

POWERED BY

# PRORAGIS

## CASE STUDY: THE SALARY SCENARIO

**PRORAGIS**—the national recreation and parks database is your source for critical data designed to assist you in the effective management and planning of your resources and facilities. **PRORAGIS** is a comprehensive database that includes both key operating data and metrics that help measure your department's performance. In this series, NRPA illustrates how the power of **PRORAGIS** can address your most critical issues.

### THE PREDICAMENT

It was a Thursday morning. The sun was shining and the birds were chirping. Summer was in full swing and the camp season was about to kick off. Melinda, the local parks and recreation agency director, was smiling and enjoying the fact that all the camps were at capacity and fully staffed. It was the first time in 10 years that had been the case.

While enjoying her coffee, which always had a shot of vanilla, she picked up the paper. Yes, she still had the newspaper delivered.

After checking out the weekend section to make sure it mentioned the big concert they were hosting, she landed on the editorial page. There, in black and white, was a letter written by a prominent community member who was very angry that while the community suffered from 9 percent unemployment, the park and recreation agency was spending 60 percent of its funds on salaries. The letter accused the agency of being bloated and top heavy.

As Melinda's blood pressure went up, she reminded herself to slow down and think about the best way to address this issue. While it was true the agency spent 60 percent on salaries, Melinda instinctively knew that this was not unusual. How could she prove that?

That's when she remembered PRORAGIS!

### THE PRORAGIS SOLUTION

Melinda quickly went to her computer. She logged into NRPA's PRORAGIS database and ran a report that compared her agency's expenditures to others. What she found was that within the state, her agency had the same salary percent as others. Going a step further, she compared her agency to agencies of the same size across the country. Not only was Melinda's agency operating at a better percentage than 85 percent of the country, but she found out her overall maintenance costs were also below the national average.

This was the proof she needed.

Melinda compiled the statistics she needed and sent an email to her park advisory board members, her city manager, and a number of elected officials. She also got on the phone with her communications director to discuss how to use this information in a press release and in talking points for staff. They also agreed to contact the newspaper directly—the reporter needed to hear both sides of this story.

### THE TIP

By comparing your data to others from around the country, you can discover in which areas you excel and in which areas you may need some help. This information is not only good for understanding how efficiently you operate, but you could potentially use this information as talking points with the media or to support budget requests.

It all starts with the data. If your agency has completed a profile, start using the power of PRORAGIS. If you have yet to begin, visit [www.nrpa.org/PRORAGIS](http://www.nrpa.org/PRORAGIS) and get started.

