

CITY OF JEFFERSON | SUCCESS STORY

From One Parent to Another: Making Parks & Rec Management Parent-Focused and Accessible

Chad Holpfer, Director of the Parks, Recreation, and Forestry Department for the City of Jefferson, understands the trials parents go through for their kids – especially when it comes to choosing and scheduling their activities. “I’m a young parent myself, I have a 6-year-old and a 2-year-old, and my time is split in a lot of different ways,” said Holpfer.

“To be able to get text messages when programs cancel or when there’s changes, or being able to register on the fly, is incredibly convenient,” said Holpfer. “That makes or breaks whether I choose to sign up for stuff.”

This personal understanding of the need for convenience is a big part of what led Holpfer to champion a new software management system for the City of Jefferson – leading him straight to RecDesk. “I’m not a paid solicitor for RecDesk at all, but I have a lot of positive things to say,” Holpfer said.



“It’s the convenience, the ease, the intuitiveness of how the platform functions, not only for me as an administrator, but also for our community.”

-Chad Holpfer,
Director of the Parks,
Recreation, and Forestry
Department for the
City of Jefferson

“Once our staff saw it in real time and what it could do for you, for our families and our end users, I think they fell in love with it faster than I did.”

Parental POV: Efficiency for Everyone’s Sake

The team wasted no time in modernizing their processes. “When I first started here, I would have to arrange teams with half slips of paper,” he explained, detailing how he’d take 200+ slips of paper representing children signed up for their programs and build out teams by hand, arranging by age and school before handing the bundles off to be manually keyed into every roster. “That was one of those very monotonous and tedious tasks that, in my experience in the Parks and Rec field, you had to automate,” said Holpfer.

With the implementation of RecDesk, those manual tasks turned into automatic ease through roster features and push text messages. “That’s allowed us to be so much more customer service oriented,” said Holpfer. “It allows us to be so much more efficient and timelier with our communications.”

The ability to communicate instantly with every household in their system as often as needed has allowed their department to “think like a parent” and provide much-needed reminders to the community. “From an efficiency standpoint, it’s top-notch,” said Holpfer. “I don’t think we could continue to keep doing what we’re

DETAILS:



28

Parks and City-Owned
Land Lots Maintained

8

8 City Buildings with
Facility Maintenance

10,000+

Individual Visits to Jefferson Area
Senior Center Annually

7

Grants

\$10,000+

Raised Annually in Sponsorships

doing if we didn't have those features available to us.”

From Paper Pains to Making Mandatory Waivers a Breeze

As industry landscapes evolve, Holpfer's team uses RecDesk to meet ever-changing challenges. When the global pandemic threw a massive wrench into every public institution's daily operation, his team flexed their ingenuity with RecDesk's FlexForms. “We created a COVID-19 waiver, and the FlexForm became a house for it,” said Holpfer.

Concussion waivers are also mandatory in the state of Wisconsin before kids can take part in parks and recreation programs. “I don't want to keep a binder of 250 concussion

waivers individually signed for every kid and have to track it,” said Holpfer. With these legal documents safely stored in the system, his team can do away with paper clutter. “The best part is we can call that information back.”

I Can Be a Rec Director Instead of a Programmer – Thanks, RecDesk!

When Holpfer visits trade shows, he's approached by other management platforms – and remains uninterested. “if somebody tried to sell me today, there's just not much that they could give me from a sales pitch that would make me think about leaving,” said Holpfer. “I really am just that happy with what we have.”

He's even been consulted by other parks and recreation professionals looking to streamline their management – and points them to RecDesk. “I'm like, ‘So what do you need? What are you having problems with?’” remembered Holpfer. “‘Oh, you're having problems with creating your rosters. Great, well, here's what RecDesk can do for you for this.’ It literally has anything and everything based on what your need and your want is.”

Holpfer's experience with the RecDesk support team also motivates the encouragement he gives to other departments seeking new software. “When we've given feedback, it's been heard, it's been validated, and if there's changes that can be made, they're made,” said Holpfer.

“My main reasons for recommending RecDesk is the customer support is important. I went to school to be a recreation director, not a programmer or a tech whiz. So, to know that I have people that I can reach out to that help with the troubleshooting... that's helpful,” said Holpfer.

Learn More:

City of Jefferson | www.jeffersonwis.com/

RecDesk | www.recdesk.com/

About RecDesk

Founded in 2006, RecDesk is cloud-based recreation software that radically simplifies the way recreation organizations work with and manage the information that is important to them. With more than 1000 customers in 48 states and Canada, RecDesk remains focused on building the best Recreation Management Platform in the industry – period.

About Clubessential Holdings

Founded in 1998 and headquartered in Cincinnati, OH, Clubessential Holdings provides Software as a Service and embedded payment solutions to private clubs, public golf courses, health & fitness clubs, spas, military organizations, municipalities, and camp organizations.

Across ten brands – Clubessential, foreUP, ClubReady, Exerp, Momence, Innovatise, Vermont Systems, RecDesk, CampBrain, and TAC – the company serves more than 25,000 customers globally who leverage the technology to attract, engage, and retain over 50 million members and community patrons for life. Clubessential Holdings is backed by investors Battery Ventures and Silver Lake.