

Buffalo Grove Park District

Marketing

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

2018-19 Goals and Objectives

Objectives	Quarter to be Complete	Staff	Core Value	Comments
Look into getting noise reduction software, which reduces the graininess in pictures that are taken in low light with a high shutter speed, such as indoor sports, the Golf Dome, and dance recitals.	A	Mike Terson	Innovation	In Progress I'm talking to some other photographers about what they use, and plan on making a final decision soon.
Identify which park signs will be replaced this year.	A	Mike Terson	Excellence	Complete The signs I recommend replacing are Bison, Longfellow, Old Farm and Westchester.
Create 50th Anniversary insert for fall program guide.	A	Wendy Friedman	Community	Complete
Learn REACH System for facility TV screens.	A	Wendy Friedman	Innovation	Complete
Set up a site and method to accept photos/videos from recreation supervisors.	A	Wendy Friedman	Innovation	In Progress
Create vertical banners to hang from Fitness Center's fitness floor to commemorate the 50th Anniversary.	A	Jennifer Johns	Community	Complete Content and layouts submitted to Mike S. for review. Expect banners to be completed and hung for September 9 Renovation Reception. Banners are complete and are generic, not based on 50th anniversary.
Research the costs and benefits of utilizing Google Ads, Facebook Ads and Twitter Ads for the Fitness Center's fall promotion.	A	Jennifer Johns	Select One	In Progress Have costs for Google Ad and Facebook Ads. Still researching cost of Twitter Ads. Will present to Mke S and Mike T next week.

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Get professional photos of the inside and outside of the Fitness Center in early July for use in all marketing.	A	Jennifer Johns	Innovation	Complete
				Photos were taken by me, Mike T. and FC Staff for use in the fall promotion marketing materials. Will re-consider professional photos once all renovations are completed at the Fitness Center.
Create a marketing campaign for the fall Fitness Center sales promotion that begins August 15, that incorporates the Sikich recommendations to position the Fitness Center as a convenient, clean and comfortable facility.	A	Jennifer Johns	Excellence	Complete
				The marketing campaign instead focuses on the renovations at the Fitness Center. Postcard is done; banners are complete; social media posts scheduled for August 15 launch.
Submit a proposal to present at the state conference on bridging the gap between marketing and recreation departments.	A	Mike Terson	Stewardship	Complete
				The proposal was accepted, and the session will be held at the IPRA conference this year.
Bring on a second contract designer to help with the increase of Fitness Center projects, and move Jason back to just handling the agency program guide.	A	Mike Terson	Excellence	Complete
				We brought Elizabeth Thomas on board to work on Fitness Center materials.
Survey staff on wants/needs regarding potential upgrade or redesign to the website.	A	Mike Terson	Innovation	In Progress
				I am working on a Survey Monkey to send out. This should be done by the end of August.

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Purchase an external power supply for the camera flash.	B	Mike Terson	Innovation	In Progress They are more expensive than I anticipated. I am waiting for holiday sales to make the purchase.
Create a pumpkin with our logo in it for Halloween.	B	Mike Terson	Community	Complete
Research the cost to update the Fitness Center's web page, to make it more functional, informative and user-friendly.	B	Jennifer Johns	Innovation	In Progress
Create a Trainer of the Month marketing campaign at the Fitness Center, and promote it internally to generate new training business, as well as externally to draw in new members.	B	Jennifer Johns	Excellence	In Progress Layout is near complete. I was waiting for bios of new hires from Deb Saper. Expect to be finished by mid-November.
As part of the Sikich study recommendations, create a marketing campaign for the winter Fitness Center promotion that runs December 16 - February 18, to position it as the place to join to meet your fitness goals.	B	Jennifer Johns	Excellence	Complete The winter promotion is near complete and will kick-off in early December.
Learn how to use the Smove gimble to help take better videos/photos at special events.	B	Wendy Friedman	Innovation	In Progress Device currently not working due to a battery problem. Researching the problem by contacting the company. Found device to be not very user friendly. I continue to watch You Tube videos on how to use it.
Contact Buffalo Grove High School principal Jeff Wardle to try to resurrect the plan for student photography interns that never got off the ground last year, due to the high school staff not responding.	B	Mike Terson	Community	Complete I presented to a photography class at BGHS in September. No students were interested at his time; but, will try again 2nd semester.

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Get a grass stencil ordered, so that we can have the image of our logo on the grass at special events or anywhere else we'd like.	C	Mike Terson	Excellence	Select One
Learn to use Movavi video editing software, and create 1 short video.	C	Jennifer Johns	Innovation	Select One
Take InDesign Level 1 class at Harper College.	C	Wendy Friedman	Innovation	Select One
Create a monthly e-newsletter for Fitness Center members, featuring helpful information, such as answers to members' suggestions/comments, a Member of the Month (success story), fitness/exercise tips by fitness staff and healthy recipes.	C	Jennifer Johns	Innovation	Select One
Complete project to get staff pictures on the website.	C	Mike Terson	Excellence	Select One

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Look into the costs for redesigning the website.	D	Mike Terson	Innovation	Select One
Create a series of 5 short fitness videos to share on social media that highlight an exercise or fitness tip.	D	Jennifer Johns	Innovation	Select One