

Board of Directors
and Recreational Sports Commission
Nominee Information Form



Nominee's Name: Joey Schugel

Current Employer/Organization: City of New Ulm Park and Recreation

Current Title/Position: Park and Recreation Director

Nominated For: Southern Region Board Representative

1. How has MRPA helped you to grow professionally?

MRPA has greatly impacted my professional career. I was lucky enough to have supervisors early in my career that supported involvement with MRPA. My involvement started by attending conferences and network meetings which allowed me to make connections with other professionals that really helped me to build my MRPA foundation. From there I joined committees, led committees, helped plan conferences, presented at conferences, and served on the Board. These experiences have made me better at my job, have educated me, and have developed lasting connections that will serve me throughout my whole career.

I am very thankful for MRPA and feel that MRPA has given me far more than I ever expected or can repay. Because of this I have worked hard to give my time in many different capacities back to MRPA as well as helping connect new members and young professionals to get more involved in our great Association.

2. What do you believe are the strategic plan priorities and how would you help to implement those priorities?

I have had the opportunity to serve as the Southern Region Representative on the MRPA Board from 2022-Present and have had the chance to help implement a Strategic Plan for both the short term success but also with the goal to set up MRPA for long term success.

My strategic plan priorities fall in line with the current Broad Priorities, which include:

- Grow the MRPA community by enhancing member services.
- Elevate MRPA by supporting MRPA staff development and growth.
- Ensure MRPA's future by investing in growth opportunities.
- Evolve MRPA's governance model to position MRPA for success.

With the opportunity to serve on the Board as we recommended hiring a consultant to identify a strategic plan that sets MRPA up for the future I had the opportunity to provide feedback and information throughout the process. The current Board feels really good about these strategic plan priorities and feel that the membership engagement and feedback that helped develop these priorities are captured very well.

If re-elected to the Board for another term I would help to implement these priorities by identifying proper timelines to implement changes, ensure deliverables are attainable, and enable MRPA staff to lead these priorities with the Board's and membership's support.

3. What are the opportunities and challenges to be addressed by the Board of Directors and the MRPA membership during your term of office, if elected, as well as in the long-term? How do these areas relate to the Association's core values?

I believe the huge opportunity for Board of Directors and MRPA membership during the next couple of years is implementing the Strategic Plan Priorities referenced above. The MRPA Board and Membership will now have a guide for moving the Association forward and I believe the Board of Directors will position MRPA and the membership to be successful over the next two years but also for long term success.

Some of the challenges will be to continue to find avenues for expanding membership opportunities and continue to focus on diversity, equity, and inclusion efforts. Finding more avenues for young professionals to be involved will be a way to capitalize on expanding our membership. Also supporting networks such as the Race and Equity Advisory Committee and their great work are opening up more options for supporting our current and potential new members.

Another opportunity and challenge will be setting up MRPA for long term financial success. There have been strides over the past couple of years like the Northstar Partnerships and additional educational sessions but continuing to put a focus on efficient and expanded opportunities to grow revenue and opportunities for our membership will be as important as ever.

I believe the MRPA Core Values relate directly with these opportunities and challenges to be addressed by the Board and Membership over the next few years.

- Leadership – the opportunities to continue to serve the MRPA membership will be leadership driven and the Board can be a huge part of positioning staff to continue to grow and lead our professionals.

- Stewardship/Inclusion – The opportunity our expanded networks such as the Race and Equity Advisory Committee has brought and can continue to advocate for all.
- Engagement – This will be a huge opportunity for the Board, Staff, and the whole membership to bring undeniable value for all members who are heard and seen. I believe if positioned correctly MRPA would see its greatest growth by creating an engaging environment that the membership supports and leads.
- Integrity – I believe the Strategic Plan will provide MRPA a huge opportunity to build trust through interactions with the membership over the next two years. As the priorities are established so will many facets of interactions with the membership to contribute to the long term success of MRPA.

4. Professional Work Experience in Park and Recreation Profession

My professional work experience includes 12 years of full-time parks and recreation experience and another 5 year or part-time experience in a variety of roles for parks and recreation departments.

- City of New Ulm - Park and Recreation Director - (July 2023 - Present)
- City of Saint Peter - Director of Recreation and Leisure Services - (Aug 2018 - July 2023)
- City of New Ulm - Recreation Program Supervisor - (March 2014 - Aug 2018)
- Westonka Community Education - Recreation Coordinator - (May 2013 - March 2014)
- St. Michael Albertville Community Education - Activity Center Coordinator - (July 2011 - May 2013)

5. Education and Training

My education and training include:

- Bachelor of Science in Sports Management (Recreation Emphasis) from Southwest Minnesota State University (2001-2005)
- Masters of Science in Recreation, Sport, Tourism Administration from University of Illinois Champaign-Urbana (2013-2014)
- Certified Parks and Recreation Professional (CPRP) from NRPA (2013-Present)
- Emerging Recreation Leadership Institute 2 (MRPA - 2016)

6. MRPA Positions Held (Sections, Committees, Offices, etc.):

MRPA positions and involvement include:

- MRPA Board Southern Region Representative (2022-Present)
- Minnesota Recreation and Parks Foundation Board At Large (2022-Present)
- 7 years as an active member of the Awards Committee (2016-Present)
- MRPA Awards Committee Co-Chair (2019)

- 10 years of Active member of Southern MN Recreation and Parks Association (2014-Present)
- SMRPA Secretary (2018), Vice-President (2019), and President (2020).
- MRPA Conference Committee in 2015 (Mankato, Programming committee)
- MRPA Conference Committee in 2018 (Rochester, programming committee).
- Was on the MRPA Website sub-committee in 2020-2021 in which group provided information and feedback for an updated MRPA website.
- Participated in the Strategic Listening and Visioning group interviews in 2021.

7. Other Volunteer Professional Association/Community Involvement

- New Ulm Jaycees - (2014-Present) Held multiple officer positions including President.
- Brown County United Way - (2016-2018) Board Member
- New Ulm Jr. Baseball - (2016 & 2023) Volunteer Head Coach
- New Ulm Cathedral Super Hooper Basketball - (2022-2023) Kindergarten and 1st Grade program coordinator and coach.
- Heart of New Ulm Leadership Team (2016-2018) Board Member
- New Ulm Catholic Schools Football Game Staff Volunteer (2014-Present)