



STREET LEVEL STUDIO | PROJECT CASE STUDY



Take a Walk in the Park!



PLAYING A STRATEGIC ROLE IN ASSOCIATION'S STATEWIDE WORKFORCE RECRUITMENT INITIATIVE

CHALLENGE

The Illinois Park and Recreation Association (IPRA) sought to launch a bold, strategic response to the workforce recruitment challenges facing its members.

Illinois parks, recreation, and conservation agencies must compete with the private sector for top talent while combating perceptions about lower pay and limited professional potential. IPRA saw an opportunity to play a crucial role in helping its members promote

the field as a viable and meaningful career path with diverse employment options. The association turned to Street Level Studio to frame a marketing strategy, create a compelling campaign, and create dynamic digital assets for its Workforce Recruitment Initiative.

CLIENT: IPRA

DELIVERABLES: MARKETING STRATEGY AND CAMPAIGN ASSETS

Social Media, Instruction Guide, Posters



SOLUTION

Defining the audience, refining the messaging, and then creating consistent yet customizable digital recruitment resources to help IPRA members engage job seekers.

Initially, interviews with IPRA members on the opportunities and challenges of a career in the industry identified two key target personas at different career stages—Career-Change Charlie and First-Job Jamie. To reach and resonate with both audiences, we created an attention-getting theme—Take a Walk in the Park—

and supported it with bold, colorful design and imagery. Finally, we developed a scalable digital resource kit filled with customizable ready-to-use recruitment materials, including posters, flyers, social media templates, banner ads, and tips for using these assets effectively.

RESULTS

Reception has been resoundingly positive, reinforcing IPRA's position as a forward-thinking leader.

In addition to helping Illinois park, recreation, and conservation agencies connect with potential candidates and build a first-class workforce, IPRA's Workforce Recruitment Initiative received a coveted 2025 ASAE® Power of Associations™ Silver Award, recognizing its original and effective solution to an important industry challenge.

AWARD



Platinum
Media Kit

Illinois Park & Recreation Association (IPRA)
2025



Silver

General Marketing–Recruitment

Illinois Park & Recreation Association (IPRA)
2025