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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Kerrville Parks and Recreation director earns top designation

Kerrville, Texas (March 25, 2024) – Director of Parks and Recreation Ashlea Boyle recently obtained her Certified Park and Recreation Executive (CPRE) designation through the National Recreation and Park Association (NRPA). The CPRE establishes a national standard for managerial, administrative, and executive parks and recreation professionals. This mastery-level credential focuses on the practical knowledge and current real-world skills necessary in today's changing park and recreation environment through five key competency areas. These areas include vast communications, finance, operations, human resources, and policy and planning knowledge.



The CPRE is intended for full-time middle to upper-management professionals in the parks and recreation field and focuses on real-world skills. Qualifications include a combination of education, field experience and a current Certified Park and Recreation Professional (CPRP)

certification to be qualified for the program, as well as passing a rigorous exam. The CPRE is the highest certification designation in the Parks and Recreation industry. Boyle joins only about 400 other CPREs in the nation in this prestigious honor.

Boyle has been with the City of Kerrville for nearly 16 years and has been leading the helm of the Parks and Recreation Department since 2016. She is passionate about her work and enjoys serving the community. She can regularly be found in the parks, usually visiting with park users, attending events, observing and inspecting, or planning improvements.

“We have a beautiful parks system and offer a variety of services to encourage the opportunity for our community and visitors to get outdoors, be active, and play,” Boyle said. “The credit goes to our team. Our department of approximately 50 comprises enthusiastic, talented and hard-working individuals I am proud to work alongside. They truly care about their work and our community and strive to make a difference.”

For more information, contact the Parks and Recreation Department at (830) 257-7300, recreation@kerrvilletx.gov, visit the city’s website at www.kerrvilletx.gov, or follow us on Facebook at City of Kerrville Parks and Recreation Department and on Instagram at cityofkerrville.



Ashlea Boyle, director of Parks and Recreation

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