



## Partnering with Great Wolf Lodge

Talent is everywhere. Opportunity is not.

Guide for Community Based Organizations (CBO)

2021-2022

# Overview

# What is Great Wolf Lodge?

## *Purpose*

Great Wolf Lodge is more than just a typical hotel. We create a family getaway that offers fun for all ages. Having been described as a cruise ship on land, Great Wolf offers a unique space for families to come together to make memories and have a lot of fun.

Our guest rooms are lodge and north woods themed, some with bunk beds and dens – perfect for family fun! We offer a variety of dining experiences from quick a grab and go, candy stores, and family dining buffets and restaurants. In addition to the cornerstone Waterpark that is part of every Great Wolf, we also have fun dry-play attractions like arcades, rope courses and rock walls, bowling alleys, mining sleuths, and our signature Magi-Quest live-play interactive game.

Fun is our focus, and our Pack Members (what we call Great Wolf Employees) embody that. Fun is built into our core values, our leadership styles, and our guest interactions, making Great Wolf a unique and great place to work.

Want to learn more? Here's the YouTube [Link!](#)



We want to continue to provide this fun experience not only to our guests but to the pack members we work with as well. This playbook is designed to give community-based organizations a look at Great Wolf Lodge and what a potential partnership may offer.



# What is Great Wolf Lodge?

*Our Purpose and our Business*

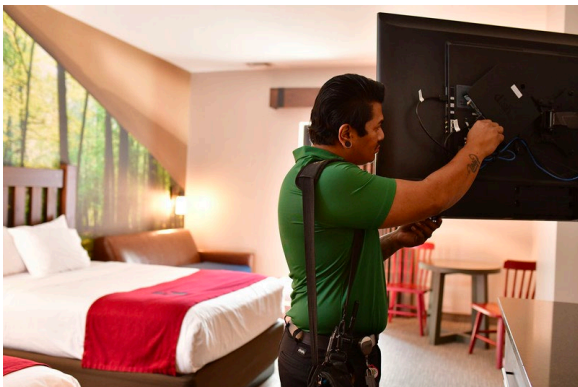
## Our Purpose

At the root of it all, our purpose is to Bring Joy to Families. As a company, we focus on strengthening the family Pack and creating special memories for kids and their families. It not only leads to a great feeling at the end of the day but makes for a fulfilling and fun work environment!

As an employer, we believe in being a place where people can bring their best selves to work each and every day while providing career opportunities for all people. We engage and connect with opportunity talent to provide career paths and employment opportunities within our lodges.

Groups such as opportunity youth (youth aged 16-24), veterans, and those from historically marginalized communities are groups we continue to prioritize hiring into our stepping-stone roles. positioning them for advancement into additional hospitality opportunities. It is our view that we can create an inclusive culture where everyone has an opportunity to advance if they desire to.

**“Great Wolf Lodge takes pride in having a culture that is welcoming and respectful to all people, regardless of background. We believe the uniqueness, individuality, and diversity of our Pack are the pillars of its strength. We dedicate ourselves to ensuring every Pack Member can bring their authentic and whole self to work every day, allowing us to continue our mission of *bringing joy to families.*”** - Bryan Robinson, Chief People Officer, Great Wolf Lodge



# What Makes us Great

## Our Values and Culture

### Our Values

At Great Wolf Lodge, things like respect and integrity are “tickets to play”. Our values, created by our Pack, differentiate Great Wolf from others in the way we work and behave with one another and with our guests. Our values are the set of standards of how we evaluate ourselves and measure how we go about **bringing joy to families**. We formed our values by asking our own Pack Members what makes Great Wolf special, as well as what we should be aspiring toward.

#### Values:

##### Bring Joy to Families

- Our purpose – the reason we exist

##### We Show We Care

- Follow Through, Proactive Problem Solving, Ownership, Empathy

##### We are One Pack

- Enthusiastic, Team Player, Genuine

##### We Improve Every Day

- Resourceful, Resilient, Open to Change

##### We Use Our Imaginations

- Curious, Creative, Inventive

##### Our Leaders Make it Personal

- Personalized, Invests Time, Appreciative

### Our Culture

Our values are used to shape and maintain a culture that makes sure every Pack Member feels like they are included, can bring their full self to work every day, and have an opportunity to grow, advance, and thrive. We also believe that one of the best ways to Bring Joy to Families is to make sure that we have fun as well. We wear wolf ears, have a knighting ceremony for kids that complete our Magiquest game, and like to celebrate as much as we can with one another.

Great Wolf Lodge also strongly values Inclusion and Diversity, understanding that creating a truly inclusive environment requires that everyone, regardless of background has an opportunity to be their full self. Through different events like our Women's Equality Day, Juneteenth and National Disability Employment Awareness Month, and other celebrations we focus on what makes us a unique place and special, our Pack. We are proud to be a diverse workplace and we consistently evaluate ourselves to find ways to continue our ensuring Great Wolf is a place where everyone belongs.



# Career Pathways

## *Why it's Important*

A key focus in our search for great talent is our Career Pathways program. In combination with The Blackstone Group, Career Pathways is our goal is to work to increase employment opportunities and career mobility for those from underserved communities, overlooked groups, veterans, and opportunity youth.

### **Here are some reasons why we feel Career Pathways are so important:**

- *2 out of 5 young people in today's workforce are unemployed or are working but living in poverty. Source: ILO.org*
- *Unemployment rates for both male and female veterans increased by at least 6.5% in 2020. Source: dol.gov*
- *Today, the employment-population ratio for people with a disability was 17.9 percent in 2020 compared to 61.8 percent for those without. Source: bls.gov*
- *Travel and tourism provide 1 out of 10 jobs globally? Yet people in underserved communities often don't have a path to employment opportunities in this industry. Source: WTTC.org*

We partner with community-based organizations (CBO's) to identify, upskill, develop, and support opportunity talent throughout their Great Wolf journey. We understand that sometimes there are those with limited skills or skills from a completely different industry. Great Wolf does not view that as a barrier, but rather an opportunity to start something new. Career Pathways is our mission to close the opportunity gap and get talented people into stepping-stone roles to position them for increasing opportunities.



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# **The Jobs We Have**



# The People We're Looking For

## Jobs we Have

We are looking for great people who are hard-working, looking for fun, and that have a passion for serving and helping others! Great Wolf is open to all people from any background and with all levels of experience.

## People We Hire

- Those from all backgrounds and experiences
- Those with any level of education, ages 16 and older
- Those with disabilities, veterans, and an unrestricted work authorization in the US

## Jobs We Have

Position	Description
<b>Housekeeping</b>	
Room Attendant	The Room Attendant is responsible for maintaining the cleanliness of guest rooms. Previous cleaning experience and good communication skills are preferred along with the ability to lift to 30 lbs. and push/pull up to 100 lbs.
Floor Care Attendant	The Floor Care Attendant is critical to ensuring the overall atmosphere of the Lodge meets or exceeds Great Wolf and guest standards. The Attendant is responsible for the cleaning and maintenance of flooring/carpet throughout the resort.
Laundry Attendant	The Laundry Attendant ensures guest satisfaction by maintaining the supply of fresh linens. The Attendant is responsible for washing, drying, and folding linens, terry, and other laundry, for the resort and restaurants.
Public Area Attendant	The Public Area Attendant is critical to ensuring the overall atmosphere of the Lodge meets or exceeds Great Wolf and guest standards. The Attendant is responsible for cleaning and maintaining common areas of the resort.
<b>Food and Beverage</b>	
Server	Servers are responsible for presenting menu options to guests and taking food orders. Servers engage in friendly conversation with guests as well as help maintain a clean environment.
Host/Hostess	The Host/Hostess is the first impression for guests in their dining experience and is critical to ensuring all feel welcomed. The Host/Hostess is responsible for greeting guests, escorting them to tables, and monitoring their needs throughout service.
F&B Attendant	The Food and Beverage Attendant is responsible for positive guest interactions while taking orders, serving, and handling transactions in a friendly and efficient manner at various food outlets, including the Pizza Shop, Coffee Shop, Grab 'N Go outlet, and more.
Banquet Server	The Banquet Server exemplifies high dining standards of presentation, set up, and service. The Banquet Server interacts in a friendly and efficient manner with all guests while serving food and beverages.
Bartender	The Bartender provides friendly and responsive service to all guests, ensuring a fun and safe environment. The Bartender prepares cocktails and non-alcoholic beverages, has a knowledge of common drinks, and provides proper suggestions to guests.
Dishwasher	The Dishwasher aids in maintaining the restaurant and dining experience by ensuring back of house items are cleaned, stocked, and organized for the rest of the culinary team.
Busser	The Restaurant Busser is key to overall restaurant operations and helps ensure guests have an unforgettable dining experience. The Busser helps maintain the overall cleanliness and atmosphere of our restaurant

\* All background checks and applications are reviewed on a case-by-case basis, more discussion may be required or had for certain candidates.





# Jobs We Have

Cont.

Position	Description
<b>Retail and Attractions</b>	
Retail Attendant	The Retail Attendant provides customers with lasting memories by assisting in the sale of memorabilia and other products. The Attendant guides customers while maintaining the cash register, ringing sales, processing returns, and closing out the register.
Attractions Attendant	The Attractions Attendant may work in any number of Attractions at Great Wolf Lodge, including but not limited to the Arcade, Ropes Course, MagiQuest, Moonstone Mine sluice, Bowling, Rock Wall other attractions within the Family Entertainment Center.
<b>Aquatics</b>	
Waterpark Attendant	Waterpark Attendant is critical to ensuring the overall atmosphere of the waterpark meets or exceeds Great Wolf and guest standards. The Attendant is responsible for maintaining the cleanliness of the pool areas by collecting and disposing of garbage, removing dirty towels from the pool area, and stocking the pool area with clean towels.
Lifeguard	The Lifeguard is one of the most important positions in the lodge, as they are vital to ensuring the safety of our guests, their families, and anyone that visits our waterpark attractions.
<b>Guest Services</b>	
Front Desk Agent	The Front Desk Agent ensures an efficient, informative, and professional check-in/out process so our guests can focus on enjoying all the amenities the lodge has to offer. Many times, as the first point of contact the Front Desk Agent helps create a positive first impression of our resort.
Night Auditor	Night Auditor is responsible for providing nightly Front Desk support and ensures the front office accounting records are accurate daily.
PBX operator	PBX Operator is the heartbeat of the hotel and is responsible for processing all incoming and outgoing communications in a friendly, professional manner.
Bell Staff	Bell Staff are critical to creating a positive first and last impression for guests at our lodge as they welcome and assist them with the transport of their luggage to and from their rooms.
<b>Other Jobs</b>	
Entertainment Ambassador	The Entertainment Ambassador creates an exciting atmosphere for kids with hands-on, unforgettable experiences. This role leads Great Wolf Lodge kids' activities and is also responsible for general retail work, including stocking merchandise and ringing sales.
Security Attendant	The Security Attendant is one of the most important positions in the lodge, as they are vital to ensuring the safety of our guests, their families, and anyone that visits our lodge. No matter the situation, Great Wolf security is trained to respond and ensure all guests enjoy a safe and fun environment.
Maintenance Technician	The Maintenance Technician oversees the day-to-day engineering operations in the lodge. This includes but is not limited to project management, general life safety, ordering, working with vendors. Responsible for completing preventative maintenance and repairs throughout the hotel guestrooms, public spaces, equipment, buildings & grounds.



# Possible Career Paths

Great Wolf consistently invests in our pack members, aiming to provide growth and advancement opportunities to all those who desire it. The various positions that we have, allow for cross-training and the development of additional skill sets. Here are what some potential career paths could look like\*:

## Path 1

### Room Attendant

- Lift/Push/Pull various items
- Work in a fast-paced environment
- Able to Communicate with other pack members

### A-Team Housekeeping

- Able to give construct feedback
- Able to motive team members

### Housekeeping Supervisor

- Able to oversee the work of multiple pack members
- Be first point of contact for issues that arise
- Effectively communicate and relay information from Housekeeping Manager to Room Attendants

## Path 2

### Host/Hostess

- Strong communication skills
- Ability to work with a team in a fast-paced environment
- Able to be welcoming toward guests.

### Banquet Server

- Able to push/pull/lift up to 30 lbs
- Ability to employ a professional demeanor when serving banquet guests

### Banquet Captain

- Lead, supervise, and participate alongside banquet team
- Effectively communicate and relay information from Banquet Manager to rest of the banquet team
- Assist Banquet Manager with administrative tasks

## Path 3

### Entertainment Ambassador

- Willingness to perform child-friendly promotional activities on-site and in the community
- Willingness to represent Great Wolf Lodge, and our mission and core values, in a positive manner on and off site

### Gift Shop Attendant

- Ability to communicate warmly with guests
- Able to handle cash and navigate a POS system after training

### Retail & Attractions Supervisor

- Able to help Retail and Attractions Manager with tasks such as scheduling and daily standups
- Strong communication skills
- Able to motivate multiple team members from all backgrounds

\*These are not standard or exhaustive. They just show potential possibilities for career progression within Great Wolf.



# The Great Things We Offer

## Benefits

Great Wolf strives to be a leading employer both inside and out of the hospitality industry. We understand that the best way to show how much we value our Pack is by what we have to offer!

### Benefits

- Competitive Wages
- Comprehensive medical, vision, and dental
- 401K retirement savings plan
- Vacation, sick days, parental leave
- Life insurance, short- and long-term disability
- Scholarship Program for returning students
- Discounts on Great Wolf Waterpark passes, rooms, food & retail
- Pack Member Department celebrations and Evens
- Recognition Program: Pack Member of the Month/Leader of the Quarter
- Talent/Professional Development Programming



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# Goals Through Partnership



# How Community-Based Organizations Benefit

## Community Impact Initiatives

**How CBO's Benefit from a Great Wolf Partnership:** CBO's benefit from a partnership with Great Wolf by gaining access to hospitality industry leaders, their knowledge, partnership, and mentorship for the benefit of opportunity talent and the organization's goals. CBO's will also have access to the resort and its spaces for the purpose of furthering their organizational mission. Further, CBO's can help achieve employment related goals for opportunity talent with the different roles at Great Wolf Lodge.

We recognize that each CBO will have its own goals and we want to leverage this partnership to help achieve those. To help reach both of our goals, requires a partnership that is maintained on both ends, but together we can be stronger in advancing our goals.

There are many potential benefits through partnerships with Great Wolf Lodge and a few ideas include:

- **Joint Upskill Programs**
- **Featured Speakers**
- **Great Wolf Lodge Site Visits**
- **Mentoring from Great Wolf Leadership**
- **Joint Celebrations/Events**
- **Candidate Referrals**
- **Potential conference space donations**
- **And More!**



These partnerships also bring the ability to conduct community impact initiatives. These initiatives can be a joint venture that supports local areas including the groups that CBOs target.

### Potential Community Impact Initiatives

- **Clothes Drives**
- **Book Donations for Schools**
- **Food Drives**
- **Community Clean-ups**
- **And More!**



# Goals Through Partnership

## *Guidance for Maintaining Strong Partnerships*

### **How Great Wolf Benefits from a CBO Partnership**

Community-Based Organizations (CBO's), and the partnerships formed with them, are valued by Great Wolf Lodge. These organizations and our relationships with them benefit Great Wolf by opening access to a wider range of potential talent from new areas that we may not be reaching. Partnerships formed with CBOs are critical to our goal of finding and hiring opportunity talent through the creation of "talent pipelines." A talent pipeline is the process where talent looking for jobs can find them at Great Wolf through CBOs.

Some Of Our Goals Include:

- **Filter through and hire talent recommended by CBOs, into successful and growing careers**
- **Communicate often with leadership to gain understanding about what each CBO may need to be successful in reaching its goals**
- **Potentially work together to create community impact events that provide resources, upskill, interact with, and involve community members in the areas surrounding the CBO and Great Wolf Lodge**

We recognize that each CBO will have its own goals and we want to leverage this partnership to help achieve those. To help reach both of our goals, it requires a partnership that is maintained on both ends, but together we can be stronger in advancing our goals.

### **Guidance for Maintaining Strong Partnerships**

Maintaining partnerships on both ends will be key to reaching these set goals. Here are key tips to do so:

- **Dedicated leadership/staff commitment**
- **Consistent and scheduled communication rhythm with leadership**
- **Sharing of respective goals and the creation of mutual goals**
- **Honesty, transparency, and respect so that all parties understand what is working and what needs to change to continue to advance the benefits of the partnership**

