

Mystery Shopper – Fresno PARCS

Department of Recreation Administration

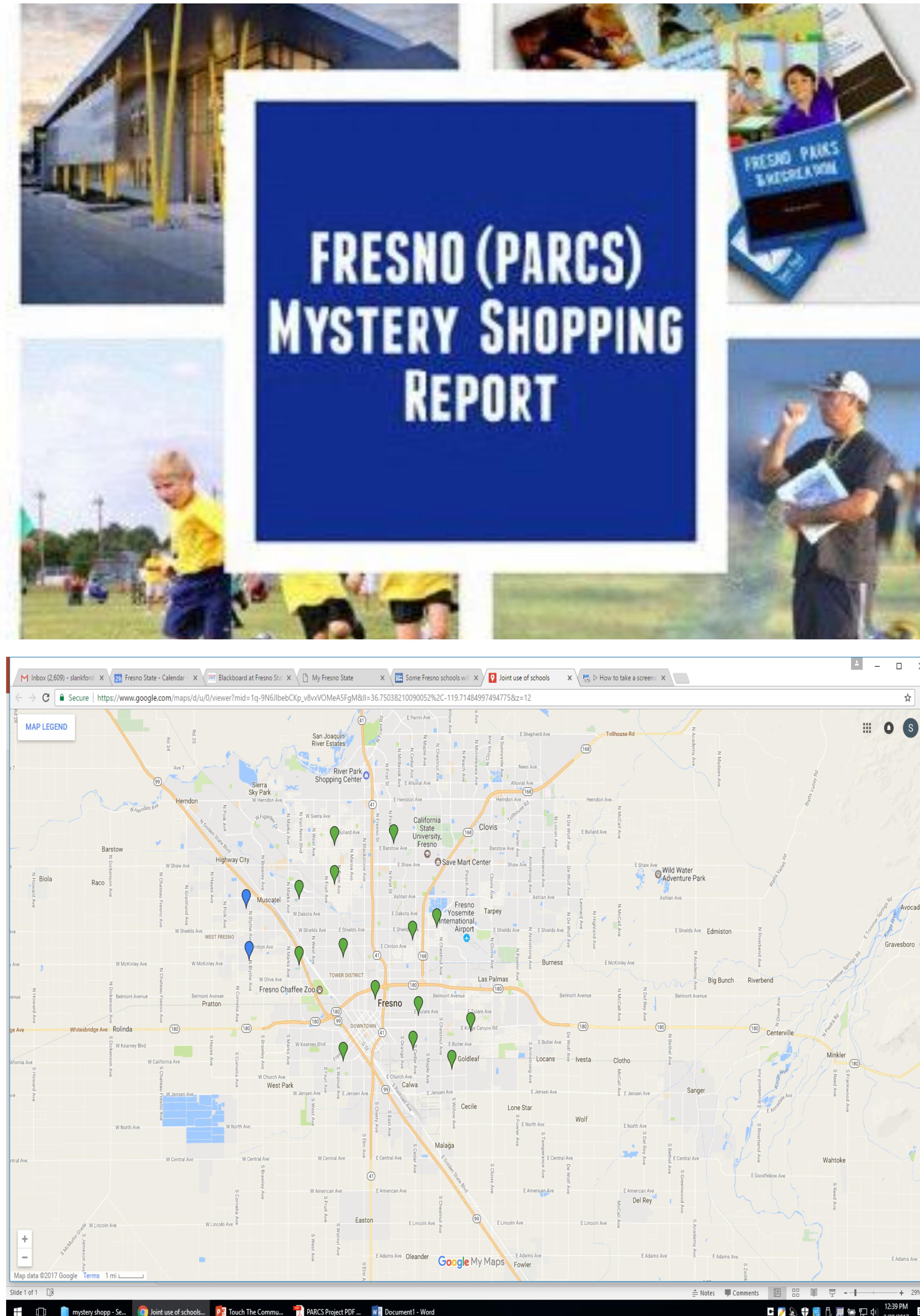
Abstract:

Observations were conducted to identify the strengths and weaknesses of personnel, marketing, programming, and facility management for selected weekend recreation programs offered at schools by the City of Fresno PARCS. Questions focused on determining the quality of personal, marketing, programming, and facility management at each selected site.

The study was designed to provide evidence of the strengths and weaknesses of weekend school programs at selected schools in the City of Fresno. Findings suggest that signage can be improved, along with other marketing efforts.

Methods and Structure of Project

Elementary schools surveyed included: Vang Pao, Wilson, Yokomi, Steinbeck Elementary, McKinley, Addams, Wawona; Middle Schools Terronez & Scandinavian; and High Schools Sunnyside, McLane, Roosevelt, Hoover, Fresno, Edison, and Bullard. Student observers (n=26) collected data two weeks at the selected school sites. Random observations were recorded on IPAD's using standardized questions.



Exceeding Expectations - Observers Noted

- 60% of staff presented themselves in a professional manner.
- 65% of staff members were in proper uniform.
- 58% felt communication and registration process was clear and effective.
- Friendly staff, lots of open green space, most staff members wearing proper shirts, and activities easily accessible

Areas of Improvement – Observers Noted

- Clean portable restrooms
- Programs were hard to find due to lack of signage or posters
- Not enough shade canopy and adequate water jugs

Recommendations

- Staff members in proper uniform and greet guests with a professional manner
- Improve registration process for visibility and clarity
- Improve online presence, website and signage