working for your agency. These are great to post on Facebook and Instagram. Remember Instagram videos must be less than 1 minute, so keep them short and sweet.
- Feeling adventurous? Dive into TikTok. Start a dance challenge with your staff. Highlight diversity in your agency from job titles, places, and more.

### HASHTAGS

Don't forget to use hashtags. #krpa #parksandrec #itmatters #makeadifference

# Kansas Social Media Samples



START YOUR SUMMER JOB SEARCH WITH SCP+R!  
LOOKING FOR MOTIVATED & RELIABLE INDIVIDUALS  
TO FILL POSITIONS IN AQUATICS, SPORTS, PARK  
MAINTENANCE, SUMMER CAMP & MORE!

## HIGH SCHOOL HIRING FAIR

SUPERVISORS PRESENT TO ANSWER QUESTIONS &  
INTERVIEW. COMPUTERS WILL BE AVAILABLE TO  
COMPLETE APPLICATIONS.

DATES ARE SET WHEN SCHOOL IS NOT IN SESSION TO  
ALLOW STUDENTS TO ATTEND. MUST BE 16 YEARS OF  
AGE.

WHERE: **TOPEKA WORKFORCE CENTER**  
1430 SW TOPEKA BLVD.



TIME: 9AM-2PM

WHEN: FEB. 17- SEAMAN/HAYDEN/SILVER LAKE/  
ROSSVILLE/ SHAWNEE HEIGHTS

FEB. 20- AUBURN-WASHBURN/  
TOPEKA PUBLIC SCHOOLS

- WAGE RANGE: \$7.25-\$15/HOUR
- EQUAL OPPORTUNITY EMPLOYER
- APPLICATIONS TAKEN 1/7/2020- UNTIL FILLED
- NO BENEFITS FOR THESE POSITIONS

Apply online: [www.snco.us/oasys](http://www.snco.us/oasys)

For more information contact Olivia Mayer, 785-251-6825 or  
[olivia.mayer@snco.us](mailto:olivia.mayer@snco.us)



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Competitive Gymnastic Coach  
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## WE'RE HIRING

JOIN OUR TEAM!

VISIT: [WWW.SNCO.US/OASYS](http://WWW.SNCO.US/OASYS)





LOOKING TO BE ... **PARKS AND REC PROFESSIONAL**



DEGREES THAT HAVE FOCUS IN PARKS AND RECREATION

<b>KSU</b> HORTICULTURE HORTICULTURE & NATURAL RESOURCES PARK MANAGEMENT AND CONSERVATION WILDLIFE/OUTDOOR ENTERPRISE MGMT.	<b>KUANSU WASHBURN</b> SPORTS MANAGEMENT	<b>PITT</b> EXERCISE SCIENCE PHYSICAL EDUCATION RECREATION SERVICE SPORTS & HOSPITALITY MANAGEMENT	<b>FSU</b> HEALTH PROMOTION AND WELLNESS RECREATION OR SPORTS MANAGEMENT SPORTS AND EXERCISE THERAPY	<b>BAKER</b> RECREATION SPORTS MANAGEMENT PUBLIC HEALTH	<b>MCPHERSON</b> SPORTS MANAGEMENT HEALTH SCIENCE	<b>STERLING</b> ECOLOGY WILDLIFE MANAGEMENT ENVIRONMENTAL STUDIES SPORTS MANAGEMENT	<b>ESU</b> SPORTS LEADERSHIP & RECREATION
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great pay

flexible hours

**WANT TO MAKE A DIFFERENCE?**

**WORK WITH US!**

Clean, safe fun!



**bluevalleyrec.org**  
click on employment



fulfilling

**CAN'T WAIT FOR SUMMER!**

**NOW HIRING SEASONAL POSITIONS**

Lifeguards/Concession Cashier



Park Maintenance



Mini Train Driver/Concession Cashier



Sports Staff



Summer Camp Counselor



Recreation Aides



Looking for an active job working with school-aged children?

**Preschool & After School Teachers**

- Full-Time Positions \$16 - \$20 per hour
- Part-Time Positions \$8 - \$12 per hour

**JCPRD.com/jobs**

**NOW HIRING!**  
**Basketball Officials**  
starting pay \$17/game



**Training opportunities start late October and continue through January.**



Visit [bluevalleyrec.org/employment](http://bluevalleyrec.org/employment)



All of these jobs and more are listed on our website:  
<https://www.sncu.us/oasys>  
Please call us at 785-251-6800 with any questions.

See more examples at [www.krpa.org/recruitment](http://www.krpa.org/recruitment).

# SAMPLE EMAIL/LETTER TEMPLATE TO EMPLOYEES

Subject: Expand your career in the parks and recreation field!

Email body: Did you know parks and recreation employs people with a variety of skills, backgrounds and degrees? Check out some of the opportunities that are available in the parks and recreation profession:

- Event Planning
- Special Events
- Fitness/Wellness
- Crafts and Visual Arts
- Aquatics
- Childcare
- Adventure/Wildlife/Outdoor Enterprises/Park Police
- Administration/Management/Supervisor/Lead Planning of entire rec system (facilities, trails, open spaces, more)
- Environmental Activities: Horticulturist/Park Maintenance/ Landscaper/ Park Planner
- Park Ranger
- Performing Arts
- Sports
- Older Adults
- Travel and Tourism
- Therapeutic Recreation
- Outdoor Guide
- Professional Development
- Marketing
- Finance
- Non-profit

If you are looking at a career in parks and recreation, please contact <INSERT YOUR AGENCY CONTACT NAME> at <CONTACT EMAIL> or <CONTACT PHONE NUMBER> to explore jobs and degrees. We would love to come alongside you and explore your potential in the parks and recreation field. Parks and Recreation matters to the health, wellness and success of our community. Come and make a difference!



# UNIVERSITY, COLLEGE, AND DEGREES

At [www.krpa.org/careers](http://www.krpa.org/careers), you will find a list of colleges and universities with degrees for anyone looking to pursue a future in the parks and recreation field.

## Undergraduate Schools



Tabor College, Hillsboro- Sports Management



Pittsburg State University, Pittsburg- Recreation Services, Sport and Hospitality Management (areas of emphasis: Recreation Therapy, Community and Worksite Wellness, Recreation Administration, Sports Administration and Hospitality Services)



Emporia State University, Emporia- Sport Leadership and Rec



Baker University, Baldwin City- Sports Administration, Recreation, Exercise Science



Mid-America Nazarene, Olathe- Recreation & Sports Management, Recreation & Leisure Studies



Bethany College, Lindsborg- Sports Management, Exercise Science



Kansas Wesleyan, Salina- Sport Management, Exercise Science



Sterling College, Sterling- Sports Management, Health and Human Performances



University of Kansas, Lawrence- Sports Management, Community Health



University of St. Mary, Leavenworth- Sports Management, Exercise Science



Washburn University, Topeka- Kinesiology: Sports Science, Exercise and Rehabilitation Science



Wichita State University, Wichita- Sports Management, Exercise Science



Kansas State University, Manhattan- Park Management & Conservation, Hospitality Management



Fort Hays State University, Fort Hays- Hospitality Management, Health & Human Performance, Recreation Sports Management



Ottawa University, Ottawa- Exercise Science, Sports Studies (Recreation Concentration, Sports Leadership Concentration)

## Master's Program



Pittsburg State University, Pittsburg- Sport and Leisure Service Management



Emporia State University, Emporia- Health, Phys Ed, & Rec



Baker University, Baldwin City- Sports Management



**KRPA**

Kansas Recreation & Park Association

[www.krpa.org](http://www.krpa.org)