

**Character:** build respect, integrity and trust, foster teamwork through communication and collaboration, demonstrate professionalism

**Excellence:** promote staff development, follow best practices, provide quality experience through guest-centered services, exceed expectations, assure safety through comprehensive risk management program

**Innovation:** implement new technology, communicate a shared vision, recognize trends by being responsive and adaptive, inspire creativity

**Stewardship:** demand fiscal responsibility to assure transparency; build green infrastructure ; ensure resource efficiency; create and maintain effective partnerships; celebrate history

**Community:** embrace cultural diversity; encourage inclusion; celebrate contributions of residents, board, staff and volunteers

### Core Values

Objectives	Quarter to be Complete	Staff	Core Value	Comments
Complete the branding guidelines project, and present it to the staff.	A	Mike T.	Excellence	Select One
Schedule a photography session for the IPRA Communications and Marketing Section with Wolves photographer, Ross Dettman.	A	Mike T.	Innovation	Select One
Interview the two prospective consultants, and work with Ryan, and Bill to select a firm to conduct a marketing analysis on the Fitness Center.	A	Mike T.	Innovation	Select One
Create an internal campaign with Wendy Friedman to gather photos from camp staff for use in social media.	A	Jennifer J.	Community	Select One
Promote the agency's brand through marketing materials and social media channels as outlined in new branding guidelines.	A	Jennifer J.	Excellence	Select One

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Meet with Village to discuss the possibility of implementing a digital sign, visible from Lake-Cook Road, in front of Emmerich Park.	B	Mike T.	Innovation	Select One
Work with Buffalo Grove High School staff to get the student photography internship program going for the 2017-18 school year.	B	Mike T.	Community	Select One
Update the Constant Contact template for mobile devices in an effort to increase the Open Rate/Click Rate on weekly emails.	B	Jennifer J.	Innovation	Select One
	B	Select One	Select One	Select One

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Work with Tim Howe to get a grass stencil of our logo made.	C	Mike T.	Innovation	Select One
Enter materials into the IPRA Agency Showcase Competition.	C	Mike T.	Excellence	Select One
	C	Select One	Select One	Select One

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Take a course on graphic design and photography.	D	Jennifer J.	Excellence	Select One
	D	Select One	Select One	Select One
	D	Select One	Select One	Select One