

THEME
CUSTOMER PERSPECTIVE
OBJECTIVE

1. Impress for Success
1. Quality of Service

INITIATIVE & TACTICS

Improve first impressions through training and reinforcement of

- 1.1.1 presentation of staff & surroundings**
- 1.1.1a Develop a "new session" packet of information for instructors*
- 1.1.1b Incorporate Mission, Vision and values into employee training*

- 1.1.2 Develop customer service standards**
- 1.1.2a Agency standards as well as departmental standards*
- 1.1.2b Conduct meetings to discuss & create standards*
- 1.1.2c Create ways to inform staff and public of standards*

- 1.1.3 Develop a minority outreach program to ensure all residents are represented in community feedback processes**
- 1.1.3a Enter into intergovernmental agreements where deemed necessary in the best interest of the District and community*
- 1.1.3b Investigate developing a cultural diversity committee for the Rolling Meadows Community*

- 1.1.4 Develop a standardized system for the measurement of customer satisfaction**
- 1.1.4a Review and revise all program evaluation forms*

Increase the household participation level from 37% by offering programs through an expansion of active adult and fitness/wellness programs. Differentiate markets between active adults and seniors

- 1.1.5a Development of FORCE program offerings*
- 1.1.5b Explore change in senior center name*

2. Facility & Service Improvements

- 1.2.1 Analyze space usage and develop recommendations for increased capacity through improved, marketing, morning hours use and prime time programming opportunities**
- 1.2.1a Implementation of the ADA Transition Plan*

- 1.2.2 Have the Foundation lead a community input effort in preparation of a future referendum**
- 1.2.2a Actively seek new foundation members*

- 1.2.3 Research the ability to add programming space either independently or through partnerships**
- 1.2.3a Meet with other Park District to explore cooperative programming*
- 1.2.3b Analyze current use of space*

- 1.2.4 Develop Facility and Maintenance Strategies for trouble shooting, monitoring system performance, replacements and energy efficiency**

Ongoing	Short-Term	Mid-Term	Long-Term	Tactics
	2011-2012	2013-2015	2015-2016	Department/Pe
	x			All
	x			All
x				All
	x			All
	x			All
	x			Rec.
		x		Admin./Rec.
	x			Admin./Rec.
	x			Admin./Rec.
		x		Rec.
	x			Rec.
			x	Rec.
	x			Rec.
	x			Rec.
		x		Rec
x				Admin./Maint,
		x		Admin.
x			x	Admin.
			x	Admin./Rec.
	x			Rec.
	x			Rec.
x				Maintenance

- 1.2.4a Use SEDAC as a resource to identify energy efficiency projects
- 1.2.4b upgrade alarm system in compressor room at NSC
- 1.2.4c Develop a calendar of ball field improvements

	x			Admin.
	x			Maint.
	x			Maint./Rec.

Rolling Meadows Strategic Plan Progress Report

THEME	INITIATIVE & TACTICS		Ongoing	Short-Term 2011-2012	Mid-Term 2013-2015	Long-Term 2015-2016	Dept./Person
FINANCIAL PERSPECTIVE							
OBJECTIVE	2.1.1	Investigate a program for referral incentives		x			Rec.
2. Adaptability through All We Do	2.1.1a	<i>Attend Marketing seminars and network with other agencies</i>	x				Rec.
1. Continue to Grow Alternative Revenues							
	2.1.2	Review the opportunity for naming rights for facilities				x	Admin.
	2.1.2a	<i>Investigate legal aspect of naming rights</i>		x			Admin.
		Develop an overall district wide process to actively pursue corporate sponsorships and grants on continuous basis					
	2.1.3	Develop an overall district wide process to actively pursue corporate sponsorships and grants on continuous basis	x				Admin.
	2.1.3a	<i>Pursue special event sponsorships</i>					Rec.
	2.1.3b	<i>Evaluate facilities for CDBG grant opportunities secure space on City 5-year plan</i>		x			Admin.
	2.1.3c	<i>Seek grant opportunities for capital needs</i>	x				Admin.
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2. Staff Efficiency & Adaptability	2.2.1	Develop a process to continuously evaluate services; including programs, space capacity, information & registration	x				All
	2.2.1a	<i>Utilize a web based survey system for feedback from program participants and parents</i>		x			Rec.
	2.2.2	Develop a capital plan in alignment with greatest unmet resident needs from the household survey	x				Admin.
	2.2.2a	<i>Develop, implement and monitor annual budget with focus on revenue growth and cost containment</i>		x			Admin.
	2.2.2b	<i>Effectively select bond issuance to assure identified capital needs are accomplished</i>	x				Admn.
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3. Constant evaluation of Services	2.3.1	Develop a Master Plan for Facility improvements and upgrades, follow by the preparation of a referendum			x		Admin.
	2.3.1a	<i>Solicit RFP for Community Center Master plan</i>		x			Admin.
	2.3.1b	<i>Change the format for the record keeping on facility improvements</i>			x		Maint. Rec.
	2.3.2	Use a continuous process to incorporate customer feedback, including survey & program results into improvement ideas	x				Rec.
	2.3.2a	<i>Conduct some type of evaluation every session</i>	x				Rec.

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THEME			Ongoing	Short-Term 2011-2012	Mid-Term 2013-2015	Long-Term 2015-2016	Dept. /Pers
INTERNAL BUSIENESS SUPPORT							
		INITIATIVE & TACTICS					
OBJECTIVE	3.1.1	Improve staff use of program registration software to use data for decision making		x			Adm./Rec.
3. Excellence in All We Do	<i>3.1.1a</i>	<i>Conduct semi annual meeting with Registrars regarding Activnet</i>		x			Adm./Rec.
1. Continuous Improvement	<i>3.1.1b</i>	<i>Implement Scanner system at Fitness Center</i>		x			Rec.
	3.1.2	Develop a technology plan that includes continuous updating of computers			x		Admin.
	<i>3.1.2a</i>	<i>Budget for computer replacement annually</i>		x			Admin.
	<i>3.1.2b</i>	<i>Plan to allocate funds for website re-development</i>				x	Admin.
	3.1.3	Develop a process to indentify industry trends as a way of being innovative in service, program, and facility offerings				x	All
	3.1.4	Develop a process to continuously simplify forms and procedures	x				Admin.
	<i>3.1.4a</i>	<i>Streamline the employee orientation and payroll forms</i>	x				Fin./HR
	<i>3.1.4b</i>	<i>Investigate costs of employee training on website portal</i>		x			Admin.
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2. Strengthening Internal & External Relations	3.2.1	Develop a program for cross training and shadowing employees		x			All
	<i>3.2.1a</i>	<i>Identify positions that need back-up</i>		x			All
	3.2.2	Develop internal communication standards and a cross functional team to manage the communication process	x				Admin./Rec
	<i>3.2.2a</i>	<i>Develop bi-weekly newsletter for board and staff</i>	x				Admin./Rec
	<i>3.2.2b</i>	<i>Develop standards for social networking sites for supervisory staff</i>	x				Rec.
	<i>3.2.2c</i>	<i>Learn more about Outlook Calendars and project management</i>		x			All
	3.2.3	Perform a partner satisfaction review to determine how the District can improve as a partner to other governmental agencies, athletic and affiliate groups, and other stakeholders				x	Rec.
	<i>3.2.3a</i>	<i>Staff to attend Affiliate meetings a minimum of 2x per season</i>	x				Rec.
	<i>3.2.3b</i>	<i>Memberships in community service groups and local boards</i>	x				Admin.
	<i>3.2.3c</i>	<i>Review and Evaluate Intergovernmental Agreements, meet with partners annually</i>	x				Admin./Rec
	<i>3.2.3d</i>	<i>Foster Relationships with area Legislators</i>	x				Admin.
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3. Brand and Image Identification	3.3.1	Improve employee identification		x			All
	<i>3.3.1a</i>	<i>Implement standardized apparel program for Ice Arenas</i>		x			Rec.
	<i>3.3.1b</i>	<i>Have standardized apparel for summer staff</i>					Rec.
	<i>3.3.1c</i>	<i>Part-time facility supervisors wear name tag</i>		x			

3.3.2	Dedicate labor resources toward the provision of marketing support						Admin.
3.3.2a	Hire PR/Marketing Supervisor					x	Rec.
3.3.2b	Develop a new logo					x	Board/Adm
3.3.2c	Develop a quality service committee					x	Rec.
3.3.2d	Improve staff communication to cross market @facilities and progr	x					
3.3.3	Develop an overall marketing plan						Rec.
3.3.3a	Create a Marketing you programs check list for supervisors					x	Rec.
3.3.3b	Solicit advertisers for electronic sign at West Meadows					x	Rec.
3.3.3c	Develop a 'new resident' packet to mail to new resident					x	Rec.
3.3.3d	Deliver catalogs to businesses where customers wait for services					x	Rec.

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THEME	INITIATIVE & TACTICS	Ongoing	Short-Term 2011-2012	Mid-Term 2013-2015	Long-Term 2015-2016	Dept./Staff
LEARNING AND GROWTH						
OBJECTIVE	4.1.1				x	Admin.
4. Innovative Empowered Workforce	4.1.1.a		x			All
1. Opportunity for Continuing Education						
	4.1.2	x				All
	4.1.2.a		x			Admin, Rec.
	4.1.2.b		x			Main.
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2. Motivated Team	4.2.1				x	All
	4.2.1.a			x		All
	4.2.1.b			x		Admin/All
	4.2.1.c			x		Admin.
	4.2.1.d	x				
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3. Change is Good; Give it a Chance	4.3.1		x			Admin.
	4.3.1.a		x			
	4.3.2				x	Admin.