

# CTM: Master Class – From Evidence to Impact

February 19 | Breakout Room Facilitator Guide

## Discussion Questions

### Purpose

This breakout discussion is designed to help participants:

- Explore how research and evidence inform programmatic decision-making
- Examine barriers to evidence-based practice in parks and recreation
- Reflect on how agencies measure and communicate impact
- Identify strategies to strengthen equitable participation and community reach
- Generate practical takeaways for immediate application

### Facilitator Notes

- These questions are a guide, not a script.
- You do not need to ask every question or follow them in order.
- Allow conversation to flow naturally and probe deeper when needed.
- Encourage reflection and sharing of lived professional experience.
- Keep discussion grounded in real agency practice, not theory alone.
- Capture 1–2 key insights to report back to the larger group.
- Be mindful of time and ensure all voices have space to contribute.



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## Breakout Room Discussion Questions:

(Select questions based on time. Follow-up questions not listed may be warranted.)

### Research & Programmatic Decision-Making

- How do you currently use research to drive the programmatic decisions you make in your community?
- If you do not regularly use research, what typically informs your decisions?
- Where could research more intentionally shape your work?
- What would improving your use of research look like in practice?

#### Follow-Up Prompts:

- Do you rely on internal data, national research, anecdotal feedback, or trends?
- How do you balance community voice with research evidence?

### Organizational Support & Barriers

- How does your agency support evidence-based decision-making related to programs and services?
- Are there systems, expectations, or leadership practices that reinforce research use?
- What barriers exist to making evidence-based decisions?

#### Common barriers may include:

- Time constraints
- Limited access to research
- Budget pressures
- Political considerations
- Organizational culture
- How might those barriers be overcome?

#### Follow-Up Prompts:

- What role does leadership play?
- What small step could move your agency forward?



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## Documenting & Communicating Impact

- How do you document the benefits your organization provides to your community?
- Do you measure outcomes, or primarily outputs (attendance, revenue, participation numbers)?
- How do you communicate impact to stakeholders, elected officials, and the public?

### If documentation is limited:

- What barriers prevent more intentional documentation?
- How might those barriers be addressed?

### Follow-Up Prompts:

- Are you telling your story with data?
- How do you translate research into language your community understands?

## Meeting the Needs of Participants & Non-Participants

- How does your agency identify how to better meet the needs of current participants?
- How do you identify and reach those who are not participating?
- What strategies do you use to ensure equitable participation across the lifespan?

### Issues to consider:

- Access barriers (transportation, cost, language)
- Program timing and scheduling
- Cultural relevance
- Representation in marketing
- Inclusive design

### Follow-Up Prompts:

- Who is missing from your programs?
- How do you know?
- What data would help you answer that more confidently?



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## Values in Action

What does it look like to align research with your organizational values?

How does evidence-based practice strengthen public trust and community credibility?

How can research support equity and inclusion in parks and recreation?

## Leadership & Application

What support do staff need to more confidently use research in decision-making?

How can leaders normalize evidence-informed conversations?

What is one actionable takeaway you can apply in your role or organization?

## Closing Reflection and Breakout Discussion Summary

Evidence-based practice is not just about data — it is about aligning research, values, and community voice to strengthen the public value of parks and recreation.

