

# PRIDE

## Community Certification

2009 National Extension Tourism Conference

The Yarrow Resort Hotel

Park City, Utah

June 14-17, 2009



# What is **PRIDE**?

**P**roducing

**R**esourceful

**I**nformed

**D**evoted

**E**mployees

**PRIDE:** can link  
customer service  
to community  
success!!

# THE CIRCLE OF SERVICE



# History of PRIDE

- Originally based on “Texas Hospitality Training” developed by Texas A&M University Agricultural Extension Service
- Developed in Oklahoma in 1994 as a “Train the Trainer” program by OSU Extension and Payne County Economic Development
- Great Plains Trail of Oklahoma opened in April 2006 and suggested a community PRIDE certification program
- New PRIDE team hosts application workshop in June 2007

# PRIDE

## Community Certification Application Workshop



# Presented by:

- Oklahoma Cooperative Extension Service, Oklahoma State University
- Oklahoma Department of Commerce
- Oklahoma Department of Agriculture, Food, and Forestry
- Oklahoma Tourism and Recreation Department
- Oklahoma Wildlife and Prairie Heritage Alliance

# PRIDE

## Community Certification Goals:

- Train frontline employees in the community to offer superior service
- Increase business traffic in the community by increasing both local and external customers
- Make your community attractive to the visitor experience

# Why should YOUR community become **PRIDE**-Certified?

1. State and national recognition of the valuable work by community members and agencies.
  - a. Press release by OSU to local media
  - b. Recognition at annual PRIDE awards ceremony
  - c. Sign proclaiming PRIDE-certification
  - d. Add PRIDE certification to profiles on various websites



## Benefits of Certification (Continued):

2. Certification process provides a focus on partnership objectives and activities in the community.
3. Certification provides an opportunity for increased visibility within the community.
4. Increased awareness of the impact of tourism on the economy.
5. Recruitment of more volunteers due to high visibility.

## Benefits of Certification (Continued):

6. Increased community participation in activities due to public forums, media coverage of activities, etc.
7. Certification process will help sustain partnerships and keep momentum going.
8. Ongoing support from the PRIDE affiliates.
9. Enhanced credibility with possible funding sources
10. The right to use the PRIDE logo

# Steps for Becoming PRIDE-Certified

## I. Get Started

- A. The community has held a PRIDE training and leaders feel ready to move to the next level.
- B. Form a steering committee of 5-10 leaders, and develop a PRIDE task force that represents a broad spectrum of the community.
- C. Volunteers begin to meet and garner buy-in for certification.
- D. Develop a vision for the group, include quantifiable goals.

# Steps for Becoming PRIDE-Certified

- II. Attend an Application Workshop
  - A. Workshop will provide details on how to complete the application.
  - B. Use the workshop as a time to determine if PRIDE certification is right for your community.
  - C. Attendance is mandatory for at least 2 representatives from your community and a local County Extension Professional.

# Steps for Becoming PRIDE-Certified

## III. Plan and build partnerships

### A. Determine your target district

1. Set boundaries
2. Develop a map

### B. Perform a PRIDE area assessment

1. Assess the resources available to you
2. Review secondary data about your community
3. Determine the businesses in your district that will be PRIDE partners

### C. Develop a strategic plan for moving forward

1. Objectives (100% certified?)
2. Work plans
3. Task assignments

### D. Prepare a budget

# Steps for Becoming PRIDE-Certified

## IV. Submit Application

- A. Contact County Extension office
- B. Review application checklist (more on this later):
  - ✓ PRIDE Application form
  - ✓ Government resolution(s) – sample is provided
  - ✓ Map of PRIDE district
  - ✓ Area assessment
  - ✓ Work plans
  - ✓ Budget
- C. Submit application to County Extension office
- D. Wait for approval or request for more information

# Steps for Becoming PRIDE-Certified

- V. Implement the work plans –
  - A. Implementation time: 24 months
  - B. Generate the number of points required for a district with your population. (More on this later.)
- VI. Submit documentation for PRIDE certification packet.
  - A. Send certification materials to OSU Extension office
  - B. Checklist for certification packet:
    - ✓ Cover letter
    - ✓ Dated letter giving approval to proceed with certification
    - ✓ Work plans documenting completed projects
    - ✓ Documentation of completed projects (articles, sign-in sheets, photographs, etc.) and their associated points totals.
    - ✓ Updated work plans indicating future goals

# Steps for Becoming PRIDE-Certified

- VII. Celebrate: After receiving confirmation that you have qualified for PRIDE certification, plan a celebration!
- VIII. Update work plan and work towards re-certification.
  - A. Keep your community engaged with post-certification goals.
  - B. Plan to recertify.



# Standards for Certification

- Successful certification is based on a sliding points scale.
- Points are earned for various activities.
- The number of points necessary to achieve certification depends on the population of your PRIDE district.

# Standards for Certification

PRIDE District Population	Total Points to Certify	Points to Re-Certify
500 or less	125	40
501 – 1,000	190	60
1,001 – 2,500	250	80
2,501 – 5,000	325	100
5,001 – 10,000	400	125
10,001 – 20,000	450	150
20,001 – 40,000	500	175
40,000 – 100,000	625	200
100,000 or more	750	250

# Standards for Certification:

You must earn your required points from the following categories:

1. Administrative Activities – no points
2. Training Activities – min. 50 points
3. Educational Activities – min. 50 points
4. Community Project Activities – min. 25 pts

# 1. Administrative Activities – Required:

- Maintain PRIDE certification/re-certification records
- Identify individuals to serve as the post-certification team
- Update your web listing on [TravelOK.com](http://TravelOK.com) and [okcommerce.gov](http://okcommerce.gov)
- Submit quarterly updates to your county Extension office
- Develop community/regional slides for presentation

## 1. Administrative Activities – Required:

- Complete your community assessment
- Update your community assessment
- Keep your local OSU Extension office informed of your progress and your future plans
- Submit bi-annual (every 24 months) reports for recertification

## 2. Training Activities (Sample):

Points	Activity	Maximum Points
25	100% of all convenience store employees trained for a 1-year period	25 per store/year
100	Train 100% of frontline workers in the PRIDE district	100 per year
80	Train 80% of frontline workers in the PRIDE district	80 per year
10	Each C-store that sends participants	10 per store/year
50	Train 100% of high school Jrs & Srs	50 per year
5	Each PRIDE training held	5 per session
1	For each employer that sends trainees	Unlimited
1	Each person trained	Unlimited

Must earn at least 50 points from these "Training Goals."

### 3. Education Activities (Sample):

Points	Activity	Maximum Points
20	Host an annual event (such as awards banquet) with a focus on educating the community about PRIDE	20/year
10	Write a regular column in your community newspaper/newsletter	10 per article
15	Create a community website highlighting tourist activities	One time
5	Create or update a project brochure specific to your community	5 per year
10	Hold a series of workshops to educate citizens about local attractions	10 per session
1	Work with a local business to display PRIDE brochures, posters, etc	1 per business

Must earn at least 50 points from these “Education Goals.”

## 4. Community Projects (Sample):

Points	Activity	Maximum Points
50	Pass a lodging tax for promoting economic development and tourism	One time
10	Host a PRIDE advanced training in conjunction with County Extension	10 per training
10	Beautify a space that visitors see	10 per space
10	Convert medians into landscape	10 per year
10	Organize a fund-raising/awareness event	10 per event
10	Examine & update community ordinances to be more visitor friendly	10 per year
5	Make a presentation to a group not yet associated with the program	5 per presentation

Must earn at least 25 points from these “Community Projects.”



# Review of Application Checklist:

- ✓ **PRIDE application form**
  - Form is included in your packet.
  - Form asks for basic contact information

# Review of Application Checklist:

- ✓ Government Resolution(s)
  - A sample is included in your packet.
  - Include at least one from the town/city council or the county commissioners.
  - The resolution does not request money or action—it is only a statement of support.
  - Include a copy of the meeting minutes indicating the passage of the resolution.
  - Get started right away. This may take several months.

# Review of Application Checklist:

- ✓ Map of PRIDE District
  - You define your own district:
    - Neighborhood/District
    - City limits
    - Multi-city by-way (Such as several cities along a scenic highway)
    - County
    - Multi-county
  - Instructions for using Mapquest are included in your packet.

# Review of Application Checklist:

- ✓ Completed Area Assessment
  - Contact your County Extension Office for information about the following reports that are available:
    - Economic and Demographic Trends
    - Retail Sales Trends
  - Instructions for finding community data profiles from the Census and the Bureau of Economic Analysis are included in your packet.
  - A business inventory assessment form is included in your packet.

# Review of Application Checklist:

- ✓ Documentation to Support Points Requirements
  - Develop work plans that incorporate activities required to achieve your points total.
  - Remember, you have **24 months** to complete the certification activities.
  - Following certification, you have another 24 months to work on re-certification.
  - Submit work plans with expected budgets for these first 48 months (4 years).
  - Keep in mind that nothing is “set in stone.”

# Review of Application Checklist:

- ✓ Submit program budget
  - First 24 months, which is the certification period
  - Next 24 months, which represents your first re-certification period
  - Include in these budgets some indication of where the funding will come from
  - Don't worry – these budgets aren't set in stone.

# OUR FIRST PRIDE COMMUNITY



# Murray County Shows Their **PRIDE**





# QUESTIONS?



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