



Strategic Plan 2017-2019



The Benefits of Parks and Recreation are Endless

Board of Commissioners

Lisa Boland

Jim Buschbach

Gary Callahan

Mary Pat Coughlin

Donna McCauley

Appointed Officials

Maddie S. Kelly, CPRP, Director

Jim Ribikawskis, Treasurer

Tom Farrell, Attorney

Tracey Gallik, Recording Secretary





Introduction

Driven by our mission statement, this strategic plan is the blueprint for the implementation of the Oak Lawn Park District's vision, and is guided by our fundamental directives. It is our hope that this plan will guide our services with resources that are available to us. This plan is a flexible and dynamic tool to facilitate systematic and holistic thinking about the Oak Lawn Park District.

Strategic Plan Goals

With continued commitment to our residents, the Oak Lawn Park District adopted the following goals and objectives. These goals will ensure we stay on course with our mission of enhancing the quality of life through positive experiences in parks and recreation in our community.

Community Input

As a tax supported agency, the Oak Lawn Park District believes that input from our participants is imperative. We need to know and understand our patrons preferences and expectations.

We achieve this by utilizing the following assessment techniques: program evaluations from participants, individual and household surveys, and neighborhood group meetings for park renovations.



The Benefits of Strategic Planning include:

- Focusing the District's resources on activities that are essential to increasing customer satisfaction, lowering costs, increasing taxpayer value, and achieving measureable outcomes.
- Creating a planning and implementation system that is responsive, flexible, and disciplined.
- Encouraging cooperation and support among all Park District departments.
- Reinforcing the continued improvement of the environment of the District.
- Empowering employees by providing them with the authority to fulfill planned activities.
- Providing for more seamless internal and external customer service.
- Defining and describing the District's key strategies. As a result, employees and residents know where the District is headed.

Strategic Initiative #1

To improve communication

- Objectives:
- Provide consistent and tailored communication to desired audience
 - Expand use of social media outlets and other communication channels
 - Manage patron contact information
 - Improve internal communications

Strategic Initiative #2

To continue improving, expanding and adapting to current and new technology

- Objectives:
- Improve website mobility and functionality
 - Improve training and resources on software products
 - Increase use of authorized social media outlets

Strategic Initiative #3

To increase funding

- Objectives:
- Develop clear and concise branding of park district facilities and programs
 - Pursue grants for projects and programs
 - Develop partnerships with local government agencies and private not for profits
 - Increase business advertising and sponsorship opportunities in the district



Strategic Initiative #4

To expand and stay current on relevant programs and services for all

- Objectives:
- Service diverse populations
 - Implement new programs for active adults
 - Reach out to schools and teen clubs
 - Reach out to surrounding park districts to see what they are offering
 - Eliminate barriers for participants, especially special needs and low income families
 - Implement surveys



Strategic Initiative #5

To improve customer service on all levels

- Objectives:
- Provide customer service materials and trainings that will reach all levels of staff
 - Implement secret shopper program and utilize feedback to improve the quality of customer service we offer
 - Develop a system to evaluate staff on customer service in order to hold staff more accountable



***Vision Statement of the
Oak Lawn Park District***

*The vision of the Oak Lawn Park District
is to create an environment
that promotes happiness
among staff and patrons.*

***Mission Statement of the
Oak Lawn Park District***

*The Oak Lawn Park District promotes
a strong sense of community by providing
leisure opportunities and the preservation
of natural resources that enhances the quality
of life and wellness for everyone.*