

New Bern Parks and Recreation Evaluation Process

EVALUATION

1. New Bern Parks and Recreation shall use a variety of measurements to gauge activity, facility, park, program, service, and usage in determining participant satisfaction. This document shall help guide staff during the evaluation process.
2. Seeking evaluations of programs and facilities is critical to revising existing programs and facilities, and/or creating new ones. Evaluation also helps define the value and interest of parks and recreation facilities and services, through input from citizens and participants. Sharing this information with parks and recreation staff, City administration, and elected officials is key to continued positive support of parks and recreation.
3. The Parks and Recreation Director is responsible for ensuring that staff are trained in evaluation processes and for overseeing the integrity of the evaluation program.
4. The Recreation Superintendent and Special Events Coordinator are responsible for designing evaluations that will answer necessary questions to improve programs moving forward. Input from program coordinators will be used to formulate these surveys.
5. Evaluations will be conducted at the conclusion of the activity, program, facility rental, and/or special event through by the designated evaluation form, or online evaluation method.
6. After the evaluations are completed, the results will be shared with the Recreation Superintendent, who will review the results with program staff.

REPORTING AND CONTINUOUS IMPROVEMENT

1. New Bern Parks and Recreation records statistics on recreation program participation, facility usage and customer satisfaction for evaluation, reporting and analysis in order to continue improving our offerings. These statistics are included in monthly and annual reports.
2. Reports are submitted to the City Manager and provided to the Board of Aldermen on a regular basis.
3. These reports are used to review operations, programs and facility operations. They are closely monitored when developing budgets and programs for following years.

DEVELOPMENT OF EVALUATIONS

1. Management staff is responsible for developing evaluation processes.
2. Once developed, the Director of Parks and Recreation shall review and approve for distribution.
3. From time to time, the Director may contract with Consultants to assist in the evaluation process through design of the evaluation tool and/or implementation of the evaluation process through meetings, focus groups, and presentations.