

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
Work with Tim Howe to get the grass stencil of our logo project completed.	A	Mike Terson	Innovation	Select One
Look into purchasing an external hard drive to archive photographs, rather than deleting old ones due to server size constraints.	A	Mike Terson	Innovation	Select One
Select and implement social media management software to post information more consistently across many platforms (Facebook, Twitter, Instagram, Snapchat), and to collect data for analysis and reporting.	A	Jennifer Johns	Innovation	Select One
Research, select and learn to use video editing software.	A	Jennifer Johns	Innovation	Select One
	A	Select One	Select One	Select One
	A	Select One	Select One	Select One
	A	Select One	Select One	Select One

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Finalize partnership with Buffalo Grove High School to have photography students take pictures of Park District programs and events.	B	Mike Terson	Community	Select One
Meet with the Village after BG Days to further discuss sponsorship partnership opportunities.	B	Mike Terson	Community	Select One
Design new signs for the dog park that comply with the District's tier 2 branding specifications.	B	Mike Terson	Excellence	Select One
Collaborate with Mike Schulewitz on the development of vertical banners to hang from the ceiling of the fitness floor at the Fitness Center in late September, before the member appreciation week that starts October 8.	B	Jennifer Johns	Excellence	Select One
Research the costs and benefits to utilizing Google Ads, Facebook Ads and Twitter Ads for Fitness Center.	B	Jennifer Johns	Innovation	Select One
Incorporate posts and videos on Park District construction projects, special awards and board/staff recognition into the social media calendar.	B	Jennifer Johns	Community	Select One
Collaborate with Dalete Morris on developing a corporate marketing piece for the Fitness Center that will be mailed in fall. Development includes writing, overseeing the design, photography and print production.	B	Jennifer Johns	Excellence	Select One

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Get new head shots of staff and board taken.	C	Mike Terson	Excellence	Select One
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.	C	Mike Terson	Innovation	Select One
Research, write and get approval on a social media behavioral policy, geared toward the general public that can be added to all Park District social media pages by the end of 2018.	C	Jennifer Johns	Excellence	Select One
Create a social media campaign in November, to generate buzz prior to the kickoff of the Park District's 50th Anniversary in 2019.	C	Jennifer Johns	Community	Select One
Research the cost to update the Fitness Center web page, to make it more functional, informative and user-friendly.	C	Jennifer Johns	Innovation	Select One
Assist with 50th Anniversary kickoff in January 2019.	C	Jennifer Johns Mike Terson	Community	Select One
	C	Select One	Select One	Select One

