

# Glenview Park District | Memo



**TO:** Board of Park Commissioners  
**FROM:** Kara Moss, Assistant Director of Risk and Special Projects  
**CC:** Executive Director, Michael McCarty  
**DATE:** March 5, 2024  
**SUBJECT:** Strategic Plan Progress Report – Six Month Update for Fiscal Year 2023-24 (October to March)

The 2023-2026 Strategic Plan is nearing its first year of a three-year plan. The Strategic Plan included 25 distinct tactics to be accomplished in the next three years. This plan outlines strategic themes, objectives and initiatives for the next three years, providing direction and setting overall goals for the District. The plan outlines a strong vision with five areas of strategic priority: customer experience; financial stewardship; environmental and historic stewardship; employer of choice; and operational excellence. Of those 25 tactics, 24 are in progress, and 1 has been achieved.

The District’s Strategic Activation Team is comprised of 24 staff members from areas throughout the District and all of the Division Directors. The Strategic Activation Team met in February to discuss tactic progress, how to share accomplishments districtwide and discuss key performance indicators.

Attached is a spreadsheet of the approved tactics for the 2023-2026 Strategic Plan. Each item is coded to give a quick visual as to the status based on the key below. “Achieved” items are shown in blue, “On Track” are shown in green, “Delayed” are shown in orange and “Not Started” are shown in grey.

Key highlights to several tactics are included below:

## *Customer Experience: Get Moving GPD*

Tactic Lead: Beth Jacobson, Group Fitness Supervisor

The Get Moving Glenview Team is starting 2024 with monthly wellness walks at our facilities in order to #GetMovingGlenview! The next wellness walk will be Saturday, March 16<sup>th</sup> and the team is gearing up for additional spring and summer events.



## Customer Experience: Glenview Park District Newsletter

**Tactic Lead:** Anna Ables, Director of Brand Strategies and Community Engagement



The marketing team completed the third issue of the new Glenview Park District newsletter: “Park Views + News” which was delivered to homes the week of February 26<sup>th</sup>. The cover story showcased an exciting update regarding the Park District receiving state funding through the PARC Grant program for upcoming major renovations at Splash Landings. The issue also highlighted an award and recognition area for the Park District receiving NRPA’s CAPRA Accreditation and The Grove Heritage Association IAPD’s Best of the Best Award. The environmental update focused on the Judy Beck Grant 2023 Project Updates. Staff also highlighted one of our dedicated group fitness instructors, Kristy Vanderkerckhove, bringing awareness to our various fitness offerings at the District in our staff spotlight area.

## Customer Experience: IDEA Strategy

**Tactic Lead:** Sarah Bagley, Human Resources Director



The IDEA Committee hosted an Indigenous Drum Demonstration featuring the Bull Valley Singers at The Grove’s Native American Longhouse in the fall to recognize Indigenous Peoples’ Day. The event was well attended and enjoyed by all. Additionally, the committee continues to review DEI Strategy consultants and hopes to have a decision in early April to begin work on the strategy formation this spring.

## Financial Stewardship: Long Term Fitness Plan

Tactic Lead: Kathleen McInnis, Manager of Health & Fitness



2024 is off to a great start for Park Center Health & Fitness filled with various promotions, additional group fitness classes and a Fitness Open House! The January membership campaign resulted in 201 new annual members and 182 short-term memberships. The February membership campaign includes personal training opportunities for new members to buy 2 sessions and receive 1 free session. February 10<sup>th</sup> was the Park Center Health & Fitness Open House and was well attended. It showcased group fitness classes in the main lobby on a busy Saturday morning for anyone to attend and get a glimpse of fitness offerings at the District.

March 1<sup>st</sup> is national ‘bring a workout buddy’ day and Park Center Health & Fitness will be offering a weekend special where members can bring a friend for free to try one of our awesome group fitness classes.

## Environmental & Historic Stewardship: Community Environmental Awareness

Tactic Lead: Judy Piccco, Environmental Education Supervisor



After the tactic team created their fall social media video on what not to recycle, the team updated the environmental action page on the District website to provide resources to the community on how to start recycling, and resources on how to go green in collaboration with the Solid Waste Agency of Northern Cook County (SWANCC). The team is also gearing up for Earth Day this April.

## *Environmental & Historic Stewardship: Environmentally Friendly Equipment*

Tactic Lead: Tom Deschamps, Assistant Superintendent of Parks and Grounds



Parks Services Team is excited to announce they completed their first solar powered trailer! This trailer is upfitted with 600W of solar panels and a power bank to charge the batteries that power our landscaping equipment. The trailer will be used this summer for our EGO lawn mowing and EV Gravely zero turn mowing equipment. Staff will continue to track the trailers functionality this spring and summer.

## *Employer of Choice: Glenview University*

Tactic Lead: Sarah Bagley, Human Resources Director

Glenview University continues to grow and develop ‘Seed Training’ which is ongoing training opportunities specifically designed for managers and supervisors to help their employees grow and succeed. The Division Directors and their direct reports are currently undergoing a 3-part leadership series with M.J. Coulson from the Blanchard Group. This training incorporates 3 sections: building trust, three skills of a leader as teacher, and leading change. Upon completion of this training series, the remainder supervisors and managers at the District will receive this valuable training.



## *Operational Excellence: Process Improvement*

Tactic Lead: Jonathan Kuester, Historic Wagner Farm Director

The team has identified a few key areas based on staff feedback from the N.O.I.S.E workshops last year while creating the Strategic Plan of processes that can be reviewed. Over the last few months, purchasing procedures were reviewed and updated including consolidating all districtwide amazon business accounts. The Finance Department selected key recreation staff to go through training in order to process certain refunds and class transfers at their facility. This process helps improve customer service by providing expedited transactions and program enrollment requests instead of all facilities requested refunds and transfers to the Administrative Office.