

## Planning and Collaboration Document

### Goals

Get feed-back about how valuable our services are to the community. In order to make a strong case that we need increased staffing to bring back programs and services lost during COVID-19 and shrinking budgets.

Find out if there's demand for the a la cart relationships option, and cross-promotion marketing, sharing facilities, teach a class with us once facilities open. Find out what kinds of barriers there might be for partnership.

Determine community NEED, and then fill an unserved niche.

Promote what other people and organizations are already doing, so that APRC becomes HUB where you can find information about our community (Ashland and beyond).

### Suggested Process

Develop our outreach list, including potential contacts from three categories:

- 1) Currently participating individuals and groups  
What would make your classes and events even better? How could we get more people involved? What would improve the facility/space to make it more accessible to more people? How can we improve what we are offering?
- 2) Non-participating or under-represented groups
- 3) Those who *might* like to offer programs with Parks and Rec, via the a la carte option

Working group members sign-up (or are assigned) to contact specific targets, both individuals and representatives of groups and businesses. Committee members call contacts to build initial relationships, learn about their needs, get input on partnering, share some of our current/potential offerings, and invite to a future listening session.

### Outreach: New or Non-Participating Groups

Suggested Script for Outreach:

“Hello, I’m on the Recreation Advisory Committee for Ashland Parks and Rec. We are reaching out to the community to understand needs for recreation and goals. We are aware that you’re offering \_\_\_\_\_ recreational programs [or that you have contacts that represent an important segment of our community]. To help guide our future work, we want to know more about you. What are some of your current services, needs, and goals?”

Then, depending on what they say, suggest ways that we could partner.

RDAC Working Group 1  
Qualitative Assessment and Community Engagement

“Here are some of the things that APRC has provided in the past, and that are at least conceptually possible: Use of parks for public or private events, use of facilities like the Nature Center or the Grove for programs, advertising and sponsorship opportunities, cross-trades, help with program registration, service and stewardship opportunities, receive or deliver nature and sustainability education.

Some of our services have been cut back because of COVID and shrinking budgets. We’d love to know if those services are important to you, or your community. Or if you have other ideas, we’d love to hear them.”

“We might be conducting a public listening session in the spring. Would you like to be involved?”

**Communication and Outreach to the Following**

<u>Organization/Group</u>	<u>Contact Person</u>	<u>Assigned Committee Member</u>
BASE	Vance Beach	Rachel Dials
Unete		Val Rogers/Lonny Flora
Parents of Students who have attended field trips		
Teachers who have attended school program field trips	(Libby to provide contact info)	Rebecca Bjornson
Talent Maker City		Rebecca Bjornson
Kids Unlimited		Lonny Flora
Homeschool Groups		
Ballet Folklorico		Lonny Flora/Val Rogers
OLLI	Anne Bellagio	Rachel Dials
Ashland Children’s Theatre		
SOU Rec Center	Hugues Lecomte	Lonny Flora
Jackson Soil and Water Conservation District Summer Camp Group		Libby VanWyhe
Academia Latina		
Hula Organization	Andrea Luchese	Lonny Flora/Val Rogers

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SOCAN		
Ashland Woodland and Trails Association (AWTA)		
Sierra Club		
SOREEL Network		Libby VanWyhe
Ashland Aerial Arts	Sonia	Cori
Levity Circus		
English Country Dancing		
Ashland Conscious Dance		
Art Teachers		
Ashland Food Co-op		
Science Works		Libby VanWyhe
YMCA		Lonny Flora
Boy Scouts	John Ourant (Committee Chair)	Cori
Girl Scouts		
Folk Dancers		