

2018 National Gold Medal Chat

12:49

NRPA:

Welcome to the 2018 National Gold Medal Award Live Chat. Please stay on this page. The Live Chat will begin promptly at 1:00 pm, EST.

1:00

NRPA:

Hello and welcome to the Gold Medal Award Live Chat. It is my pleasure to introduce you to the presenters for today's session.

Rod Tarullo is the Director of Parks and Recreation for the City of Golden Parks, CO. Rod is the American Academy for Park and Recreation Administration's (AAPRA) Judges Liaison and was on the judges' panel for 5 years. His agency won the Gold Medal in 2010.

Carol Potter is this year's Head Judge. She is retired from the Department of Defense and has served as a Gold Medal judge for 5 years.

Susie Kuruvilla is the Executive Director of Gurnee Park District, IL. Susie has served as a Gold Medal Judge for 4 years. Her agency won the Gold Medal in 2010.

Marybeth Thaman is the Director of Kettering Parks, Recreation and Cultural Arts in Kettering, OH and serves as the Chair of the AAPRA Gold Medal Committee. Her agency won the Gold Medal in 2014

1:00

NRPA:

Rod - would you like to begin?

1:00

Rod Tarullo:

Howdy, Howdy, everyone. I am glad you are taking this opportunity to get more information about the National Gold Medal Program. Feel free to type in questions you may have.

1:00

Comment from Jerry

What are the costs to go through the process?

Carol Potter:

There is no cost for the process, except for staff time and actions implemented by the agency.

1:02

Comment from Bill

How many judges score the applications?

Susie Kuruvilla:

Five judges

1:03

Comment from James

How many agencies typically apply?

Susie Kuruvilla:

It varies each year. 70 agencies applied in 2017 to give you an idea.

1:04

Comment from Kate Mattison

Are there examples of past winners for review?

Carol Potter:

Winner's applications are not published. You can contact a previous winner and ask if they want to share their application.

1:05

Comment from Jason

Are agencies allowed to see their scores from previous years?

Susie Kuruvilla:

NRPA can provide feedback on scores if requested.

NRPA:

You can send an email to goldmedal@nrpa.org for feedback information.

1:06

Comment from Brady

If selected as a finalist, what are the judges looking for in the 5-minute video?

Carol Potter:

The finalist video should support your application, and tell your agency's story. Focusing on what makes your agency unique and special is a good idea in the application and video. The production quality is not judged.

1:07

Comment from Sue Black

Has there been discussion on State Park category being every year?

Sue, we did have a discussion regarding the State Parks category being every year. The number of applicants applying at this time may not justify providing that option.

1:07

Comment from Vince

Is it acceptable to 'recycle' previously submitted answers?

Susie Kuruvilla:

Yes, it is. Agencies want to make sure that the answers are still relevant to the questions as the question may change from one year to the next.

1:08

Comment from Jerry

What might some of those actions implemented by an agency be?

1:08

Comment from Kelsey

For reference sake, do you have a breakdown of how many applied last year in each category?

Carol Potter:

The number of applications for each category varies every year. There have been as few as four and as many as 19.

1:09

Comment from Christa Chapman

How much weight is given to an agency's website supporting their application?

Susie Kuruvilla:

The agency's website is not scored, but the judges may look for clarification for items that may be in the application. So it is valuable to make sure that the website is current and support the application.

1:10

Comment from Kathy

How many applications reach the finalist stage?

Carol Potter:

Four applications in each category become finalists. Five population classes and the Armed Forces in 2018. Potential of 24.

1:12

Comment from Hello all! Kira here from Scottsdale Arizona. If an agency is preparing for re-Accreditation is this a good time to apply - is there a lot of cross over between Gold Medal and Accreditation?

Hello all! Kira here from Scottsdale Arizona. If an agency is preparing for re-Accreditation is this a good time to apply - is there a lot of cross over between Gold Medal and Accreditation?

Carol Potter:

There is no cross over between the Gold Medal and Accreditation. It is always a good time to apply for the Gold Medal Award!

1:13

Comment from Julie

The application indicates potential points awarded for each question (e.g. each example provided will be worth up to 3 points). How are points allotted? Is it a subjective evaluation, or a specific rubric depending on the question?

Susie Kuruvilla:

Each question on the application is allotted a certain number of points and each judge review the answers based on their knowledge and experience and give points accordingly. judges look for how specific the answers are to the questions.

1:14

Comment From what type of results, impact or outcomes are you looking for?

What type of results, impact or outcomes are best to describe? The more innovative one?

Susie Kuruvilla:

The more innovative and unique they are to your agency, the better it is.

1:15

Comment from Jessica Carpenter

In question #7, do we need to provide department expenditures or overall city expenditures?

Carol Potter:

Provide department expenditures to answer #7.

1:15

Comment from Jan

How are the judges chosen?

Rod Tarullo:

Judges are chosen with consultation between the Head judge, Judge's Liaison, and Academy Executive Director. Many elements go into the selection including but not limited to geographical location, population served, professional experience, Gold Medal experience, etc.

1:16 Comment From what type of results, impact or outcomes are you looking for?

What is best to fit in the word count. Bullet points or narrative?

Susie Kuruvilla:

Bullet points are okay, but the answers should be in complete sentences. narrative sometimes tells the story better. so, it is up to the agency to decide. the best approach is to make each word matter in the story you are trying to tell.

1:17 Comment from Kate Mattison

Can you speak to question 17? I'm a little confused on difference between public support and citizen involvement. Our ideas for responses all seem to be the same.

Public support could be defined as responses to various surveys, evaluations, focus groups, round tables and or interaction you have to gain quantifiable data that rates the agency service and program delivery. Citizen involvement could be defined as resident who are actively involved in assisting the agency with advisory boards, participation in public meetings and service projects for the agency or the community.

1:19 Comment From what type of results, impact or outcomes are you looking for?

can you give an example of Social equity?

Social equity could be providing access to an "underserved" group of citizens who may not be able to use your services without direct intervention and or support.

1:19 **Comment from Hello all! Kira here from Scottsdale Arizona. If an agency is preparing for re-Accreditation is this a good time to apply - is there a lot of cross over between Gold Medal and Accreditation?**

Do you recommend putting together your video before knowing if you are a finalist or is it better to wait to be notified of finalist status? I saw on the application that only finalists need to submit a video and just know it can take time to put a quality video together.

Carol Potter:

We recommend collecting pictures and video clips as soon as possible. However, when you put together the video depends on your agency.

1:19 **Comment from Jessica Carpenter**

What is the earliest date we can reference in our application? Do we need to reference calendar year or fiscal year?

Susie Kuruvilla:

For the application in 2018, we are looking for information/data from 2015, 2016 and 2017 calendar years. If your fiscal year overlaps, midyear fiscal year data is okay

1:20 **Comment from Jason Lang**

Thanks for the helpful questions and responses.

1:21 **Comment from Margie**

Hello. are the judges looking for responses/projects that took place within the last 3 years? i noticed some questions say 3 years but some don't?

Carol Potter:

The responses/projects for the essay questions must be recent - within the last three years. For the 2018 application, those years are 2015, 2016, and 2017.

1:22 Comment from Grant Ellis

Will all this information be made available online for those of us who joined late? Thank you.

NRPA:

Yes - we will publish a transcript of the chat and post on the website.

1:25 Comment from Question from Lesley

Are including hyperlinks in essay responses permitted, for ease in finding relevant information on the agency's website?

Carol Potter:

There are word limits on the essay responses, but if you have the room to include hyperlinks, they are helpful. Hyperlinks are not required. Be sure your website is complete so judges can explore and review your information.

1:25 Comment from Jessica Carpenter

Can we reference future planned projects/initiatives? Does planning need to be "in progress" at the time of submission?

You can reference future planned projects, and it is best you have some quantifiable data to support your efforts. For example, if you are constructing a new park, you may want to use your agency efforts that were implemented before the construction phase. Was the project part of a bigger Master Plan, how much public support or elected official support did you get? Did you obtain the funds through a bond levy, public private partnership or private funds? Make sense?

1:25 Comment from Question from Lesley

Hi, who are the judges for 2018?

Rod Tarullo:

Head Judge Carol Potter, Retired DOD
Susie Kuruvilla, Executive Director, Gurnee Park District, IL
Cathy Metz, Director, Durango, CO
Brian Albright, Director, San Diego County, CA
Rick Atkins, Director, Round Rock, TX

1:26 Comment from Vince

We consistently score lower on questions 18 and 19, and we feel that we may be interpreting the questions incorrectly. Can you clarify, or offer examples, of what specific info judges look for?

Susie Kuruvilla:

It is important to show quantifiable results with a narrative for 18. For question 19, the uniqueness and innovative nature of the efforts being described is especially important. These two questions give you an opportunity to make your agency stand out.

1:29 Comment from Janet

What is the most common error you see on the applications?

Susie Kuruvilla:

Not providing the exact number of examples in each question. Another is not answering the questions directly.

1:30

Comment from Jason

How many points does the average finalist receive?

Carol Potter:

There is a total of 58 points for each application. The four agencies with the highest number of points become finalists in their category. Some agencies score 58 points. We've never calculated the average for finalists.

1:30

Comment from Paula

With regards to question 19. what type of measurement is best used? Evaluations, surveys?

Susie Kuruvilla:

Any type of measurement you have available that is relevant to the effort you are describing. you can use both evaluation and survey results.

1:31

Comment from Margie

When they ask about innovative or creative projects, are the judges basing this on us as our own district in our community or is this judged against what other districts are doing?

The best way to approach this question, is to articulate how the innovative and or creative project impacted and or changed something in your agency or community. Did you create a "shift" and or paradigm change? Needs to show something that had significant impact based on the innovative and or creative project.

1:32 Comment from James

What do the judges like to see in the videos?

Rod Tarullo:

The judges are looking for videos that show elements of the application and give them, a feel of your agency and community. They are not looking for glossy, over produced video. A focus should also be on a product that the agency can use in other ways beyond the Gold Medal process.

1:34 Comment from Robert

What if the executive summary is longer than 3 pages?

Carol Potter:

If it's longer, applicants can write and submit your own summary keeping it to three pages.

1:38 Comment from Joan

What were the winning point totals for last year's winners? Specifically, Class I and 2.

Rod Tarullo:

Scores of winning agencies are generally in the 240-250-point range. The scores are used to determine the finalists. Once finalists are determined, all are equal and judged in a second round.

1:39 Comment from Kate Mattison

We are in the process of updating our master plan, would we be better served to wait and apply next year? How much weight does the executive summary carry?

Susie Kuruvilla:

You can use the current master plan and explain that you are in the process of updating it. There is no score attached to the executive summary or the master plan.

1:40 Comment from Robert

How does CAPRA accreditation impact the application?

Carol Potter:

CAPRA accreditation is not required. CAPRA is used specifically if there is a tie when selecting the winner.

1:43 Has your agency previously applied for a Gold Medal?
Yes

(67%)

No

(33%)

1:43 Comment from Kimberly

Can you define the program brochure?

Program brochure typically is the publication (printed or electronic) that identifies the agencies product (facilities, programs service) offerings to the general public. These publications can be distributed in a variety of ways, but typically seasonally and or aligned with another time frame defined by the agency.

1:44 Comment from Carl

How long does an agency need to wait to apply if they have won previously?

Rod Tarullo:

An agency can apply again five years after having won the Gold. Finalists who do not win the Gold may apply the next year.

1:46 Comment from Jessica Carpenter

Do we have to reference programs that have been initiated in the last 3 years or can they be older programs that have been continued and improved?

If you use on-going programs, you should show changes and or improvements that have been implemented to demonstrate significant change. Best to really look at achievements in the past three years that truly show impact and demonstrated change. Quantify as much as you can, so use analytics and metrics to help support your efforts.

1:46 Comment from Kimberly

How recent should the city's comprehensive plan/master plan be?

Carol Potter:

It should be the Department's most recent master plan.

1:47 **Comment from Christen**

What is involved in the second round of the judging process?

Susie Kuruvilla:

The judges come together during the second round of judging and review all the available information on the applicant including the video and select a winner.

1:49 **Comment from Kate Mattison**

When answering the question about expenditure budgets, should you be including capital project budgets or just operating budgets?

Both expenditure and capital projects budgets

1:51 **NRPA:**

Thanks to everyone for participating and submitting great questions. We will be ending shortly so please submit any last questions now.

1:51 **Comment from Carl**

Does our website layout have any impact on scoring?

Susie Kuruville:

There is no score for the agency website. But the judges may look at the website for clarification on information provided on the application. So, having a user friendly up to date website is important. The layout doesn't matter.

The website is another resource for your agency to provide interaction and communication with the public. So, the agency should really have an active interactive website. Suggest that the agency review the site based on the customer experience not necessarily the judges review.

1:52 Comment from Joan

What is the tie-breaker criteria if two finalists achieve the same point tally on the scored questions? Is any portion of the supplemental material, website, video or program brochure ranked higher?

Carol Potter:

CAPRA is used specifically if there is a tie when selecting the winner. The application has points that are calculated. The supplemental material, website, video, and program brochure are used to back up the application.

1:52 NRPA:

A transcript of today's chat will be posted on the NRPA website within the next week. Please feel free to submit any additional questions to goldmedal@nrpa.org.

1:56 NRPA:

Thanks again for your participation We look forward to receiving everyone's applications. Please contact NRPA if you need any additional information.

1:56

NRPA:

Have a great day!

1:58

Comment from Joan

Would it be wise to include all our application materials and supplemental info on a landing page for ease of access for the judges?

Susie Kuruvilla:

The judges prefer to get information from all applicants the same way. So, having it on the application would be best.