



CONVERSATIONS THAT MATTER

MASTER CLASS SERIES

AMERICAN ACADEMY FOR PARK AND RECREATION ADMINISTRATION

Adapting Language, Preserving Values

How parks and recreation leaders navigate communication, context, and community trust

Even with large scale changes in the landscape, as professionals, we continue to center the work of access and inclusion, ensuring that parks and recreation are for everyone. The first step was shifting language, but how should we respond when tensions rise in the communities we serve? In this session, we will collaboratively create guidance on responding to social media around diversity, equity, and inclusion efforts in community, and proactively shape stories and frame communication in ways that honor community context and reduce risk.

DURING THIS CEU MASTER CLASS, ATTENDEES WILL:

- Explore the current legislative and political landscape surrounding DEI.
- Discuss evaluating risk and assessing political climates.
- Navigate Public Information Office communication and explore de-escalation strategies.
- Establish how to frame stories and messaging amid public scrutiny.

THURSDAY, JANUARY 22, 2026

12 PM ET | 11 AM CT | 10 AM MT | 9 AM PT (90 MINUTES)

PRESENTER:

Autumn Saxton-Ross, PhD

Chief Education & Equity Officer, NRPA

MODERATOR

Tracey Crawford, CPRP, CTRS

Senior Learning Strategist, Access to Growth Learning Solutions



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