

Diane D. Stanke, CPRP

Professional Experience

Director of Marketing and Customer Service - 2013 - Present

Park District of Oak Park, Oak Park, IL

In addition to the responsibilities identified for the Manager of Communications, assumed responsibilities for district-wide customer service efforts including:

- Directs the efforts of the customer service staff and coordinated efforts, at a strategic level, with other Park District functions
- Supervises Customer Service Manager, Facility Scheduling Supervisor, Registrar and 5 part-time staff
- Responsible for working with customer service staff to provide an enjoyable experience when registering for programs or seeking information.
- Prepares, monitors and oversees the implementation of the department budget

Manager of Communications - 2001 - 2013

Park District of Oak Park, Oak Park, IL

- Manages district-wide communication & marketing efforts
- Coordinates administration of grant proposals, documentation and reports
- Supervises Communications and Marketing Coordinator and 2 part-time staff
- Supervises Sponsorship Coordinator and oversees all sponsorships and advertising
- Coordinates strategic goals for the Park District aligned with 5-year plan
- Coordinates design and administration of Park District web site
- Prepares and monitors department budget
- Administrates special projects and other duties as designated by the Executive Director
- Oversees seasonal brochure design, publication and distribution
- Manages communications for district-wide comprehensive planning and development projects
- Acts as staff liaison to the Park District Citizen Committee

Communications & Marketing Manager - 1999 - 2001

Illinois Park and Recreation Association, Carol Stream, IL

- Rolled out the first year of the three year Illinois Benefits Movement Marketing Plan including the creation of a mentor training program, training of ten mentors, organization of statewide agency trainings, creation of a Benefits research project, video production and logo/slogan development
- Wrote numerous articles for the IPR magazine and Connection newsletter
- Designed the IPRA section of the IAPD/IPRA Membership Directory, numerous flyers & other promotional materials
- Acted as staff liaison to the Joint Public Awareness Committee, Joint Publications Committee, Communications & Marketing Section, Benefits Subcommittee and the National Alliance for Youth Sports
- Responsible for the Partners for the Future Campaign database and all marketing efforts (This campaign raised over \$240,000 to ensure the future growth and development of IPRA)
- Responsible for numerous special projects

Community Services Supervisor - 1989 - 1999

Morton Grove Park District, Morton Grove, IL

- Wrote, designed and distributed all Park District promotional materials including seasonal program catalogues, brochures, flyers, newsletters, postcards, handbooks, etc.

- Developed and implemented fitness club marketing plan
- Created and maintained Park District Web Site using HTML
- Developed and implemented a district-wide recreation program evaluation process
- Created and oversaw Park District tree donation program
- Responsible for numerous special projects including:
 - Completed application for National Gold Medal Award (1993 Finalist)
 - Scripted and produced a 15 minute informational video
 - Designed and distributed community-wide survey
 - Co-authored articles for IPR magazine and Get The Message

Education

- Masters of Arts Degree in Human Resource Development
Northeastern Illinois University, Chicago , IL
- Bachelors of Science Degree in Recreation and Park Administration, 1980
Western Illinois University, Macomb, IL

Professional Awards & Recognitions

- Recipient of 2013 IPRA Community Impact Award
- Recipient of 2005 Best Facilities Management Article, Illinois Parks & Recreation Magazine
- Recipient of 2000 Communications & Marketing Section Commitment Award
- Member of 2000 National Alliance for Youth Sports Leadership Team
- NRPA Certified Benefits Mentor
- 1998 IAPD/IPRA Agency Showcase Award for Best Special Programming Brochure
- 1997 IAPD/IPRA Agency Showcase Award for Best Single Brochure Cover

Professional Organizations

- Certified Park and Recreation Professional
- Member of Illinois Park and Recreation Association
- Member of the National Recreation and Park Association
- Member of IPRA Communications and Marketing Section