

Proposal for Certification and Academy Program Implementation



Credits: **Steve Wolter (Eppley) and Christy Boylan**
Presented at Sufarel meeting, Kotka, Sept. 2012 by Cecil Konijnendijk)

About Ifpra

- International Federation of Parks and Recreation Administration
- Worldwide organisation, focus on professionals managing parks and recreation areas
- Over 50 countries involved
- www.ifpra.org

Ifpra's current focus

- Staying relevant in a changing world
- Attracting professionals – and young people
- Stronger voice for the world's urban parks
- Initiatives such as review of urban park benefits
- But also: Ifpra Academy

www.thehighline.org



IFPRA Academy (Qualification Scheme)

In recent years IFPRA has been pursuing the possibility of a Qualification Scheme for parks professionals with the Eppley Institute, Indiana, USA.

Ifpra Academy working group set up in 2010, chaired by Christy Boylan. Cecil Konijnendijk (Vice President for Science) one of the participants

Brief:

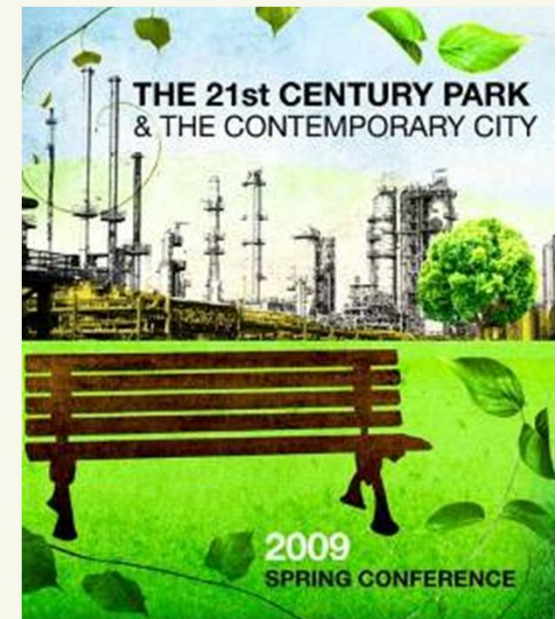
Pursue the establishment of enhanced professional membership categories within IFPRA

Pursue the establishment of an IFPRA Qualification



Complicated Global Issues

- Emerging world struggle with professional background, professional training, stability
- Changing role of urban parks – focus on profession on sustainability, city competitiveness, climate change, biodiversity, urbanisation, demographic changes
- Different competence profiles needed
- Extremely diverse professional specializations drive education requirements
- Widely disparate access to technology for global distance learning





2011 Copenhagen Workshop



- 2 day intense working meeting with attendees from Europe, USA, Africa
- Relied on benchmark comparisons, research, and comparative analysis methods in facilitated decision making process
- Resulted in IFPRA Academy proposal approved by IFPRA

Academy Approach



IFPRA Academy recognizes that global diversity in the park and recreation administration profession is driven by:

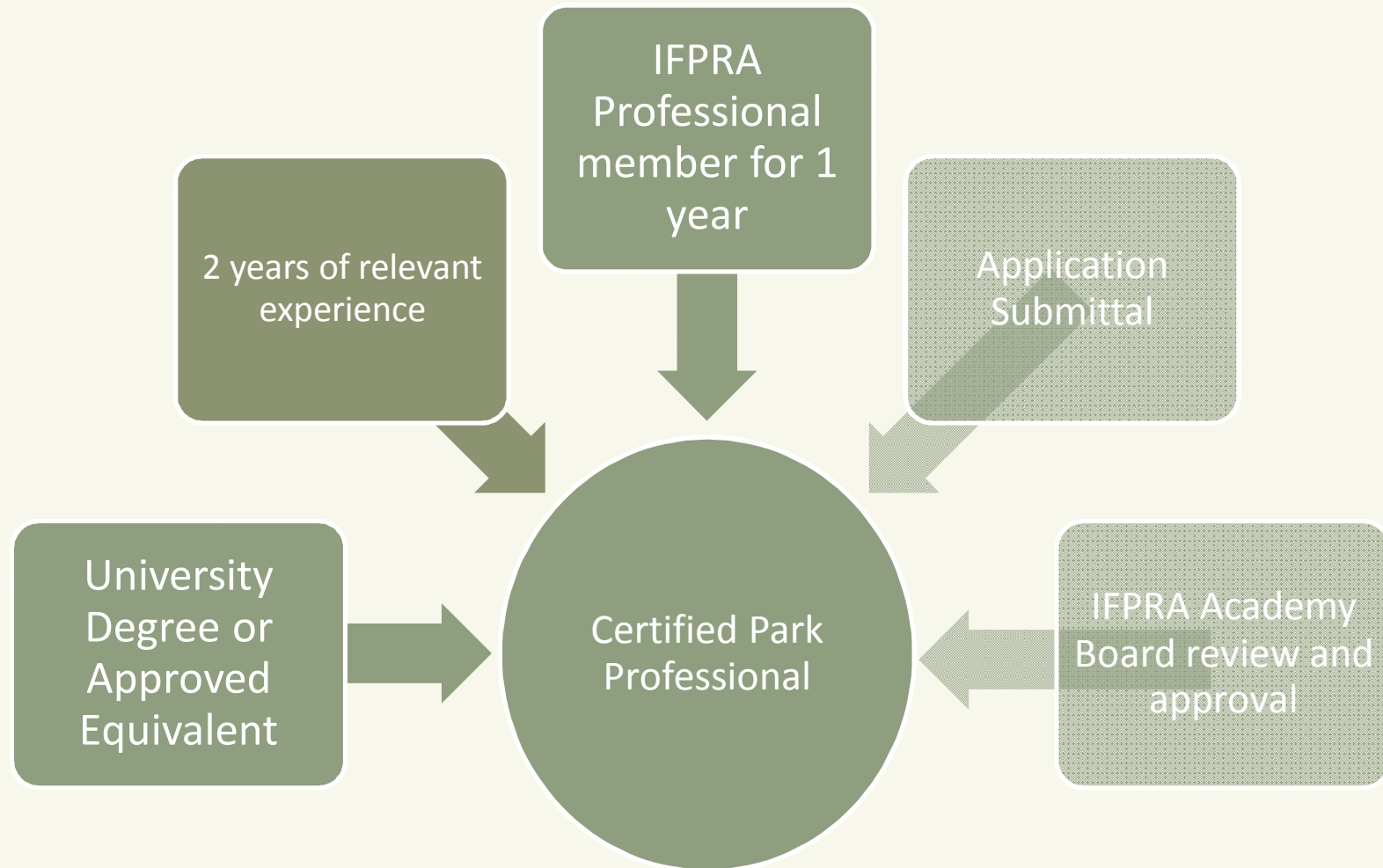
- Access to formal education
- Value of higher education
- Experience and apprentice – mentor approaches
- National and societal view of parks and recreation administration as a profession
- Sophistication and body of knowledge of affiliated professions

Two new professional categories are being established within IFPRA

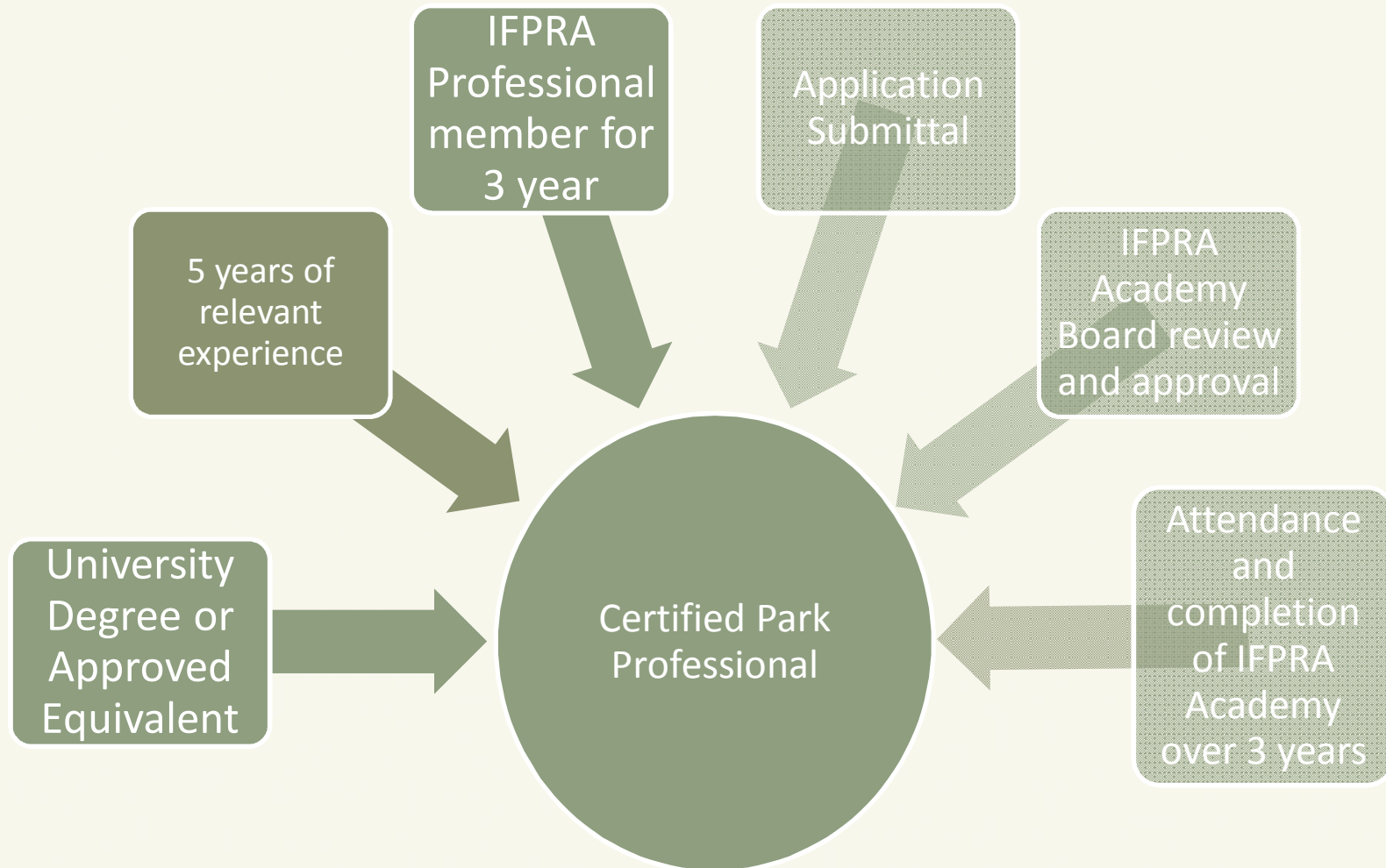
**CPP
Certified Parks
Professional**

**CIPP
Certified
International
Parks Professional**

Certified Park Professional



Certified International Park Professional



Relevant Discipline:

- In regard to the university degree requirement the following disciplines are proposed in Parks Planning, Design, Construction, Management (promotion), and Conservation, including but not limited to:
 - Education and research related to parks.
 - Parks, Recreation, and Public Lands Management
 - Tourism and Special Events Management
 - Horticulture, Forestry and Landscape Management
 - Environmental Science and Ecology including Urban Ecology
 - Landscape Architecture
 - Urban Planning, Open Space, Environmental Economics Management
 - Arboriculture and/or Forestry Management
 - Agricultural Science
 - Environmental Management, Biodiversity
 - Conservation and/or Cultural Heritage Area Management
 - Gardens, Urban Art, and Urban Design Management
 - Nature Conservation
 - Asset and Facility Management
 - Sustainability- Community Gardening-Urban Agriculture Management
 - Public Health, Active Living, and Social
 - Emerging disciplines of quality of life, sustainability, climate change, and other issues that may be identified as the program develops.

Competencies

- Three types were considered applicable for an IFPRA qualification. **Universal, Expert and Signature.**
- **Universal Competencies** are those which include communication skills, writing, speaking, etc.
- Since participants will have varying levels of these competencies, they will not be the focus of the IFPRA Academy.
- **Expert Competencies** are those which derive from an individual's education, experience, and qualifications.
- It will be assumed that participants will have a range of these competencies; they will not be the focus of the IFPRA Academy.

Signature Competencies

- Behaviour demonstrated that distinguish this practitioner from others
- MITD: multi, inter, trans, disciplinary
- International approaches and context;
- Focus on international seminar-education
- Park Management Competencies
- These skills would apply to people at various levels within organisations where they would require:
 - Different approaches to managing parks, urban spaces, conservation areas as may be learned in different countries
 - International approaches and context;
 - Focus on international seminar-education of the CIPP Academy
 - Group projects and case study focus in the CIPP Academy

1. **Leadership and Management Techniques** for Parks & Recreation professionals;
2. **Marketing Techniques** – Availing of commercial opportunities.
3. Exchange of **Best Practices** in different countries
4. **Public Consultation Methods** used in different countries for communicating with user groups (including politicians).
5. **Park and Facility Asset Management** - Renewal Planning
6. **Green Infrastructure Planning**
7. **Economic and Economic Evaluation Techniques**
8. The **value and use of green space** for promoting healthy communities.
9. **Universal design** and program access
10. **International approaches** to global issues and management approaches to global issues

Services available to CPP/CIPP members:

- Access to e-network for discussion forums;
“Ask other experts” bulletin board
- Access to online learning
- Resource and expert list
- Intranet – Access to web links for issues.
- High quality lectures on specific thematic issues relating to management of parks internationally.
- Entitlement to use of the post nominal letters, CPP or CIPP

