

Buffalo Grove Park District

Fitness Center

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

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

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

Core Values

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

19-20 Goals & Objectives

Objectives	Quarter to be Complete	Staff	Core Value	Comments
Featured Trainer Of The Month Program. Marketing focus trainers and their specialties. Discount for signing up with the featured trainer on their month.	A	Select One	Excellence	In Progress
		Debra Saper		Presently working on it with staff and marketing.
Transitional Program/ Partnership with Athletico. Bridge the gap between physical therapy and personal training.	A	Debra Saper	Character	In Progress
				Met and planned with former manager and now need to meet with new manager.
Conduct a corporate membership audit	A	Dalete Morris	Excellence	In Progress
				Timing is not ideal, moved to quarter B to start developing a timeline. Audit process will begin in quarter C.
Review employee membership options with General Manager. Discuss annual options for employee add-ons and review new rules related to the membership.	A	Dalete Morris	Character	Complete
				PT staff cannot pay annually for add ons to their memberships.
Develop and execute a fall promotion and tie in our facility renovation.	A	Dalete Morris	Excellence	Complete
				Promotion is over and was a success.
Develop a training test to help determine when a new hire is ready to be on their own.	A	Carol Lucido	Excellence	In Progress
				I have made a test and am going to use it on my current employees and add to it per their recommendations.
Rewrite fitness instructor performance evaluations for annual reviews	A	Select One	Excellence	In Progress
		Jenay Gordon		First draft has been written

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Source and hire new specialty instructors for the pilates and pilates Reformer program to increase club revenue.	A	Jenay Gordon	Excellence	Complete
				Hired 2 experienced Pilates and Reformer instructors. Building the Reformer program.
Write a proposal to reorganize the space for the café	A	Mike Schulewitz	Excellence	In Progress
				The plan has been writtne and a proposal submitted. A superintendent is currently working on a capital proposal for costs.
Complete a 5 year equipment replacement plan	A	Mike Schulewitz	Innovation	In Progress
				Will be completed after the replacement of this years capital is finalized. Should be in Quarter 2.

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Increase member participation numbers this year in our Turkey Triathlon	C	Debra Saper	Community	In Progress Taking place in Nov.
Partnership with sales to create a wellness program for a business in the community.	B	Debra Saper Dalete Morris	Community	In Progress Debra is developing a discounted training package offering at a niche market. Looking at partnering with local Real Estate offices.
Work with all Fitness Center Managers on Member Appreciation Week to facilitate a successful and streamlined event.	B	Dalete Morris	Community	Complete The event was a huge success and members were blown away by all the festivities and decorations.
Work with Guest Services Manager on account merges. Review the procedures, create a checks and balances program for account reconciliation and review the timeline and communication process when we are notified of accounts needing	B	Select One Dalete Morris Carol Lucido	Character	Complete Developed new checks and balances for merge accounts. New spreadsheet used for reconciliation and staff has been trained on new procedures.
Work with marketing to create new advertising for Kids Club.	B	Carol Lucido	Innovation	Complete
Develop a more streamlined training program to get new staff trained quicker at the front desk.	B	Carol Lucido	Stewardship	Complete

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Research and present a proposal for integrating wearable technology into Group ex classes and specialty programs.	B	Jenay Gordon	Innovation	In Progress
				Dalete is continuing to research current technologies. Will hope to present in quarter D.
Work with guest services to promote Group Exercise classes and specialty programs during member appreciation week	B	Jenay Gordon	Community	Complete
				Classes were an overwhelming success during this promotional week.
Update the training manual for the Emergency Action Plan	B	Mike Schulewitz	Excellence	Complete
				Manual is completed, some sections need further updating.

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Create two new specialty programs to keep up with fitness trends	C	Debra Saper	Innovation	Complete New program: Adult boxing, Youth boxing, Adult weightlifting, Pilates Reformer for Cancer patients and survivors
Review Black Friday Program making it more profitable and get trainers more involved in the promotion of it.	C	Debra Saper	Excellence	In Progress
Partnership with sales to promote training and membership in the New Year. New Years Resolution Special	C	Debra Saper Dalete Morris	Character	Not Complete
Develop and Execute a winter membership promotion to drive enrollment.	C	Dalete Morris	Excellence	In Progress
Work with the Risk Manager to do some training for my Kids Club staff.	C	Carol Lucido	Excellence	In Progress
Develop an ongoing training for current staff to make sure they are retaining information. Do this during staff meetings on a quarterly basis.	C	Carol Lucido	Excellence	In Progress I have implemented this and will continue to improve upon it.
Develop a manager operations manual with detailed directions on doing certain things in RecTrac, such as creating new passes, activities and adding buttons in POS.	C	Carol Lucido	Stewardship	In Progress

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Look into ways to improve capacity in group exercise classes per suggestions in the Sikich report	C	Jenay Gordon	Stewardship	Not Complete
Work with guest services to improve and streamline class sign up pressures.	C	Jenay Gordon	Excellence	Not Complete
Complete a five year analysis of the budget	C	Mike Schulewitz	Excellence	Select One
Complete a research and review of the fitness industry for the board of commissioners	C	Mike Schulewitz	Excellence	Select One
Client referral program for training during member appreciation week.	C	Debra Saper	Character	In Progress Changing program to an ongoing program.
Develop a member survey for future considerations and growth	C	Mike Schulewitz	Excellence	In Progress

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Revamp Heart Strong Program to increase participation and recognize new trends in the industry.	D	Debra Saper	Innovation	Not Complete
Heart Healthy Programs for member retention	D	Debra Saper	Community	In Progress
Retro freeze proposal to the General Manager to review current offerings, trends in industry and cost savings analysis to reduce credits given back to members.	D	Dalete Morris	Innovation	Not Complete
Conduct an employee membership audit.	D	Dalete Morris	Excellence	Complete Provided a report to General manager and reviewed all accounts and membership statuses. Cancelled or changed memberships for those who no longer qualify for discounts.
Create a new program to attract more families to Kids Club.	D	Carol Lucido	Community	In Progress
Work with the Fitness and Membership managers to create more member retention programs.	D	Carol Lucido	Character	Complete
Host at least one CEC and CEU certification and/or workshops at a discounted rate and convenience to our staff	D	Jenay Gordon	Excellence	In Progress

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create new exercise classes embrace cultural diversity and encourage inclusion for the Winter Group Exercise Schedule	D	Jenay Gordon	Community	Not Complete
Research and recommend technology for the membership base consistent with the trends and industry standards, for proposal for the next budget cycle	D	Mike Schulewitz	Character	Select One