



Outcomes and Summary Report

November 16–18, 2022

The Chapel (Event Center) at

Dorothea Dix Park in Raleigh, North Carolina

The GP RED National Think Tank is an invitational, interactive event to identify, address, dissect, dive deep to explore creative solutions to challenges and issues that face the disciplines mentioned above and the communities they serve. Topics are progressive therefore, attendance at the entire Think Tank and full participation is expected of all Thought Leaders. The focus is on creating relationships and idea sharing to enhance both personal and professional growth. The schedule is created to allow adequate time for interaction and deepening discussions to really help identify outcomes for action.

The Think Tank is NOT a typical conference (CEU's are available however). GP RED's Think Tanks provide an opportunity to engage with Thought Leaders from all over the country in the fields of Parks, Recreation, Conservation, Land Management, Public Health, Tourism, Alternative Transportation, Academia, Research, Allied Disciplines and the related associations and educators that support and serve them. The purpose of the Think Tank is to improve multi-sector communication and information sharing. Attendees were invited as Thought Leaders.

Think Tank themed topics were identified by a Program Committee and then led by invited Topic Experts who introduced each topic and facilitated discussion and Deeper Dives on each topic. (see attached final schedule for all names).

2022 National Think Tank Topic Experts:

Kate Pearce
Whitney Knollenberg, PhD
Tracey Crawford
Lakita Watson
Justin Cutler
Donna Kuethe
Lisa Wolff
JR Clanton
Art Thatcher
Daniel Betts
Teresa Penbrooke, PhD
Aaron Hipp, PhD
Kevin Roth, PhD
Kailyn Haskovec, PhD

Final Sponsors - Sponsorship opportunities were available (see 2022 Sponsorship Packet, Appendix A) and included:

- **BerryDunn** – Organizational Sponsor (Annual for GP RED, revenue not included in this budget)
- **North Carolina Recreation and Park Association (NCRPA)** - Local co-host, in-kind location identification, meals organization, and co-hosting on site provided by Michelle Wells.
- **City of Raleigh** – Host location (complimentary) at the Chapel Events Center at Dorothea Dix Park
- **Maryland Recreation and Parks Association** – Registration and CEUs assistance
- **RRC Associates** (paid)
- **Lisa Wolff** (contribution)



Event Chair: Donna Kuethe, CPRP, Executive Director, GP RED

Local Host: Michelle Wells, NCRPA working with Stephen Bentley, City of Raleigh

Program Committee: Donna Kuethe, Robby Layton, Michelle Wells, Lisa Wolff, Art Thatcher, Sheema Hai, Maureen Dougherty, Amanda Walker, Tiara Chapman, and Stephen Bentley.

GP RED Administrator/co-host onsite: Teresa L. Penbrooke, PhD, CPRE

Registrations and CEUs: Maryland Recreation and Parks Association (with 10% revenue share for services)

Marketing and Sponsor Visibility

This event was marketed in collaboration with the GP RED annual agreement with BerryDunn through our monthly allocation for all GP RED offerings (8 hours per week for all offerings). Staff met with the assigned BerryDunn marketing staff monthly to coordinate all offerings, and created web, national release, and social media calendars. GP RED also has a part-time social media coordinator who creates content and provides weekly releases for all GP RED events. While the actual onsite attendance at the event was small, national visibility was substantial for all sponsors. It is estimated that this specific event and sponsor visibility included:

- More than 30 releases to the GP RED National Email list (over 15,000 allied professionals)
- Full web presence from Spring 2022 to current
- Over 20 event-specific social media releases
- Onsite signage and recognition for all sponsors throughout the event
- Non-documented but known sharing through some state-level associations to their members

Event Platform

Whova was contracted as the online event platform as part of a three-event package early in 2022 (with expenses split between SHIFT, Think Tank, and ALC 2023). Administration and set-up was managed by Teresa Penbrooke.

Registrations

The Think Tank hosted 33 total registrants, including 2 GP RED staff. Not all registrants were able to join us for the full event, with most sessions averaging between 25 to 30 attendees. Appendix B provides a list of all registered attendee names.

Final Budget Report:

This event was hosted as a purposefully-small, very fiscally-conservative invitational event to serve the great minds and thought leaders for our allied fields to discuss current themes and topics. However, we had hoped for 60-75 registrations, and did not reach that goal. Reasons were many, and primarily identified by staff and the attendees as the sheer number of conflicting events happening for our field in the Fall. With the pandemic starting to end and in-person events restarting, there were many conflicts for attendance. Our co-host agency, NCRPA, hosted their own statewide conference just two weeks prior, so may have been hesitant to provide much potentially conflicting marketing for attendees.

Registration fees were \$249 for Early Bird Registrations, and \$299 for standard registrations. Sponsors received comped registrations as per the Sponsorship Benefits (see Appendix A). We received strong in-kind support from the City of Raleigh, and the North Carolina Recreation and Park Association to provide in-kind facilities, local hosting, and help keep costs very low. The following income/expense summary does not include costs for any staff time for GP RED (who were not compensated outside of volunteer and/or regular monthly minimal wages). There were hundreds of volunteer hours contributed by the staff, local host, and program committee members, along with strong organizational support from BerryDunn for marketing.

Income		
	Registrations	\$ 5,929.00
	Sponsorships – Cash	1,100.00
Total Income		7,029.00
Expenses		
	Revenue Share to MRPA	747.00
	Whova	2,780.00
	Supplies and food	1,460.00
	ED lodging	977.41
Total Expenses		\$ 5,964.41
Net Income		\$ 1,064.59

In essence, while the comments were strong that this was a very effective and successful event, there were many conflicts that hindered attendance. Attendees did report enjoying the smaller, intimate group size.

“

One of the strengths is the format: identify the topic, small group discussion of the topic, deeper dive and reporting. It allows for everyone to express opinions and have their voices be heard. It allows for creative dissection of issues identified. I also feel the bonds formed with other attendees is unique to the Think Tank format.

— Open comment from attendee

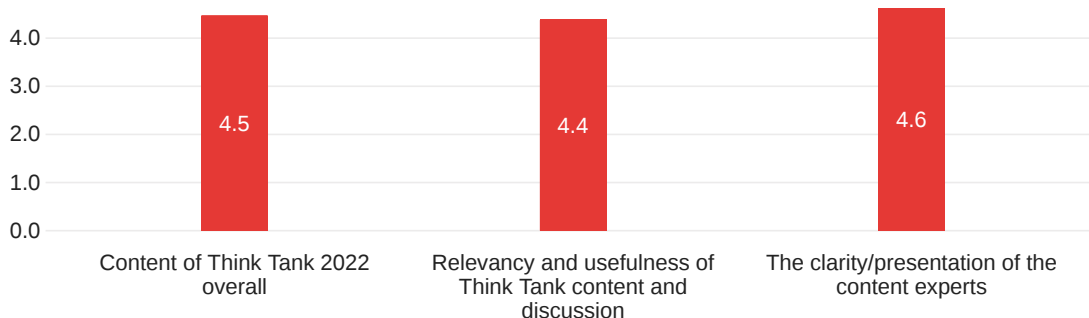
Attendee Feedback

Post Event Attendee Survey

After the event, RRC Associates provided a pro bono online survey of all attendees. Summary results are available in *Appendix C*.

Some of the highlights from the Think Tank attendee survey were:

- 62% are very likely and 23% are somewhat likely to attend again if offered.
- The content, relevancy and quality of presentations were rated high by participants



- Six attendees indicated interest in helping with the 2024 Think Tank, if offered. One indicated potential interest in acting as a local host. Staff will follow up.

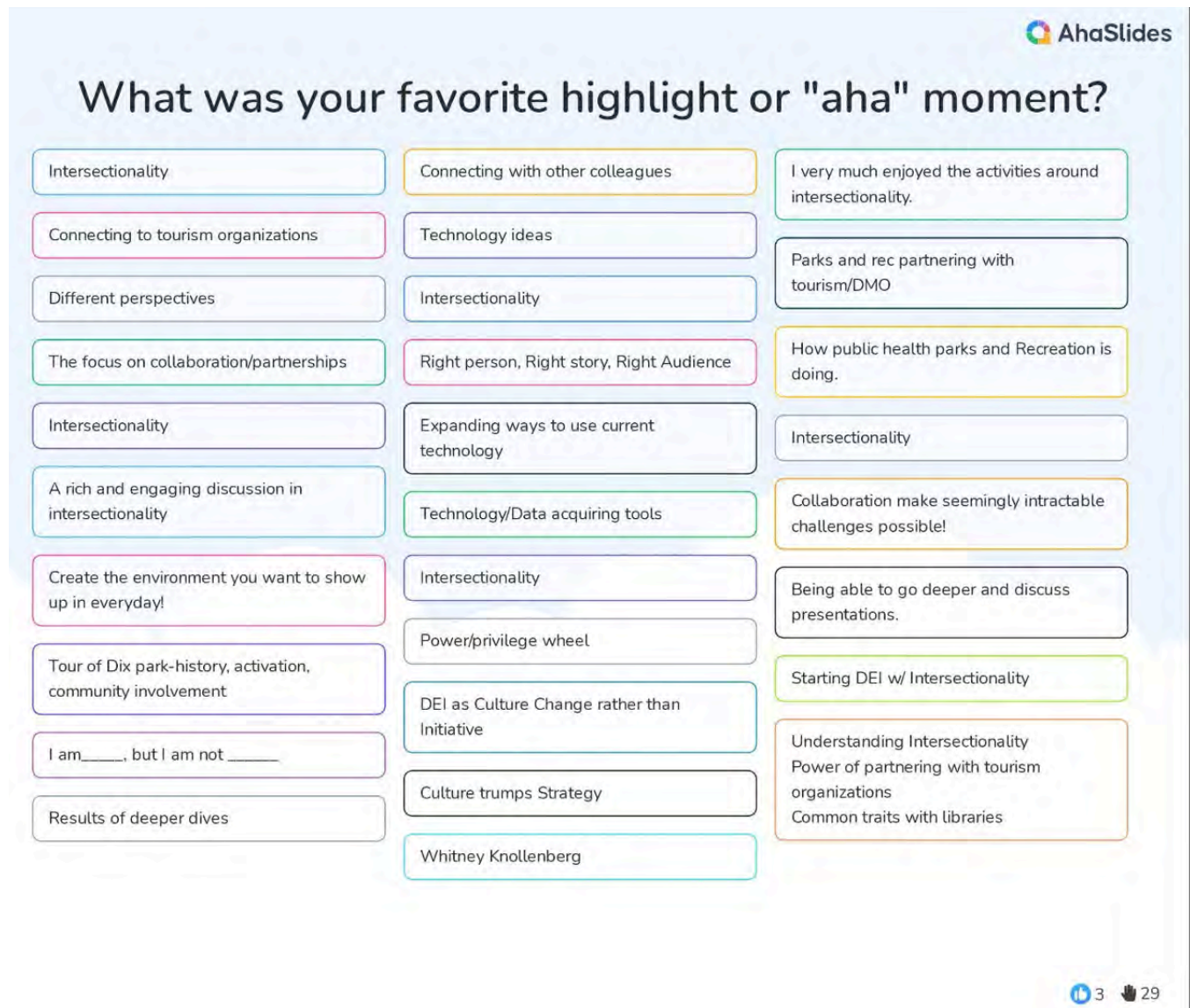
Summary Comments from the Town Hall

To conclude the Think Tank, a facilitated session was held using www.ahaslides.com for interactive polling via a phone app using an onscreen QR Code. The session started with a quick overview of the topics and schedule, and then proceeded to ask Thought Leaders to enter comments on X questions into their phone. Results follow.



Favorite or “aha” moments

Out of 29 comments, 11 (38%) of them referenced something related to the session on Intersectionality. Other popular topics were coalition building/collaborations and the emerging technologies session.



Expressions of Appreciation

30 comments were submitted related to various people. Six (20%) of them said, “Everything” or “all”.

AhaSlides

Who is there to appreciate?

Kate—tour	Go-red	Everyone coming with an open mind and ready to engage in conversation
City of Raleigh	Customers	Everyone who attended. Thank you for participation and openness!
Engagement of attendees	Colleagues	Sponsors.
Everyone involved	Teresa/Donna/GP Red team	Sponsors, supporters, volunteers, participants
Donna! Thanks for keeping everything so organized and easy to participate in!	Think Twice!	Daniel Betts
Colleagues who shared their thoughts and ideas.	Everyone	All!
Michelle (for arranging the food!)	Tracy & Lakita for making a complex topic easier to understand	Tracey Crawford
Lakita	Michelle for making sure we had full bellies!	Staff
Partners, Stakeholders and Coalitions	Whitney K	Everyone and Think Twice!
Michelle for everything!!	Dr. Penbrooke	Raleigh staff

3 30

Potential Additional Hot Topics

35 suggestions for additional topics were submitted. One Thought Leader in the discussion period who is relatively new to our allied parks and recreation field mentioned, “The thing that was missing was the aspect of talking about the FUN in what we do in parks in recreation”. There were supporting comments that we spend so much time talking about what we need to improve or solve that we forget to highlight and tell the story about how we are the creators of fun and enjoyment in our communities.



What "hot topics" have we missed this year?

Crisis management	Decrease in college students in these programs	Climate change/sustainability
Community Engagement Best Practices	Mental health	How to address mental health crisis among youth
Community engagement strategies	Land management challenges	Transportation access to parks and recreation
Police, Park Rangers, Security - best practices around safety in Community Centers, Pools, Parks	Health-focused value proposition	Effective strategies to engage the community
Storytelling for the profession	More about the future of parks and recreation degree requirements	Special recreation associations
How do we break through the barriers of work silos?	Crisis management	Incident management
Partnerships with Parks, Recreation and Health Agencies (Public and Private)	Community engagement	How are we creating resiliency through community programs and preparing parks for the future. The creation of a guide for the next 5-10 years.
P&R role with mental health.	Creative public engagement	Workplace Culture
The overlap of public health and parks and recreation	Cost recovery as a barrier to providing social services	Preparing future leaders for this profession
Consider running three concurrent cohorts - urban, suburban, rural.	Innovation/entrepreneurial skill development to create solutions	Data on the benefits of fun
Understanding determinants of health and how to leverage this knowledge for parks and recreation	Change Management and adaption to social issues.	Telling the story of funding; cost recovery an social services
Social change and how do organizations adapt to the changing social structure.	How we adapt to changing social issues - connected to urban rural divide	

Additional Comments from the Town Hall

There was a discussion about future locations, and the Thought Leader from San Antonio (Lyn Kinton) offered to see if they can cohost the next Think Tank. Several supported this idea. Other ideas centered around how to help fund and/or sponsor upcoming Think Tanks, and additional topics to explore.

Anything else to share right now?

- Loved visiting Raleigh
- Pre-event topic info ("homework") to start thinking about topics
- Love the San Antonio idea!!
- Instead of "membership" invite organizations to be "sponsors" of great ideas! The sponsorship would also cover the registration fee for one or two people depending on the level of sponsorship.
- Charity raffle
- Thankful for the opportunity to present-professional development
- Loved this format - less being talked at... More talking with
- Warm weather location
- Mentorship program
- Building on the "idea sponsor" suggestion here.... How about one or two overarching problems to solve during the think tank (topics can relate to this) and then time to "solve" those problems here.
- Greater variety of professional backgrounds
- San Antonio is a great place to visit :)
- Short term housing, tourism, employment, parks and rec
- Encouraging past attendees to complete a nominate/recommendation form for new attendees to expand organization's exposure across industries
- Encourage more team building of the cohort from the beginning. Competition, game, etc

3 15

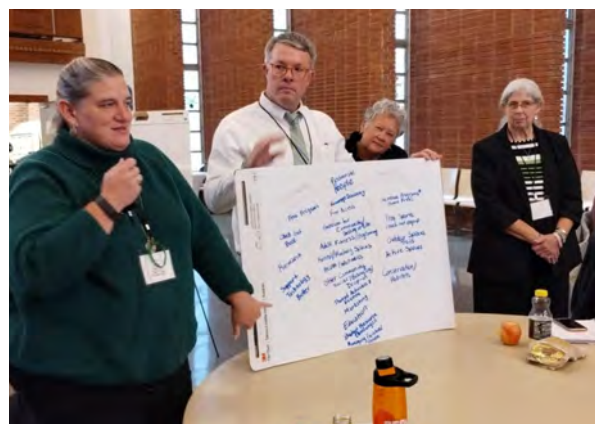


Summary Comments from Emerging Technologies Workshop

This was an interactive session presented by Teresa L. Penbrooke, PhD, CPRE; Kailyn Haskovec; and J. Aaron Hipp, PhD. This workshop was provided on the last day to present key technologies that are current and needed. Summary comments from the interactive discussions follow.

1) What other technologies are you using / aware of?

- Trail Mapping
- Trail Counting
- People counters
- E-Sports
- Maker Spaces
- Augmented Reality
- Meta Versus – Training of Staff and Virtual Experiences
- Rentals apps – phone apps / key fobs vs. keys
- Virtual Instructors / Fitness on Demand
- Self cleaning bathrooms
- Cameras at entrances
- Park apps for locator, surveys, amenities, etc.
- “Check my park” – wifi notification of use
- Web versions of parks apps
- Chat bots for assistance
- Schedule software for staffing
- Customer Retention Management (CRM) software
- ActiveNet, RecTrac, and other registration software
- QR codes and signage for info/reservations, comfort stations, program info
- LIDAR and laser mapping (i.e., for tree canopies)
- Drones for video recording
- ClickFix Maintenance Management reporting system
- Building Maintenance controls
- Asset Management software
- Traffic tracking



2) What are we missing in terms of technology?

- Human Augmentation (i.e., cooling suits)
- Autonomous operations devices
- Lighting to allow recreation in parks later in day
- Sensors to identify maintenance concerns (i.e., drones in power line corridors)
- Tech to enhance data collection to help with equity
- Integration/aggregation of data and software
- Need to simplify IT – slow, security issues
- Qualitative data
- Quality metrics – standardized but culturally responsive
- Critter cameras
- Citizen scientist apps such as those for birding
- Ways to monitor social media
- Lack of awareness and underutilized tech
- Light and sound sensors and measurements
- Consistency and standards for capturing data so it can be shared/evaluated/aggregated

3) What are some action steps we can take to work together to move forward related to technology?

- R&D with Technical Colleges
- Work with Power Companies
- Add virtual vending (like at RDU GetREEF Virtual Vending)
- Need beta testing of what is available in the field
- Identify research challenges others have had before investing
- Need to be intentional about collaborations and sharing of info
- P&R should work with universities in any communities that have them – tie research to practice



APPENDIX A
SPONSOR BENEFITS

2022 SPONSORSHIP OPPORTUNITIES



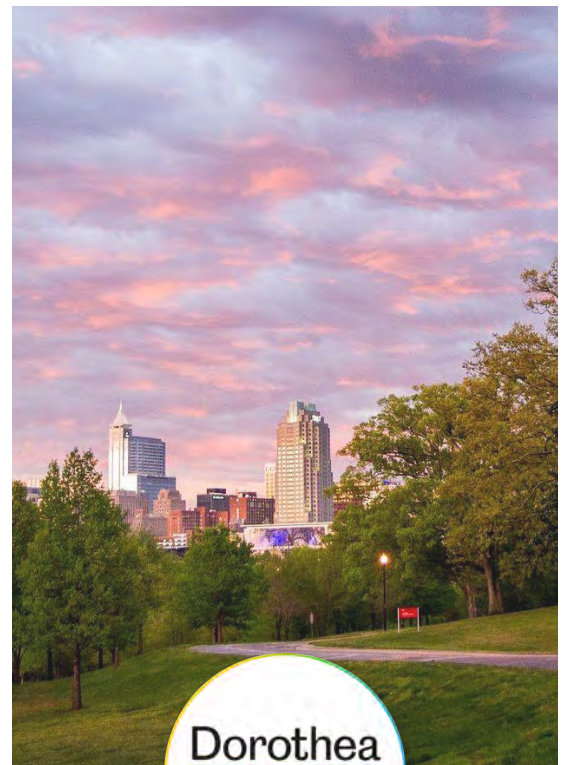
November 16–18, 2022
Raleigh, North Carolina

Convene • Connect • Collaborate

The GP RED 2022 Think Tank is a summit designed to bring unique perspectives together to identify, discuss, dissect, dive deep, and create actions to solve problems our communities face. We do this with a multi-sector approach. Within the field of parks, recreation, and health, we know there are many individuals and organizations doing amazing work. By working together towards a common goal, we can develop creative and innovative solutions to the toughest challenges facing our communities.

The Think Tank is an intimate gathering of some of the best minds in the industry who are dedicated to improving the field through research, practice, and action. We anticipate up to 75 invited Thought Leaders to participate in transdisciplinary discussions, action-oriented workshops, and networking opportunities from a number of different backgrounds including but not limited to:

- Public Parks & Recreation
- Health
- Local Government
- Non-Profits
- Local, State, and Federal
- Land Managers
- Built Environmental Organizations



Think Tank topics are still being developed but may include addressing these challenges:

- The Legacy of Dorothea Dix – Parks, Nature and Mental and Physical Health
- Diversity, Equity, Inclusion – DEI is a focus, but are there results? Changes?
- Parks, Recreation as Social Service Providers – Urban, Suburban, Rural?
- Libraries, Parks, Recreation and Community Services – Partners or Competitors?
- Dealing with a Limited Workforce
- Emerging Technologies & Trends
- Pandemic to Endemic – The Mental and Ongoing Effects of Collective Trauma for our Fields

Sponsor Level	RED (\$2,500)	GOLD (\$1,000)	SILVER (\$500)
Sponsor a Speaker Session (Verbally Announced and Listed on Session Screen) (7 Opportunities Available)	Yes	Yes	No
Logo on Background Screen for Speakers (7 opportunities available)	Yes	Yes	Yes
Title Sponsorship of Session (7 opportunities available)	Yes	No	No
Host your own livestream or meetup	Yes	Yes	No
Standalone Link on Navigation Bar of Event Center	Yes	No	No
Push Notifications to all attendees (via mobile) or email	2x	1x	No
Banner Ad on Homepage of Event Center and Mobile App	Yes	Yes	No
Complimentary Registration	3	2	1
Logo and Brand Recognized in GP RED Social Media	3x	2x	1x
Get Qualified Leads Through Exhibitor Booth	Yes	Yes	No
Logo and Link on Website (gpred.org/thinktank)	Large / Top-Line	Medium	Small



For more information, please contact:
 Donna Kueth at donnak@gpred.org or
 Dr. Teresa Penbrooke at teresap@gpred.org
<https://www.gpred.org/initiatives/gp-red-national-think-tank/>

APPENDIX B
ATTENDEES

2022 GP RED National Think Tank
Registered Attendees

Barbara Arango
Jonelle Bailey
Daniel Betts
Tiara Chapman
JR Clanton
Rachel Cotter
Tracey Crawford
Justin Cutler
Denise Hartsock
Kailyn Haskovec
Aaron Hipp
Eli Johnson
Christie Jones
Katy Keller
Lyn Kinton
Whitney Knollenberg
Donna Kuethe
Lincoln Larson
Robby Layton
Tony Lopez
TJ McCourt
Terri Moore
Teresa Penbrooke
LeeAnn Plumer
Kevin Roth
Renee Sangermano
Sam Savin
Allison Swart
Art Thatcher
Sam Trogdon
Rachel Van Winkle
Michelle Wells
Lisa Wolff

APPENDIX C
SCHEDULE

GP RED National Think Tank

November 16-18 at The Chapel at Dorothea Dix Park – Raleigh, NC

2022 Schedule

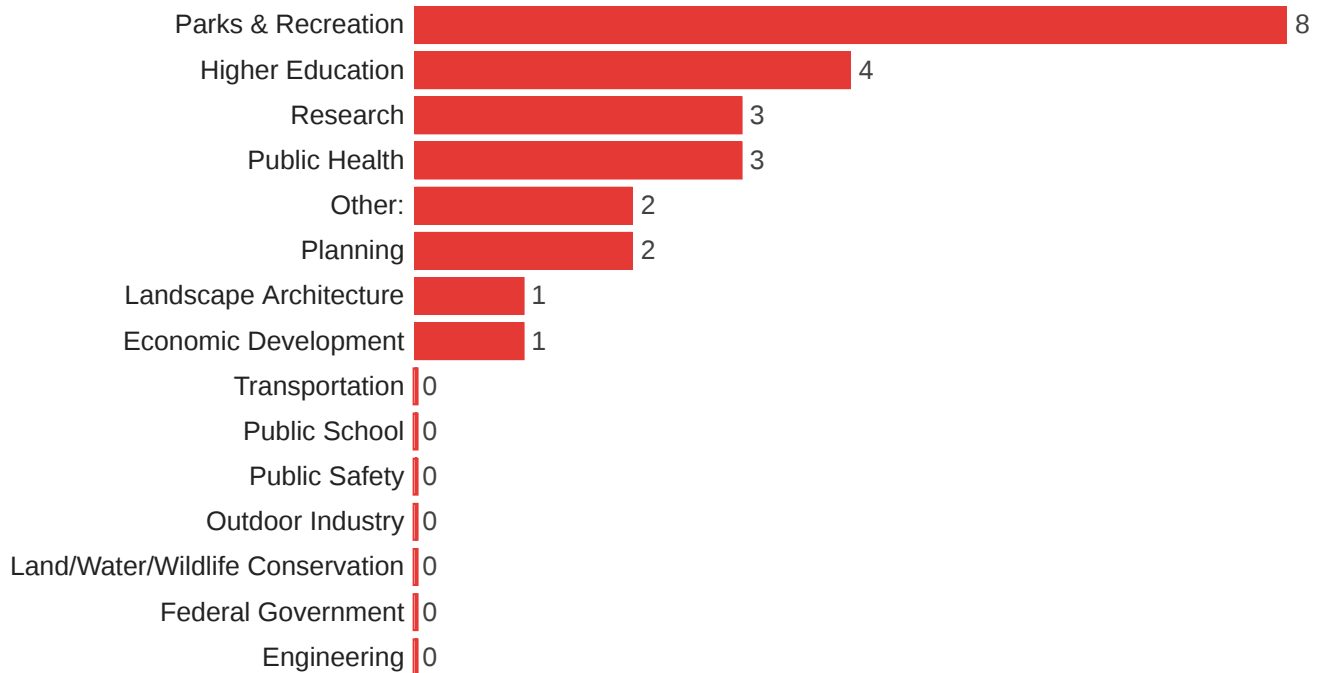
Wednesday, November 16 th	
1:00 pm – 3:00 pm	Sign In
3:00 pm – 3:30 pm	Welcome and Ice Breaker
3:30 pm – 5:00 pm	The Legacy of Dorothea Dix – Tour and Information – Topic Expert: Kate Pearce, AICP
5:00 pm – 5:30 pm	Goals and Expectations of Think Tank
6:30 pm – ?	Dinner in Raleigh (Optional)
Thursday, November 17 th	
8:00 am – 8:30 am	Light Breakfast and Networking
8:30 am – 9:40 am	Topic 1 – Stronger Together: The Value of Coalitions between Parks, Recreation and Tourism – Topic Expert: Whitney Knollenberg, PhD
9:40 am – 9:50 am	Break
9:50 am -10:30 am	Deeper Dive – Topic 1
10:40 am – 11:50 am	Topic 2 – Intersectionality: What is It and Why Does It Matter? Topic Experts: Tracey Crawford, CTRS, CPRP and Lakita Watson, CPRP
11:50 am – 1:10pm	Deeper Dive – Topic 2/Lunch
1:10 pm – 2:20 pm	Topic 3 – The Expanding Role of Parks and Recreation as Social Service Providers – Topic Experts: Justin Cutler, MPA, CPRE and Donna Kuethe, CPRP
2:20 pm – 2:30 pm	Break
2:30 pm – 3:10 pm	Deeper Dive – Topic 3
3:10 pm – 3:30 pm	Fun and Fitness Break
3:30 pm – 4:40 pm	Topic 4 – Parks, Recreation and Libraries Walk into a Bar..... Topic Experts: Art Thatcher, MPA, CPRP and JR Clanton, MPA, MLS
4:40 pm – 4:50 pm	Break
4:50 pm – 5:30 pm	Deeper Dive Topic 4
5:30 pm – 7:30 pm	Dinner and Entertainment – Entertainment provided by Think Twice
8:00 - ?	Social Time in Raleigh – (Optional)
Friday November 18 th	
8:00 am –8:30 am	Light Breakfast and Networking
8:30 am –9:40 am	Topic 5 – Competing with the Private Sector for Seasonal Staff – Topic Expert: Daniel Betts, MBA
9:40 am – 9:50 am	Break
9:50 am –10:30 am	Deeper Dive – Topic 5
10:30 am –10:40 am	Break
10:40 am – 11:50 am	Topic 6 – Emerging Technologies – Topic Experts: Panel - Teresa Penbrooke, PhD, CPRE, MOAM, Kevin Roth, PhD, Aaron Hipp, PhD, Kailyn Haskovec, MENV
11:50 am – 12:00 pm	Break
12:00 pm – 12:40 pm	Deeper Dive – Topic 6
12:40 pm – 2:30 pm	Lunch, Call to Action, Next Steps and Wrap Up

APPENDIX D
SURVEY

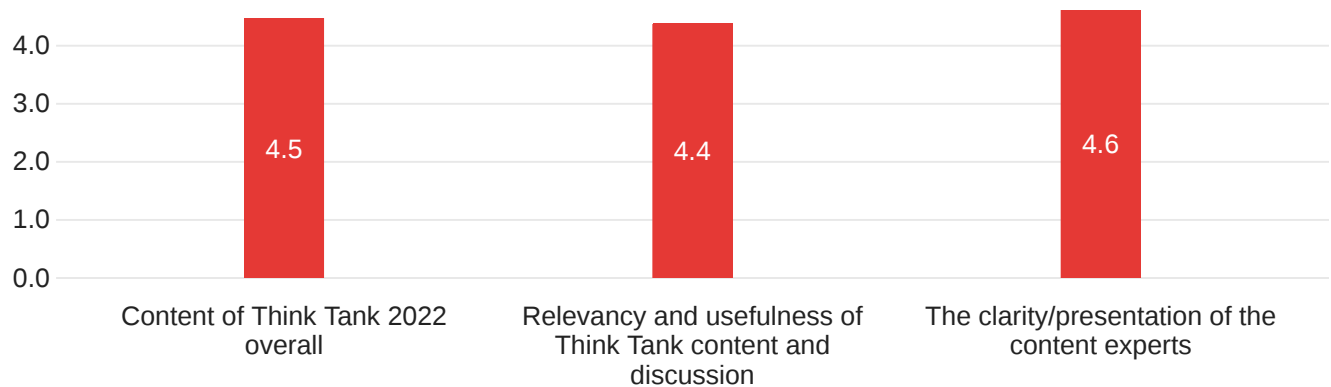


Think Tank Survey 2022

What discipline were you representing at the 2022 Think Tank Conference? (Please check all that describe your role): - Selected Choice



Please rate the following components of the 2022 Think Tank Conference (average rating):



Do you have any specific comments on your ratings?

Do you have any specific comments on your ratings?

Would like to see a bit of boarder content (state/federal parks, transportation, health etc.)

It was like attending a masters class on the topics! I truly enjoyed the opportunity to listen and learn and then participate in exercises and discussions.

good conference - it would nice to provide the speakers with a discount on the conference registration fee

I think all the content was very interesting. However, it all felt REALLY geared towards the parks and rec sector and improving their work efforts. Others could offer a perspective, but not living in the parks and rec world felt like it made it hard to meaningfully contribute. I sort of wish the think tank were more geared towards how do we improve the work of all these different sectors (parks and rec, health, public health, etc.) by/through collaboration and breaking down silos. I would have felt like I could have contributed more to that.

Overall content was great... more opportunities to discuss implications for research and practice would have helped

no

Do you have any additional specific comments on the sessions that you attended?

Do you have any additional specific comments on the sessions that you attended?

Loved the tour of the park! Very interesting and informative. Also very much enjoyed the Tourism and Parks and Recreation discussion as well as Intersectionality.

I felt all of the speakers were well versed and extremely qualified to present on their topics!

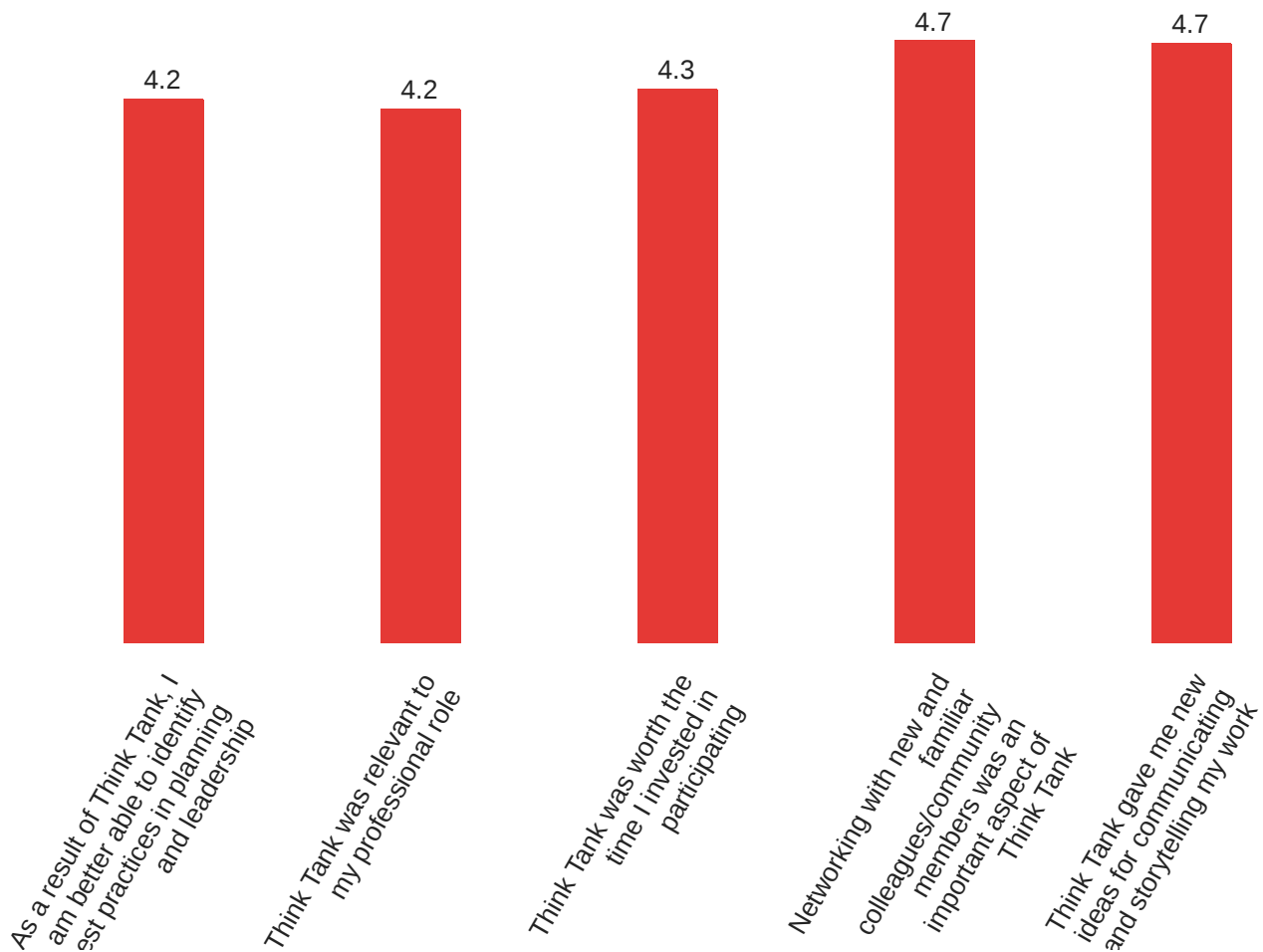
all the speakers were awesome

They were all really good. Loved the deeper dive discussions.

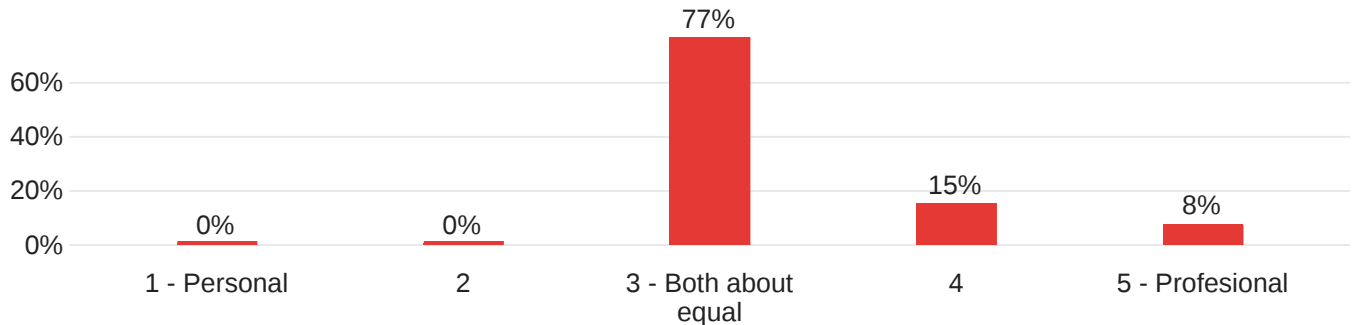
Loved the DEI session, which seemed more meaningful/useful than others I have attended

no

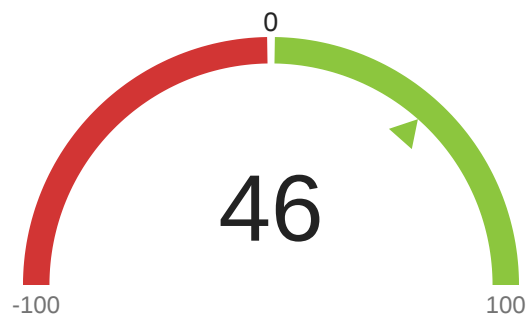
Please rate the extent to which you agree with each statement.



Would you say you attended the 2022 Think Tank Conference for personal development, professional development, or both about equally?



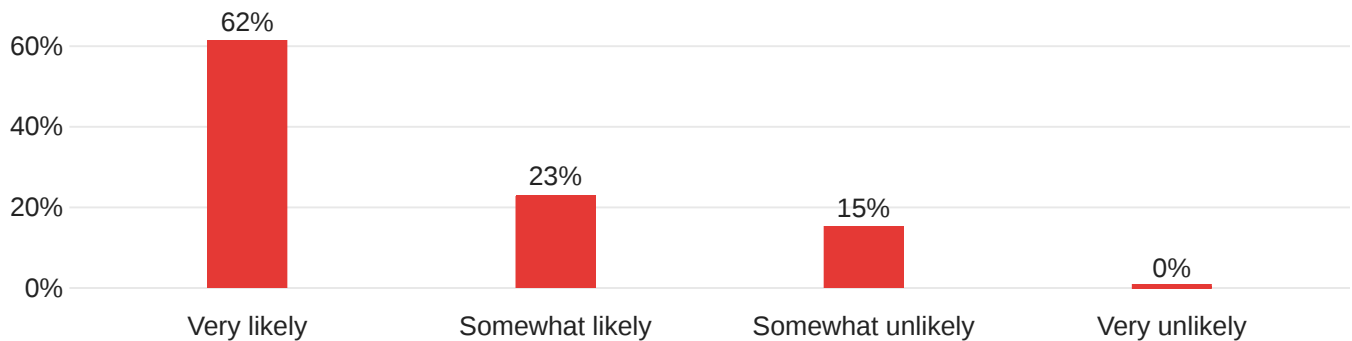
How likely are you to recommend the next Think Tank Conference to a friend or colleague? 0 = "Not likely at all", 10 = "Extremely likely" (NPS Score)



What could be done in future Think Tank conferences to improve the likelihood that you would recommend the event to others?

I think I would recommend it to folks if they worked in parks and rec. For that sector, it seems very useful. For those in health care, public health, etc., I think the topics would need to be more focused on collaboration between sectors or sharing best practices and lessons learned from successes with cross-sector collaborations.

How likely are you to attend a future Think Tank Conference?



learn - If your colleagues asked you about the 2022 Think Tank Conference, what would you say you learned that was most useful?

I find the most useful aspect of the Think Tank is approaching issues and challenges from diverse perspectives, experiences, knowledge, professions and communities.

Partnerships between tourism and parks and rec and intersectionality

The Intersectionality session was eye opening! I learned a lot from the session on Collaborations and co operations too!

the open conversation on the topics

The networking and the deep dive about the topics was great. I love being able to hear from other attendees as well.

The intersectionality session really hit home... I am...., but I am not.... So good to have these discussions. The library partnering session was also really good. Loved having JRs voice representing the library side.

That the parks and rec sector is doing a great deal of public health and they could be great partners for public health work.

I can't think of any one thing in particular. Perhaps an enhanced self-awareness of the synergies - and potential gaps - between the thinking and goals of researchers and practitioners.

To think about and discuss DEI as culture change rather than an initiative within an organization.

meeting similar people with cool ideas or existing things they were doing.

In a few words, what were the strengths of the 2022 Think Tank Conference?

One of the strengths is the format: identify the topic, small group discussion of the topic, deeper dive and reporting. It allows for everyone to express opinions and have their voices be heard. It allows for creative dissection of issues identified. I also feel the bonds formed with other attendees is unique to the Think Tank format

Location, thoughtful attendees

The presentation and learning format/model was awesome!

topics, location of conference, expert speakers and networking with other professionals

The people, great topics and the overall openness of the folks attending to share and learn from each other.

The people who come.

Small group size made it emotionally/socially manageable.

General premise of brining together people from different roles/disciplines around the country is cool, and effective.

The expertise, enthusiasm and engagement of the participants, and the wonderful location in Raleigh and on the Dix campus.

same as above.. I did like the tour of Dorothea Dix and the relevance to recreation/public health/planning

What were the weaknesses of the 2022 Think Tank Conference?

Deep dives could use a bit more variety

expert speaker should receive a discount on conference registration fee

It would be great if there were a few more people (but I don't want to see it get too big).

I would love it if we could include community voice (those with lived experience) and not just academics or those who are considered "experts" because they work in the field or have certain letters after their name.

Hard to say, as I thought it all was effective. I suppose it would have been nice to have more time for discussion and reflection on next steps - especially at the end of the last day.

While the small size of the group had its benefits, a doubling of the size would have been about right for critical mass and broader discussion.

some repetition

Any other additional comments or feedback?

NRPA and other associations should be attending this think tank conversation.

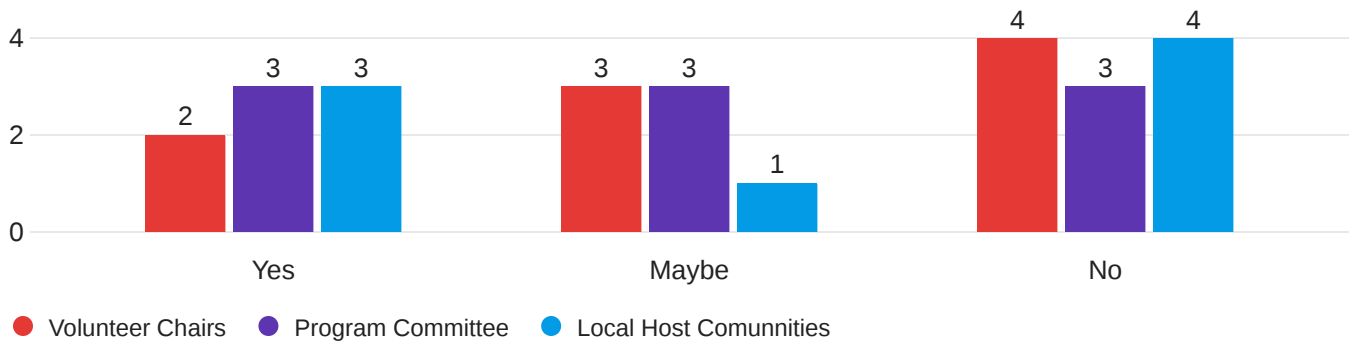
Having 4 sessions on Thursday was A LOT. If you keep the same timing for future Think Tanks, please consider doing one session on the first afternoon, then 3 the next day, and 2 the last day instead.

Thanks you to everyone who organized the efforts, including all the logistics (venue, food, etc.). I really enjoyed it.

I sensed that everyone was glad they came and felt it was a valuable event.

no

Think Tank is held through involvement by volunteer Chairs, Program Committee, and Local Host Communities. Would you be interested in helping with any of these roles for the 2023 Think Tank Summit?



name - Please provide your full name and email to be contacted. Full name:

Please provide your full name and email to be contacted.

Names Redacted for Summary Release - 6 attendees indicated interest.