

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
	Plan	CLPD Strategic Plan 2017-2022	On Track	5/1/2017	4/30/2022	9/5/2017				1
1	Initiative	Protect, Improve and Advance our Park Land and Facilities	On Track			1/7/2020				
1.1	Objective	Identify the recreational needs of the public, both now and in the future, within the next 1-2 years.	On Track			7/10/2019	Kurt Reckamp		<p>Attitude and Interest Survey results showcased potential needs for both programs and facilities. The survey has been shown to commissioners and staff, and the next step is to start working on the recommendations of the survey. Jason will be looking to setup meetings to see how we can start moving forward. 10/16/19</p> <p>The Attitude and Interest Survey will be completed and presented in August of 2019. The survey will lay the ground work for some of our community recreation needs. Once we receive the final results we can formulate our plan for attacking those needs.</p> <p>This is something that can be shaped based on results from the Community Survey. 1/9/19</p>	

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1.1.1	Tactic	Conduct a statistically accurate community-wide attitude and interest survey to determine current and future needs and desires of our residents, including their level of interest to increase funding for facility improvements.	Achieved	5/1/2018	7/30/2019	6/12/2018	Jason Herbster		<p>The Community Attitude and Interest was completed and the presentation of results presented to the Park Board at the September 19, 2019 Park Board meeting. 10/21/19</p> <p>As of June 27, 2019, the 400 completed survey's needed to conduct the statistically accurate survey were received by aQity. The results of the survey are on track to be presented at the July 18, 2019 Park Board Meeting 7/8/19</p> <p>As of the week of May 20, 2019, the survey had been sent to the random sampling households. A week and a half after the mailing went out, 192 of the 400 needed random sample responses had been received. A July completion date is expected at this time. 6/7/19</p> <p>Final draft was received on 4/5/19 for review. 4/8/19</p> <p>After an initial kick off meeting, aQity provided a draft of the A&I survey to be shared and reviewed by staff and the Board. Comments are in the process of being gathered and combined to be shared with aQity next week. 2/14/19</p> <p>A conference call is scheduled for January 10, 2019 to start the process. This call will be to begin outlining the timing, scope and objectives/needs of the research. 1/9/19</p> <p>During the 2018-2019 goal setting meeting held on May 31, 2018, the Board determined the first priority should be to develop an action plan to increase public awareness of Park District benefits (strategic initiative 2.1.4)</p>	

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1.1.2	Tactic	Identify trends in recreation that may affect our residents.	Achieved	5/1/2019	4/30/2020	8/26/2019	Kim Buscemi		<p>Staff continually recognize the every changing trends in all program areas and adapt their programs to stay relevant to trends and needs.</p> <p>Camp went to one week options as parents are looking for more flexibility during the summer 8/26/19</p> <p>Online registration option was added for preschool, camp and extended time 8/26/19</p> <p>A performance dance group has been added to the dance program to meet the trend of dancers wanting to be part of a group/dance school atmosphere. 8/26/19</p> <p>Preschool classroom hours were extended to 3 hours for all classes. This was based on feedback from the community. 8/26/19</p> <p>Senior focus group was conducted in August. Jennifer Peterson has developed an action plan based on feedback shared on trends for the active adult population. 8/26/19</p> <p>All comments by Kim Buscemi</p>	

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1.1.3	Tactic	Identify demographic trends that may influence future needs of our residents.	Achieved	5/1/2019	4/30/2020	10/8/2019	Kim Buscemi		<p>Staff continue to watch for learning opportunities about trends in the community.</p> <p>Recreation Staff attended CLC showing of the movie "Angst" which was followed by a discussion of how anxiety is being addressed in the schools 10/8/19</p> <p>Monthly meetings with the McHenry County Health Department are informative in learning about the nature of food insecurities within our community and how other organizations are addressing it. We have brought in a speaker to share information with our ET directors so that they can be a guide to resources for our ET families. 10/18/19</p> <p>Meeting with D47 administrative staff we have learned that our hispanic population is growing. We have met with the district's Tier 1 liaison to learn more of this groups needs. 10/18/19</p> <p>Comments submitted by Kim Buscemi</p>	
1.1.4	Tactic	Determine the importance that facilities play in the recreational choices of the community.	On Track	5/1/2019	4/30/2020	3/5/2018	Claire Naughton		Using data gathered in the 2019 Attitude and Interest Survey will provide direction in determining what facilities are important in the community as it pertains to making recreational choices.	1
1.2	Objective	Inventory and assess the Park District's current facilities and open spaces within 6-12 months.	Achieved			5/17/2018	Ann Viger			
1.2.1	Tactic	Study all existing facilities to determine what we currently have.	Achieved	5/1/2017	4/30/2018	4/2/2018	Ann Viger		Completed - currently being reviewed by team 11/28/17 Updated Facility Inventory with Beals and Christ homes. 1/9/18	2
1.2.2	Tactic	Determine lifespan and renovation needs of existing facilities.	Achieved	5/1/2017	4/30/2018	4/4/2018	Ann Viger		Working on a format to gather this information 12/5/17 Draft copies are attached. To be finalized by mid-March 2/12/18 met with park services staff for input 4/2/18 Final Inventories added. 4/4/18	8

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1.2.3	Tactic	Determine future possible uses for existing facilities to include highest and best use of all buildings and open spaces.	Achieved	5/1/2018	4/30/2020	1/9/2020	Ann Viger		Waiting for new hires before continuing with this objective. 5/7/18 Waiting for responses from public interest survey. Key staff will also meet post summer to discuss room/facility use in detail. 7/11/19 Facility usage meetings being held with recreation staff. 9/3/19 Facility Use Spreadsheet completed. Still need to complete spreadsheet for open spaces. 11/12/19 Facilities list complete, still need to complete open space list. 12/2/19 Building use options completed, open space options under review 1/6/20	3
1.2.4	Tactic	Include updates/additions to the Crystal Lake Park District existing Capital Replacement Schedule as part of the process.	Achieved			12/4/2018	Ann Viger		This is an ongoing tactic.	1
1.3	Objective	Within first 24 months of Strategic Plan, determine feasibility and priority of public needs while basing decisions on the Mission Statement of the Crystal Lake Park District.	On Track			1/7/2020	Ann Viger		The Attitude and Interest survey results play a large part in determining feasibility and priority of public needs. Ongoing program evaluations will also play a part in this process.	

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1.3.1	Tactic	Compare the needs assessment data to the existing facility data.	On Track	5/1/2019	4/30/2020	1/6/2020	Jason Herbster		<p>After the first review of the A&I survey, it is clear that the community is interested in the CLPD making the most of what we currently have. A possible small addition and some renovation to Grand Oaks Recreation Center is being researched. A PARC grant would be needed to pursue this project. The building of a major, large scale recreation center is not overwhelmingly supported per the A&I survey. 1/6/20</p> <p>With the completion of the A&I survey September 19, 2019, staff will begin the process of using the A&I data and compare it to existing facility data to determine what direction to go with existing facilities and if new facilities are needed or desired by the community. 10/21/19</p> <p>Upon receiving the data from the A&I survey, staff will begin to compare the needs assessment data to the existing data. 7/8/19</p>	
1.3.2	Tactic	Prioritize public needs based on trends and competition.	On Track	5/1/2019	4/30/2020	1/6/2020	Jason Herbster		<p>The first meeting to begin processing the A&I results took place on 12/18/19. Upon further review, the results can be used to apply to the trends and competition.</p> <p>Using the A&I survey data, staff will be able to begin the process of prioritizing public needs using trends and competition 7/8/19</p>	
1.4	Objective	Develop a five-year plan to renovate or remodel current facilities to meet the needs of the public.	On Track			1/7/2020	Ann Viger		This will be started after the results of the resident survey.	
1.4.1	Tactic	Use data from long range financial planning to determine what can realistically be accomplished in five years.	Not Started	5/1/2019	4/30/2020		Katrina Hanna			

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1.4.2	Tactic	The plan for buildings and facilities should be specific and include specific space requirements, including space for storage.	Achieved	5/1/2019	4/30/2020	12/2/2019	Claire Naughton		<p>This five year plan is always evolving and being updated monthly by facilities manager</p> <p>Have put together a painting project plan for CLPD; which includes a selected palate of paint colors to be used throughout the park district. The project timeline is a working document; can be updated if programming priorities should occur 1/31/19</p> <p>5 year facility plan; ongoing with changes due to programming needs. 5/31/19</p> <p>Updated painting project timeline. 7/15/19</p> <p>Spoerl Building complete; painting timeline started, flooring timeline to be included in project. 8/31/19</p> <p>Updated the 5 year replacement/renovation plan to include paint, flooring, cabinetry and bathrooms. 10/7/19</p> <p>5 year replacement plan updated to include counters, bathrooms and flooring. 12/2/19</p>	4
1.4.3	Tactic	The plan for parks and open spaces should be specific and include projects to protect and improve the aesthetics, safety and usability of public parks.	Achieved	5/1/2019	4/30/2020	1/8/2020	Valarie Roberts		<p>We have been systematically replacing and improving the plant material in planters, sign beds, and large landscaped beds at parks as we work on an area. We emphasize using natives or native cultivars where ever possible to increase food for pollinators. We have converted turf to native plants at Hampton, Ken Bird, Fetzner, Colonel Palmer, Veterans Acres and Lippold parks.</p> <p>We have removed invasive plant material at several parks including 4 Colonies, Naoki Kamijima, Willows Edge, Spoerl, Lapins, Fetzner, Sternes, and Lippold park to name a few. After removing invasive plant material we have added perennials, shrubs, trees</p>	

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									<p>and native seed where appropriate. Many of these areas are on a multi-year plan to increase plant diversity and density without a significant drain on our budget.</p> <p>To improve the mowed areas we have set up a schedule of aerating, seeding and fertilizing in the fall, bare and thin spots as identified by our mowing crew. We use phosphorous free fertilizer, with some of it being organic as well. We plan on increasing this to include doing an early summer seed, aerating and fertilizing around June as weather permits. By increasing the health of the soil and turf we plan on making the turf more tolerant of recreational play and use as well as looking inviting to run barefoot on. We no longer spray any non-athletic turf grass with broadleaf weed killer to help the environment. We are also beginning to convert parks to being organic weed control only. All playgrounds are already chemical free zones. We are also in the process of creating a file showing the slope of all mowed areas to determine which should be converted to non-mowed areas for the safety of our mowers.</p> <p>In 2016, we created a GIS inventory of the trees in our mowed area to help us to manage the removal of damaged, dead and undesirable trees in a responsible way. It has also helped to identify which varieties of trees we should plant more of and which we should eliminate over time. We are slowly adding to this GIS system other types of information, including utilities, playgrounds, signs, etc. to help in their management.</p>	

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1.4.4	Tactic	Review and update 5 year plan at least once a year to adjust for changing priorities or emergency situations.	Achieved			1/9/2020	Ann Viger		To be completed in December 2017. 10/31/17 Ongoing. 12/5/17 Ongoing twice a year. 9/3/19 This is ongoing - reviewed with staff twice per year. 12/2/19 latest update posted. 1/6/20	1
1.5	Objective	Develop a long-term strategy to increase the number and type of recreational facilities available to our residents.	On Track			1/7/2020	Ann Viger			
1.5.1	Tactic	Conduct a needs assessment at year 3-4 of five year plan.	Not Started	5/1/2020	4/30/2021		Jason Herbster			
1.5.2	Tactic	Use data from needs assessment and study of trends.	Not Started	5/1/2020	4/30/2021		Jason Herbster			
1.5.3	Tactic	Use data from long range financial planning to develop long term strategies.	Not Started	5/1/2020	4/30/2021		Jason Herbster			
1.5.4	Tactic	If necessary, seek voter approval to increase funding to support a new community center.	Achieved	5/1/2020	4/30/2021	1/8/2020	Jason Herbster		Based on feedback from the 2019 Attitude and Interest survey, a new community center supported through a tax increase referendum does not appear likely within the next 2 years.	
1.6	Objective	Develop a goal or policy statement to guide future acquisition of open spaces, natural areas and facilities.	Achieved			5/17/2018	Ann Viger		11/3/17 - Team is reviewing draft policy. 11/28/17 - To be reviewed by Personnel and Policy Committee in December 12/7/17 - On December Park Board meeting agenda for formal approval	2
2	Initiative	Deliver Exceptional Customer Experiences	On Track			1/7/2020				
2.1	Objective	Make recreational programs, facilities and parks information easily accessible and predominately noticeable in the community.	On Track	5/1/2021	4/30/2022	10/8/2019	Kim Buscemi			
2.1.1	Tactic	Develop a Crystal Lake Park District awareness program using digital analytics from social media and digital content.	Achieved	5/1/2017	4/30/2018	4/27/2018	Jenny Leech		Focus right now is on enhancing Facebook and Twitter accounts. Posts are scheduled for every day of the week using video, pictures, text and interactive comments.	3

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								Staff is pleased to report that the park district Facebook page has hit the 5000 'like's. In addition to keeping tabs on 'likes', staff also review similar Facebook pages and visit those sites to review their style. Staff posts regularly on Twitter as well, but is struggling a bit to secure additional followers. Time will be spent assessing Twitter strategies in the next month. Other digital content outlets include self publishing on Patch & Trib Local, website 'blog' and calendar and the monthly e-newsletter. The e-newsletter statistics are reviewed monthly to assess how we are doing with industry average open rates, bounce rates and to review what links customers are clicking on within enewsletter. 11/17/2017		
								Staff will be viewing a webinar entitled 'Social Media Trends to Put into Practice in 2018'. In addition staff will view a webinar presented by LERN organization entitled 'Social Media Marketing for Recreation'. 12/6/2017		
								Set up all Park Place music events as Facebook events and sent out as boosts. Seeing a rise in page likes as a result of this push. 1/8/18		
								Marketing Dept continues to report monthly on current social media statistics. New digital monitor system will increase awareness of CLPD social media by streaming live updates. MC Living		

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									partnership to produce videos, photos and partner for social media sharing is underway. 3/5/18	
									I (Jenny) am preparing a summary final report for 2.1.1 due on 4/30/18. 4/5/18	
2.1.2	Tactic	Prepare a report to -on how to improve the trail map system including standardized trail marking system combined with utilizing new technology for trail mapping.	On Track	5/1/2018	4/30/2020	2/6/2020	John Fiorina	Rough draft of report complete. 2/6/20	Progress on improvements is occurring. The writing of the report will begin in January 2020. The research of signage has started and two Scouts will be installing trail signage next year as part of their Eagle Scout projects. 1/13/20	
2.1.3	Tactic	Develop a district-wide marketing program involving all employees to be advocates of the park district	On Track	5/1/2018	4/30/2020	2/3/2020	Jacqui Weber	Comments by Jacqui Weber Met with Erik and Anne to review Park Perk ideas. Second meeting is scheduled. 2/3/20	Meeting with Anne and Erik to develop Park Perk program. Will develop and present to Executive Committee with goal of rolling out at the Spring All Staff Meeting. 11/12/19	1
								Meeting with Anne and Erik to develop Park Perk program. Will develop and present to Executive Committee with goal of rolling out at the Spring All Staff Meeting. 9/3/19	Looking to roll this out February 2020 All Staff meeting. Erik and Anne S. have volunteered to help develop the Parks Perk program. 8/5/19	
								Introducing Park Perk program to Strategic Plan Committee for review. 7/11/19		
2.1.4	Tactic	Research and develop an action plan to increase public awareness of the Park District's benefits to the community and methods of implementation.	On Track	5/1/2018	4/30/2020	10/21/2019	Jason Herbster	With the A&I survey now complete, staff will begin to sort through the data to determine if there is anything in the survey that can provide direction in increasing public awareness. 10/21/19	Based on the feedback of the first	

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								<p>newsletter, staff is looking into completing 4 per year, of which one will be the annual report. Once the attitude and interest survey is complete, that information will be used to further develop ways to enhance public awareness and the benefits of our services. 7/8/19</p> <p>The new newsletter was mailed to all CLPD residents in mid May and appears to have been well received based on feedback. The content was solid, meaningful and relevant. 6/7/19</p> <p>The attitude and interest survey was presented to staff and feedback was given to aQuity Research. Results from the survey should help determine a course of action for the future. Additionally, the new newsletter is in production for a twice a year delivery, to promote awareness. 4/18/19 KR</p> <p>The enhanced use of social media continues to help spread the CLPD message. Up to date survey information from IAPD on the benefits of Park and Recreation has recently been received and will be shared with marketing to be used in the future. 2/14/19</p> <p>Benefits of Parks and Recreation materials have been provided to marketing to include with materials marketing has gathered. The benefits of Parks and Recreation message has started to be used in items such as the Annual Report and the seasonal brochures. 12/31/18</p> <p>The process to gather materials to be used in this action plan has begun. 6/12/18</p>		
2.2	Objective	Provide efficient and user-friendly processes and forms of registration for Park District programs and facility usage.	On Track			10/8/2019	Kim Buscemi			

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2.2.1	Tactic	Monitor technology use regarding program registration and use information to improve customer service.	Achieved	5/1/2017	4/30/2019	7/9/2019	Anne Sandor		<p>We have improved registration forms and made them fillable for online use for those not using online registration. Staff has attended additional training with Vermont Systems for Rec Trac and they seem to be working well with the program. Kim Dunn has created a quick reference guide for registration. The guide is on the shared drive for staff use. This guide has come in handy for helping new staff get started with registration. Staff is also more comfortable with creating and running reports for their needs. We are now using the Rec Trac POS feature for all transactions including credit card payments. Staff is able to work with customers more efficiently as they are understanding more of the Rec Trac system. Marketing staff is now using the system for invoicing and the Nature Center is looking to invoice through Rec Trac in the future. Emailing Extended Time and Preschool bills seems to working well for staff as well as the customers. Some glitches have been encountered and staff is addressing them as they arise. 7/2/19</p> <p>Surveys available at Admin at front desk on IPAD. 3/30/18 AS</p> <p>Met with Kim 9/28 Will begin to draft a questionnaire for staff that work with Rec Trac. 9/28/17 AS</p>	

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2.2.2	Tactic	Conduct focus groups to identify obstacles that make registration difficult for customers.	Achieved	5/1/2018	4/30/2019	12/18/2018	Kim Buscemi		<p>Instead of conducting focus groups, feedback has been collected from participant surveys and direct feedback given to instructors and Supervisors.</p> <p>* Extending office hours on Wednesday nights has been somewhat useful. It still is difficult for residents to remember which night we stay open later. ET families need Saturday office hours in August as this is when they are registering for ET. This has been shared with upper management.</p> <p>* When giving refunds to patrons, staff prefer to put money on household accounts so they will use at a later time. However, this is not convenient for the resident since they cannot register online and use the credit from their account. Therefore, most prefer a refund. This has been share with upper management.</p> <p>12/18/2018 3:11PM a survey was conducted by marketing. results are being discussed by management team 6/13/2018 4:06PM KB</p>	
2.2.3	Tactic	Create and implement District-wide customer service standards/handbook/training that promote enthusiasm, professionalism, willingness to serve, caring, and thankfulness.	On Track	7/1/2019	6/30/2020	2/7/2020	Anna Olas		<p>Leadership team scheduling a district wide customer service training and establishing standards 1/8/2020 AO</p> <p>Anna Olas updated the status to On Track . Working with Anne Sandor on this initiative 7/11/2019</p>	
2.2.4	Tactic	Review key processes and identify methods to streamline and improve registration process for staff and public. Prepare a list of recommended improvements. Be sure technology is being used to its fullest potential.	Achieved	5/1/2018	4/30/2019	7/9/2019	Anne Sandor		<p>A Quick Reference Guide for Rec Trac Registration has been created by Kim Dunn.</p> <p>Anne Sandor updated the status to On Track . Met with Kim 9/28 Will begin to draft a questionnaire for staff that work with Rec Trac 9/28/2017</p>	

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2.3	Objective	Effectively communicate to the community that the Park District's recreational offerings service all demographics, fill current recreational needs and are relevant to current trends.	Achieved			10/8/2019	Kim Buscemi		Annual report contains information related to this objective.	
2.3.1	Tactic	Foster public feedback through appropriate evaluation methods and adapt quickly to needed changes.	Achieved	5/1/2018	4/30/2019	12/18/2018	Kim Buscemi		<p>Kim Buscemi a year ago An updated program survey form is attached and has been shared with all staff the oversee programs. A template is also on Survey Monkey. 12/18/2018 3:18PM</p> <p>Recreation department uses survey monkey as one form to survey participants at the end of the program or event. Survey results are analyzed and shared with the Superintendent. Plan of action is then developed based on the feedback. 11/15/2017 3:08P</p> <p>fall 2017 - a postcard survey was developed. See attached. This was given to all participants by the instructor thanking them for being in class and looking forward to seeing them next session. It also promoted Friendship Savings program. The lower half of the card was an open ended question survey. 11/15/2017 3:12PM</p> <p>fall 2017 - a postcard survey was developed. See attached. This was given to all participants by the instructor thanking them for being in class and looking forward to seeing them next session. It also promoted Friendship Savings program. The lower half of the card was an open ended question survey. 11/15/2017 3:12PM 12/7/2017</p>	3
2.3.2	Tactic	Explore other community facilities to use for programs.	Achieved	5/1/2017	4/30/2018	3/6/2018	Kim Buscemi		As opportunities arise, we will continue to investigate	1

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									ason Herberster updated the status to On Track	
									* Raue Center - offered Zumba / MixedFit party at the Raue Center for CL Downtown 9/22/2017 11:07AM	
									Hope Church in CL - toured facility and met with staff. Option open to use space if need for park district programs 9/22/2017 11:08AM	
									Lakeside Legacy Art Center - looked into using their kitchen for cooking classes. Rental fee was too high 9/22/2017 11:08AM	
									CL South HS - started using auditorium for dance recital (2016) 9/22/2017 11:09AM	
									D47 - Recreation Staff developing a new after school program that would offer a variety of classes at the school right after school ends. "Beyond the Bell" Currently working with school district to find space 9/22/2017 11:11AM	
									CL Downtown - met with Diana Kinney to see if we could offer a program outside in conjunction with farmers market. 9/22/2017 11:12AM	
									Spoke with Renee at D47 in regards to what space is available for us to use. Learning Centers, Gyms and Cafeterias can be used by outside organizations. ET uses gyms and cafeterias. PD basketball uses some gyms. Renee is inquiring availability for us to use learning centers at Husmann and West for an after school program 10/6/2017 5:00PM	

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									Beyond the Bell program starting in February. See attached. 11/15/2017 2:58PM 12/7/2017 Submitted 12/7/2017 2:28 PM	
2.3.3	Tactic	Establish criteria to benchmark with best in class recreational organizations.	Achieved	5/1/2018	4/30/2019	4/8/2019	Kim Buscemi		as part of the program analysis, recreation staff analyzed competition in the area	
2.3.4	Tactic	Continue program analysis tactics	Achieved	5/1/2018	4/30/2019	2/4/2019	Kim Buscemi		Kim Buscemia year ago The recreation staff have completed a program analysis for each of their areas. This exercise is done formally every few years. This information assists the staff in determining program fees, necessary minimums to run programs, program area budgets, marketing strategies and program deletions. Attached is the completed program analysis. 2/4/2019 3:06PM Kim Buscemi 2 years ago We have been exploring other examples of program analysis thru IPRA and NRPA 11/15/2017 3:14PM	1
2.4	Objective	Evaluate and enhance all facilities and parks for quality patron experience.	On Track			1/31/2019	Claire Naughton		Crystal Lake Park District has updated the Facility Rental Checklist; a before and after checklist to ensure the patron is safe, follows guidelines/procedures during rental and has a wonderful experience. Facility attendant is responsible for reviewing the rental agreement with patron both before and after their rental.	4

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2.4.1	Tactic	Define and implement standards for experience considerations that staff can fully understand and monitor.	On Track	5/1/2017	4/30/2020	1/8/2020	Kurt Reckamp		<p>Kurt Reckamp updated the status to On Track . This is a core component of my goals for the 2019-2020 fiscal year. 7/10/2019 Submitted 7/10/2019 1:29 PM</p> <p>Kurt Reckamp a year ago This will be a cooperative effort that can be worked on with Department Heads related to specific areas for service, cleanliness, amenities, etc 1/9/2019 2:17PM</p> <p>Jason Herbster updated the status to On Track . With the transition of staff, this initiative will carry over into 2018-2019 6/15/2018 Submitted 6/15/2018 9:27 AM</p> <p>Jack Sebesta 2 years ago Researched national standards for facility maintenance and appearance guidelines 9/5/2017 5:06PM</p> <p>Jack Sebesta updated the status to On Track . Requested current Park District checklists and standards for cleaning and appearance from Parks department 8/24/2017 Submitted 9/5/2017 5:06 PM</p>	5

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2.4.2	Tactic	Develop and implement a process to continuously monitor experience considerations.	On Track	5/1/2019	4/30/2020	7/10/2019	Kurt Reckamp		<p>Kurt Reckamp 4 months ago Survey results are continuing being collected with recent examples being swim lessons, ET, camp, softball, summer concert, and the A&I. The Racket Club has developed an action plan based on results of the membership survey this year. Staff has done a good job of collecting data, and the next step is to ensure we following up on those concerns. Have also met with groups like the softball team captains and will be setting up an annual season meeting to review policies and see how we can make improvements. 10/16/2019 11:27AM</p> <p>This is a core component of my goals for the 2019-2020 fiscal year.</p>	
2.5	Objective	Retain customer loyalty.	On Track			10/8/2019	Kim Buscemi			
2.5.1	Tactic	Implement satisfaction survey processes for programs, facilities and parks that include gathering of feedback, sharing feedback within departments as needed, and action plans. Action plan updates are to be shared with Executive Director and leadership team.	On Track	5/1/2021	4/30/2022	7/11/2019	Jenny Leech		<p>Program, Event, need to set up meeting with KB re: post program & event survey template and write out process, sharing of feedback</p> <p>Definite process and meet with LT and CN about online survey option for facility renters</p> <p>Define process and meet with JC and CN about implementing Survey kiosk at TRC</p> <p>Solicit more ideas for customer service waiting survey kiosk at Admin, define process for sharing results</p> <p>Reward Program for 'best customers', utilize rec trac stats to find stats on the numbers of programs households register for and create a scale to reward best customers.</p> <p><input type="checkbox"/> Reward Program-Utilize Rec Trac to find households that are most active with CLPD</p> <p><input type="checkbox"/> September 2018-September 2019</p> <ul style="list-style-type: none"> • Based on numbers from Rec Trac, create levels of best customers • Those in top tier are recognized as best customers <p><input type="checkbox"/> \$25 Gift card for next registration</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Files
								<input type="checkbox"/> Coffee and donuts (work with Dunkin?) to provide <input type="checkbox"/> Thank you card for being a top customer <input type="checkbox"/> Ask for a testimonial from them and family/individual picture, recognition in a brochure? Jenny Leech updated the status to On Track . Marketing staff is working on a target list of Park District topics we wish to gather feedback on. From this list we will enlist staff assistance to create survey. We anticipate a 1x month survey (beginning January 2018). Survey will be administered at local business locations by staff, ipad station at front desk, social media, newsletter, postcard mailing. I will attach list after Marketing Department meets on December 11, 2017. 12/6/2017 Submitted 12/6/2017 5:03 PM	
2.5.2	Tactic	Research new ways to gain community feedback and engagement	On Track	5/1/2021	4/30/2022	7/11/2019	Jenny Leech	considering 1:1 surveying at partner businesses Utilize time at Pop Ups like Freeze Pops at the Park and other info tables to connect 1:1 Use social media/FB fan badges to encourage participation on social media by others Rewarding our Top Social Media Supporters 1x month review 'Top Fan' stats. Announce a drawing for Top Fans Drawing for a different item each month, either using park district promo items, items from our business partners or park district certificates Use poll options on social media Jenny Leech updated the status to Not Started . see update for 2.5.1 12/6/2017 Submitted 12/6/2017 5:04 PM	
2.5.3	Tactic	Focus on customer retention by develop loyalty/appreciation programs and promotions.	On Track	5/1/2019	4/30/2020	2/3/2020	Jenny Leech	will be budgeting to implement a loyalty prog beginning May 2020 Jenny Leech updated the status to	1

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	On Track . Last Comment	Files
									<p>A proposal for a Customer Loyalty program has been completed. This will be brought to an upcoming Admin. Meeting for direction. 1/8/2020 Submitted 1/8/2020 4:25 PM</p>	
									<p>Jenny Leech updated the status to On Track . The first Facebook Top Fan monthly contest was instituted to encourage interaction on the Park District Facebook page. 1x month we will recognize our Top Fans with a random drawing (different prizes each month). People can become eligible for a top fan badge on the Crystal Lake Park District page by being one of the most active people on our Page, which can include watching our Page's videos, liking or reacting to content, and commenting on or sharing posts. 9/4/2019 Submitted 9/4/2019 2:54 PM</p>	
									<p>Jenny Leech updated the status to On Track . Tracking Facebook top fan status weekly to see if it could be a viable reward program for FB users. 8/6/2019 Submitted 8/6/2019 11:11 AM</p>	
									<p>Jenny Leech updated the status to On Track . I need to spend some time in Rec Trac to figure out how to get household total registration stats. From there I will come up with a loyalty scale 7/8/2019 Submitted 7/8/2019 3:23 PM</p>	
									<p>Jenny Leech updated the status to On Track . My first step will be to look at the loyalty/program usage stats in Rec Trac and develop a loyalty tier. From the loyalty tier, I will develop a reward system in cooperation with other staff. The feeling is that if we let customers know we are noticing their loyalty, they would be</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									<p>more inclined to use our programs more and recommend to others.</p> <p>6/6/2019 Submitted 6/6/2019 2:39 PM</p> <p>Jenny Leech updated the status to On Track . Loyalty program ideas outlined. Need to get stats from Rec Trac to determine award levels.</p> <p>5/6/2019 Submitted 5/6/2019 11:07 AM</p> <p>Jenny Leech updated the status to On Track . Staff will be evaluating the Birthday recognition program implemented in 2017. Marketing staff is meeting on December 11 to discuss a summer promo program to encourage customer engagement and participation. In the next month I plan to create a list of any promotions offered for programs (past and current) and ask staff to give feedback on their effectiveness.</p> <p>12/6/2017 Submitted 12/6/2017 5:14 PM</p>	
2.6	Objective	Develop and document Best Practices to ensure consistency within the Park District.	On Track			7/10/2019	Kurt Reckamp		<p>The Attitude and Interest Survey showed a need for district wide customer service training. I reached out to other districts and to IPRA for names of recommended vendors. There is \$2,000 budgeted in the 2019-2020 budget for the some type of customer service training. We will be looking to see if and when we could schedule someone to meet with the staff/district</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
2.6.1	Tactic	Customer communication processes/procedures and training	Achieved	5/1/2017	4/30/2018	1/6/2020	Anne Sandor		<p>Anne Sandor updated the status to On Track . staff continues to collect Rec Trac information for quick reference 12/11/2019 Submitted 12/11/2019 3:09 PM</p> <p>Anne Sandor updated the status to On Track . A quick reference guide for Rec Trac Registration has been added to the share drive for staff use. 7/12/2019 Submitted 7/12/2019 9:04 AM</p> <p>Anne Sandor updated the status to On Track . Receiving daily updates from Vermont Systems. Collecting information to place in hard copy manual 3/30/2018 Submitted 3/30/2018 9:31 AM</p> <p>Jason Herbster updated the status to On Track . As part of the computer server replacement/update, standardized email signatures were implemented for all CLPD staff. 11/15/2017 Submitted 11/15/2017 10:56 AM</p>	7
2.6.2	Tactic	Customer service processes/procedures and training.	On Track	5/1/2017	4/30/2020	1/8/2020	Anna Olas		<p>Anna Olas Updated Leadership team is scheduling a training of customer service expectations</p> <p>Jason Herbster updated the status to On Track . Information continues to be gathered for this initiative. A lot of focus has been on RecTrac given it's use by customers to sign up for the majority of what the CLPD offers. Additional time will be needed to complete this item 7/12/2019 Submitted 7/12/2019 10:13 AM</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
2.6.3	Tactic	Registration/Reservation processes/procedures and training.	Achieved	5/1/2017	4/30/2018	1/10/2019	Anne Sandor		<p>On site Rec Trac Training has been scheduled for January 28-February 1, 2019. While progress has been made in this area, this initiative will be on-going. As change occurs, updates to processes and forms are necessary and with that will come the appropriate training.</p> <p>Anne Sandor updated the status to On Track . Comment: Receiving daily updates from Vermont Systems. Collecting information to place in hard copy manual 3/30/2018 Submitted 3/30/2018 9:31 AM</p> <p>Anne Sandor2 years ago Emailed reminder notices to past gate key holders and picnic permit holders 12/21/2017 12:05PM</p> <p>Anne Sandor2 years ago Updated forms to better the registration process for the customer and for the customer service reps. 12/21/2017 12:02PM</p> <p>Anne Sandor updated the status to On Track . Met with Kim 9/28 . Will meet with Admin/Nature Center/Racket Club staff on processes/procedures manual for registration 9/28/2017 Submitted 9/28/2017 5:00 PM</p>	7
2.6.4	Tactic	Create an overview of staff responsibilities – who to go to for what.	On Track	5/1/2020	4/30/2021	7/11/2019	Anna Olas		The finalization of the revised organizational chart in June of 2018 has provided the foundation for this initiative.	
3	Initiative	Foster Intergovernmental and Community Relationships	On Track			1/7/2020				
3.1	Objective	City of Crystal Lake and Village of Lakewood	Achieved			1/7/2020	Erik Jakubowski		Relationships with the Village and City are solid and provide for productive working relationships.	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
3.1.1	Tactic	Stay current on existing intergovernmental agreements.	Achieved	5/1/2018	4/30/2019	3/13/2019	Jason Herbster	<p>A draft of the Lake Safety Agreement was sent to the City and Village that includes the CLPD as a partner on February 22, 2019. The Village is unable to meet until after May 1, 2019.</p> <p>Jason Herbster updated the status to Achieved . IGA's with D47 and D155 were renewed in July and August 2018 respectively, and are currently working well. The IGA with the City of Crystal Lake Police Department was approved in September of 2018. 12/10/2018 Submitted 12/10/2018 4:27 PM</p> <p>Jason Herbster updated the status to On Track . Renewals of the D155 and D47 IGA's are underway as of June 8, 2018.</p> <p>Jason Herbster updated the status to On Track . With the change occurring in Lakewood, the Lake Safety IGA discussion has stalled for the time being. 6/12/2018</p> <p>Jason Herbster updated the status to On Track . Discussions with City and Village Administrators took place in August 2017 to begin work on a revised Lake Safety IGA. 9/12/2017 6/15/2018 Submitted 6/15/2018 10:26 AM</p>		
3.1.2	Tactic	Administrative team continuously works on positive relationships with counterparts at municipalities.	Achieved	5/1/2017	4/30/2018	6/15/2018	Jason Herbster	<p>New staff (Kurt/Claire) have been reaching out to counter parts at municipalities, schools, etc. to begin establishing relationships.</p> <p>This will be an ongoing item moving forward. Staff has realized the importance of developing and maintaining these relationships to help increase the awareness of the</p>		

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									<p>CLPD and the importance of what the CLPD means to the community.</p> <p>Jason Herbster updated the status to On Track .</p> <p>On August 23, 2017, Executive Director Herbster met with new Village of Lakewood COO Julie Heather Meister and Chief of Police Mike Roth. This was an introductory meeting as both Lakewood officials are new to their positions. Julie Heather Meister resigned in late summer and that position remains open as of 10/23/17.</p> <p>CLPD Chief Dzewior has met with Chief Roth of Lakewood and Chief Black of the City of Crystal Lake to discuss a mutual assistance IGA's.</p> <p>Superintendent Buscemi has been working with the principals at the D47 schools as the school year gets underway to promote a positive working relationship as it pertains to the CLPD's use of school facilities through the IGA.</p> <p>11/29/17 - A new COO at the Village of Lakewood has been hired. Jeanine Smith, formally of the Village of Prairie Grove, has been hired as the COO. Executive Director Herbster has been in touch with Ms. Smith and once she is settled into her position, an introductory meeting will be held.</p> <p>Staff continues to work on this initiative. Recent meetings with the City on the police IGA have taken place and have been productive. Staff has also been working closely with City staff on Lippold area flooding issues and the expansion of the fireworks raft for the July 7, 2018 show.</p> <p>6/12/2018</p>	
3.1.3	Tactic	Develop cooperative ideas with municipalities that benefit all residents.	Not Started	5/1/2021	4/30/2022		Erik Jakubowski			

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
3.2	Objective	School Districts	On Track			10/8/2019	Kim Buscemi			
3.2.1	Tactic	Begin using the intergovernmental agreements for expanded programming by identifying specific programs to be held in schools.	Achieved	5/1/2017	4/30/2018	6/15/2018	Joe Davison		<p>Great progress has been made in this area. The after school basketball program continues to use the schools and the D47 IGA has helped address some of the previous issues. There still are some scheduling concerns that staff has been dealing with and will continue to work with the schools to solve. This will take some time and educating on both sides. Some staff in the schools do not seem to be aware the IGA exists and that will continue to be addressed.</p> <p>The new Beyond the Bell program was introduced 2017/18 Winter/Spring brochure. Staff spent considerable time working through the details of this program to offer the Bricks for Kids class and the Adventures in Wisdom class. Both of these programs were offered at Hussmann and West Elementary Schools.</p> <p>The Dance Recital returned to CL South High School this year to provide an outstanding venue for this event.</p> <p>Staff is off to a good start using the IGA and will continue to build off of this effort.</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
3.2.2	Tactic	Establish relationships at the appropriate staff levels.	Achieved	5/1/2018	4/30/2019	7/11/2019	Jason Herbster		<p>CLPD marketing staff have developed a strong relationship with D47 marketing staff which has gained the CLPD a significant inroad to the use of D47's Peach Jar app that promotes our programming to families in D47.</p> <p>Jason Herbster updated the status to Achieved . Superintendent Reckamp and Manager Naughton have reached out to many in the community to begin to establish relationships. City, schools and library are examples of this effort. This tactic is one that will always be ongoing and needs to be part of our ongoing improvement to the CLPD culture and role in the community. 12/12/2018 Submitted 12/12/2018 6:51 PM</p> <p>Jason Herbster updated the status to On Track . Manager Buscemi along with Supervisors Davison and Ortega have worked hard at establishing relationships with appropriate school staff (principals, teachers, staff) in order for CLPD programs to take place and succeed in the schools. This is still a work in progress but moving in the right direction. Supervisor Thompson along with the ET Directors have established excellent relationships with the schools. Executive Director Herbster continues to work closely with the school Superintendent's in fostering positive relationships. 6/12/2018 Submitted 6/12/2018 2:54 PM</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
3.2.3	Tactic	Be responsive to school district needs, requests and concerns.	Achieved	5/1/2017	4/30/2018	2/23/2018	Claire Naughton		<p>This metric will be a continuing effort moving forward and will require constant and sometimes daily effort on the part of the park district to continue to meet and achieve the stated goals. Every week and at times every day can bring forward the knowledge of needed actions on the part of the park district to assist the school districts and to meet this goal. As of this date it is well established process and procedure to not only assist the school districts when they approach us on specific uses and/or issues that they need our assistance with but... also reaching out to the school districts on our part to impart information, facilities and amenities that we have available to aid the school districts in meeting their goals and objectives within the community.</p> <p>Jack Sebesta updated the status to On Track . Have scheduled Crystal Lake Central HS softball games and practices for March 2018 at Boncosky. 2/1/2018 Submitted 2/1/2018 2:32 PM</p> <p>Jack Sebesta updated the status to On Track . working with D155 admin staff to host Spanish program event march 21 2018 12/14/2017 Submitted 12/14/2017 8:03 AM</p> <p>Jack Sebesta2 years ago assisted hannah beardsley middle school with PE classes and hiking at veteran acres 9/18/2017 8:11AM</p>	11

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
3.2.4	Tactic	Solidify scheduling processes with school districts.	Achieved	5/1/2017	4/30/2018	6/15/2018	Joe Davison		Considerable time has been spent by staff working on the process to schedule space in the schools. We are still encountering last minute cancellations that were known well in advance but we were failed to be notified until the last minute. Staff has also worked on having the school staff understand considerable cancellations (6 of 8 weeks) impacts the quality of a program . The customer service issue these cancellations have created are being shared with the schools. Progress has been made but additional work is still needed to improve this situation. This is something that obviously cannot be fixed over night, but diligence and a team effort should get us to where this needs to be for both organizations to best serve and meet the needs and expectations of the community.	
3.2.5	Tactic	As the "#1 first time employer of youth", partner with D155 to employ D155 students.	On Track	5/1/2020	4/30/2021	7/11/2019	Anna Olas		Job notices are sent to D155 to be posted for students to see. CLPD has taken part in job fairs hosted at the high schools. Discussion on this topic will take place at a Local Leaders meeting.	
3.3	Objective	Public Library	Achieved			8/26/2019	Kim Buscemi		See commnets in 3.3.1, 3.3.2, 3.3.3	
3.3.1	Tactic	Work with Library to avoid duplicate services.	Achieved	5/1/2018	4/30/2019	7/11/2019	Kim Buscemi		After reviewing what programs may be duplicated between the CLPD and library, staff has realized that as the library works to redefine their services, they will continue to offer what is popular and will bring people through their doors. More focus will be placed on partnerships and possible cross promotions. The fact that the library offers their programs at no coast puts the CLPD at a significant disadvantage.	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
3.3.2	Tactic	Develop a marketing plan with the Library to cross-promote programming and explore potential cooperative programs.	Achieved	5/1/2020	4/30/2021	7/11/2019	Jacqui Weber		Jacqui Weber updated the status to On Track . Met with Stephanie Price of the CL Library to discuss cross-promotion opportunities Feb 2018. Provide Mini Golf coupons for the Summer Reading program. Library conducted a Fairy Tale Trail reading program at the Nature Center April 2019. We will continue to search for ways to cross promote programs. Kim and Kurt will explore cooperative programs with them. 5/9/2019 Submitted 5/9/2019 3:01 PM	
3.3.3	Tactic	Promote and better market the benefits of Crystal Lake Park District through the summer reading program.	Achieved	5/1/2021	4/30/2022	7/11/2019	Jacqui Weber		Additional materials about the CLPD will look to be added to the summer reading program through different avenues if available. Jacqui Weber 2 years ago Met with Stephanie Price, CLPL marketing coordinator to discuss how the CLPD can be more involved in the library summer reading program. Ideas include having a CLPD booth at a June 10 kick-off event in the library parking lot, designated story times at the beach etc. 4/3/2018 2:11PM 4/3/2018 2:35PM	
3.4	Objective	Affiliate Groups	On Track			9/8/2017	Erik Jakubowski			
3.4.1	Tactic	Determine value in Crystal Lake Park District representation at affiliate board meetings.	Achieved	5/1/2017	4/30/2018	2/22/2018	Kurt Reckamp		As of February 22, 2018 all affiliate groups have responded and given their input as to what, if any, need that they have for Park District staff to be present at their individual board meetings. ALL organizations were in agreement that the current standard/method of each individual group requesting assistance and/or the presence of Park District staff at their meetings should continue. It is determined that affiliate groups will specifically request the presence of Park District staff at their board meetings IF and When they feel there is a need to have Park	10

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	District staff present to answer questions, give direction or aid them in any other matter.	Files
								<p>Jason Herbster updated the status to On Track . Email sent to all affiliate groups on August 8, 2017 asking for input on this item. The email also included a copy of the final Plan and asked the affiliate groups to pass the plan on to their membership bases so that more community members could view it. 9/5/2017</p> <p>Wizards Wrestling reply on August 9, 2017 9/5/2017 5:01PM</p> <p>CL Soccer Federation reply on August 10, 2017 9/5/2017 5:01PM</p> <p>MCYSA responded on August 18, 2017 9/6/2017 10:45AM</p> <p>received responses and files added from cl cardinals, cl babe ruth and cl bombers 9/18/2017 8:08AM</p> <p>community band responses to aug 2017 email 091817.msg 9/19/2017 8:29AM 12/7/2017 Submitted 12/7/2017 2:51 PM</p>		
3.4.2	Tactic	Evaluate what Crystal Lake Park District does for affiliates and determine what else can be done to strengthen relationships.	On Track	5/1/2020	4/30/2021	3/5/2018	Kurt Reckamp	<p>Kurt Reckamp4 months ago Working on 2019 year end to include financials, operations, and planning for 2020 10/16/2019 11:28AM</p> <p>Kurt Reckamp7 months ago I updated the files to include the 2019 affiliate agreement and the notes of local baseball and softball groups. The 2019 affiliate agreement was reviewed by PDRMA, Ancel Glink, Claire,</p>	11	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									Jason, Joe, and myself. To date I have had individual one on one meetings with CLGFS, CLSF, Raiders, Babe Ruth, Crystal Lake Bombers, Crystal Lake Rowing Club, and MCYSA. 7/10/2019 1:37PM	
									Kurt Reckamp added a file.7 months ago Baseball and Softball Affiliate Group Notes.docx 7/10/2019 1:34PM	
									Kurt Reckamp added a file.7 months ago 2019 CLGFS Affiliate Agreement.pdf 7/10/2019 1:33PM	
									Kurt Reckampa year ago Have started to meet with the heads of several of the affiliate groups. Claire, Joe, and I provided feedback for the affiliate agreement and it has been sent to PDRMA for review. The next affiliate meeting is set for March of 2019 1/9/2019 2:18PM	
									Jack Sebesta updated the status to On Track . 3/5/2018 Submitted 3/5/2018 8:11 AM	
									Jack Sebesta updated the status to On Track . 2/23/2018 Submitted 2/23/2018 8:13 AM	
									Jack Sebesta added a file.2 years ago FW CLSF Synthetic Turf Soccer Fields 022318.msg 2/23/2018 8:13AM	
									Jack Sebesta added a file.2 years ago project procedure 2018.doc 2/22/2018 8:22AM	
									Jack Sebesta added a file.2 years ago affiliate contact list.doc 2/22/2018 8:22AM	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									Jack Sebesta added a file.2 years ago 2018 affiliate annual meeting 020918.msg 2/22/2018 8:22AM	
									Jack Sebesta added a file.2 years ago 2018 annual meeting email 011218.msg 2/22/2018 8:22AM	
									Jack Sebesta added a file.2 years ago AFFILIATE GROUP AGREEMENT 2018.doc 2/22/2018 8:22AM	
									Jack Sebesta added a file.2 years ago annual affiliate agenda 2018.doc 2/22/2018 8:22AM	
									Jack Sebesta updated the status to On Track . 2/22/2018 Submitted 2/22/2018 8:17 AM	
									Jack Sebesta updated the status to On Track . On going evaluation. Affiliate annual meeting scheduled for March 2018 2/1/2018 Submitted 2/1/2018 2:33 PM	
									Jack Sebesta updated the status to On Track . 12/4/2017 Submitted 12/4/2017 9:08 AM	
									Jack Sebesta updated the status to Not Started . entered info regarding cooperative efforts by park district to assist affiliates at various locations 12/4/2017 Submitted 12/4/2017 9:07 AM	
									Jack Sebesta added a file.2 years ago FW Fetzner Park Project Information affiliates and CL South hs 092017.msg 12/4/2017 9:06AM	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									Jack Sebesta added a file.2 years ago	
									RE ADA Improvements LITTLE LEAGUE 092817.msg 12/4/2017 9:06AM	
3.4.3	Tactic	Review what affiliates do for Crystal Lake Park District and residents and determine what else can be done to strengthen relationship.	On Track	5/1/2020	4/30/2021	3/5/2018	Kurt Reckamp	<p>Kurt Reckamp7 months ago I have included the request memo from the Crystal Lake Soccer Federation for the sale of alcohol at their annual tournament. The board denied the request based on feedback from myself and others. I am meeting with CLSF next week to review their large tournament 7/10/2019 1:39PM</p> <p>Kurt Reckamp added a file.7 months ago CLSF Request Memo.docx 7/10/2019 1:38PM</p> <p>Kurt Reckampa year ago Updated the contact list for the affiliates as of December 2018 1/9/2019 2:19PM</p> <p>Kurt Reckamp added a file.a year ago affiliate contact list -updated 12-14-18 (003).doc 1/9/2019 2:19PM</p> <p>Jack Sebesta updated the status to On Track . 3/5/2018 Submitted 3/5/2018 8:11 AM</p> <p>Jack Sebesta added a file.2 years ago affiliate contact list.doc 2/22/2018 8:21AM</p> <p>Jack Sebesta added a file.2 years ago 2018 affiliate annual meeting 020918.msg 2/22/2018 8:21AM</p> <p>Jack Sebesta added a file.2 years ago 2018 annual meeting email 011218.msg 2/22/2018 8:21AM</p> <p>Jack Sebesta added a file.2 years ago</p>	8	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	ago Last Comment project procedure 2018.doc 2/22/2018 8:20AM	Files
								Jack Sebesta added a file.2 years ago AFFILIATE GROUP AGREEMENT 2018.doc 2/22/2018 8:20AM		
								Jack Sebesta added a file.2 years ago annual affiliate agenda 2018.doc 2/22/2018 8:20AM		
								Jack Sebesta updated the status to On Track . 2/22/2018 Submitted 2/22/2018 8:17 AM		
								Jack Sebesta updated the status to On Track . on going evaluation 2/1/2018 Submitted 2/1/2018 2:33 PM		
								Jack Sebesta updated the status to On Track . 12/7/2017 Submitted 12/7/2017 2:10 PM		
3.4.4	Tactic	Determine if more than just the annual affiliate meeting is necessary.	Achieved	5/1/2017	4/30/2018	3/5/2018	Kurt Reckamp	Jack Sebesta updated the status to Achieved . 2/1/2018 Submitted 2/1/2018 2:35 PM	10	
								Jack Sebesta updated the status to On Track . Not needed per feedback of affiliate organizations. 2018 annual meeting scheduled for March 7, 2018 2/1/2018 Submitted 2/1/2018 2:34 PM		
								Jason Herbster updated the status to On Track . Email sent to all Affiliate groups asking for their input on this item. The final Plan was also included in this email and it was requested that the affiliate groups pass it on to their memberships so that more community members could view it. 9/5/2017 5:02PM		

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									Wizards Wrestling replied on August 9, 2017 9/5/2017 5:02PM	
									MCYSA replied on August 18, 2017 9/5/2017 5:03PM	
									received responses and files added from cl cardinals, cl babe ruth and cl bombers 9/18/2017 8:10AM 12/7/2017 Submitted 12/7/2017 2:53 PM	
									Jack Sebesta updated the status to On Track . 12/4/2017 Submitted 12/4/2017 9:01 AM	
									Jack Sebesta updated the status to On Track . 11/6/2017 Submitted 11/6/2017 11:13 AM	
									Jack Sebesta updated the status to On Track . 10/2/2017 Submitted 10/2/2017 10:26 AM	
									Jack Sebesta updated the status to On Track . 9/26/2017 Submitted 9/26/2017 10:04 AM	
									Jack Sebesta added a file.2 years ago CL Hawks Lacrosse response to email request 092617.msg 9/26/2017 10:03AM	
									Jack Sebesta added a file.2 years ago CL Girls Softball League response to email 092617.msg 9/26/2017 10:03AM	
									Jack Sebesta updated the status to On Track . 9/19/2017 Submitted 9/19/2017 8:29 AM	
									Jack Sebesta added a file.2 years	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	ago Last Comment	Files
									community band responses to aug 2017 email 091817.msg 9/19/2017 8:29AM	
									Jack Sebesta updated the status to On Track . 9/18/2017 Submitted 9/18/2017 8:10 AM	
									Jack Sebesta2 years ago received responses and files added from cl cardinals, cl babe ruth and cl bombers 9/18/2017 8:10AM	
									Jack Sebesta added a file.2 years ago cl cardinals response to august email 091817.msg 9/18/2017 8:09AM	
									Jack Sebesta added a file.2 years ago cl bombers response to august email 091817.msg 9/18/2017 8:09AM	
									Jack Sebesta added a file.2 years ago babe ruth response Park District Questions 2017 091817.doc 9/18/2017 8:09AM	
									Jack Sebesta updated the status to On Track . 9/6/2017 Submitted 9/6/2017 10:49 AM	
									Jack Sebesta updated the status to On Track . 9/5/2017 Submitted 9/5/2017 5:04 PM	
									Jack Sebesta added a file.2 years ago wizards response to questions Strategic Plan 080917.msg 9/5/2017 5:04PM	
									Jack Sebesta added a file.2 years ago soccer fed response greg cole Crystal Lake Park District Strategic Plan 081017.msg 9/5/2017 5:04PM	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									<p>Jack Sebesta added a file.2 years ago</p> <p>MCYSA response to questions 081817.msg 9/5/2017 5:04PM</p> <p>Jack Sebesta added a file.2 years ago</p> <p>Crystal Lake Park District Strategic Plan 080817 email to affiliates 341 344 345.msg 9/5/2017 5:03PM</p> <p>Jack Sebesta2 years ago</p> <p>MCYSA replied on August 18, 2017 9/5/2017 5:03PM</p> <p>Jack Sebesta2 years ago</p> <p>Wizards Wrestling replied on August 9, 2017 9/5/2017 5:02PM</p> <p>Jack Sebesta2 years ago</p> <p>Email sent to all Affiliate groups asking for their input on this item. The final Plan was also included in this email and it was requested that the affiliate groups pass it on to their memberships so that more community members could view it. 9/5/2017 5:02PM</p>	
3.4.5	Tactic	Request affiliates who currently distribute newsletters to send a copy to the Crystal Lake Park District to keep lines of communication strong.	Achieved	5/1/2017	4/30/2018	3/5/2018	Kurt Reckamp		<p>Jack Sebesta updated the status to Achieved .</p> <p>This will be a continuing and ongoing metric but all affiliates have been informed of the desire/need for them to supply the requested information. All affiliates have had the opportunity to give us feedback on our request of them. All affiliates have indicated their willingness to share the communications that they have with their memberships with the park district. 2/23/2018 Submitted 2/23/2018 8:17 AM</p> <p>Jack Sebesta updated the status to On Track . 2/22/2018 Submitted 2/22/2018 8:18 AM</p>	12

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Jack Sebesta updated the status to Last Comment On Track .	Files
								on going. some affiliates are copying us on their communications with their memberships. 2/1/2018 Submitted 2/1/2018 2:39 PM		
								Jack Sebesta added a file.2 years ago Voices in Harmony Fall 2017 Newsletter 102417.msg 12/4/2017 9:02AM		
								Jack Sebesta updated the status to On Track . 12/4/2017 Submitted 12/4/2017 9:02 AM		
								Jack Sebesta added a file.2 years ago Voices in Harmony - Sing-Along Messiah news letter 113017.msg 12/4/2017 9:02AM		
								Jack Sebesta updated the status to On Track . 11/6/2017 Submitted 11/6/2017 11:13 AM		
								Jack Sebesta updated the status to On Track . 10/2/2017 Submitted 10/2/2017 10:26 AM		
								Jack Sebesta updated the status to On Track . 9/26/2017 Submitted 9/26/2017 10:03 AM		
								Jack Sebesta added a file.2 years ago CL Hawks Lacrosse response to email request 092617.msg 9/26/2017 10:02AM		
								Jack Sebesta added a file.2 years ago CL Girls Softball League response to email 092617.msg 9/26/2017 10:02AM		
								Jack Sebesta updated the status to On Track . 9/19/2017		

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Submitted 9/19/2017 8:29 AM Last Comment	Files
									<p>Jack Sebesta added a file.2 years ago community band responses to aug 2017 email 091817.msg 9/19/2017 8:29AM</p> <p>Jack Sebesta updated the status to On Track . 9/18/2017 Submitted 9/18/2017 8:07 AM</p> <p>Jack Sebesta2 years ago received responses and added files from cl cardinals, cl babe ruth and cl bombers 9/18/2017 8:07AM</p> <p>Jack Sebesta added a file.2 years ago babe ruth response Park District Questions 2017 091817.doc 9/18/2017 8:06AM</p> <p>Jack Sebesta added a file.2 years ago cl cardinals response to august email 091817.msg 9/18/2017 8:06AM</p> <p>Jack Sebesta added a file.2 years ago cl bombers response to august email 091817.msg 9/18/2017 8:05AM</p> <p>Jack Sebesta updated the status to On Track . 9/6/2017 Submitted 9/6/2017 10:50 AM</p> <p>Jack Sebesta added a file.2 years ago wizards response to questions Strategic Plan 080917.msg 9/6/2017 10:50AM</p> <p>Jack Sebesta added a file.2 years ago soccer fed response greg cole Crystal Lake Park District Strategic Plan 081017.msg 9/6/2017 10:50AM</p> <p>Jack Sebesta added a file.2 years</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	ago Last Comment	Files
									MCYSA response to questions 081817.msg 9/6/2017 10:49AM	
									Jack Sebesta updated the status to On Track . 9/6/2017 Submitted 9/6/2017 10:45 AM	
									Jack Sebesta2 years ago MCYSA responded on August 18, 2017 9/6/2017 10:44AM	
									Jack Sebesta2 years ago CL Soccer Federation responded on August 10, 2017 9/6/2017 10:44AM	
									Jack Sebesta2 years ago Wizards Wrestling responded on August 9, 2017 9/6/2017 10:44AM	
									Jack Sebesta updated the status to On Track . 9/5/2017 Submitted 9/5/2017 3:45 PM	
									Jack Sebesta2 years ago Email sent on August 8, 2017 requesting that all affiliates include superintendent of facilities and marketing staff on any hard copy newsletters/communications with their membership and that the same two individuals being copied on electronic communications with their memberships.	
									This email also contained a final copy of the Plan and requested that affiliate groups pass it on to their memberships so that more community members could view it. 9/5/2017 3:43PM	
									Jack Sebesta added a file.2 years ago Crystal Lake Park District Strategic Plan 080817 email to affiliates 341 344 345.msg 9/5/2017 3:42PM	
									Jack Sebesta updated the status to	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	On Track Last Comment 8/8/2017	Files
3.5	Objective	Community Service Organizations	On Track			7/10/2019	Kurt Reckamp		Submitted 9/5/2017 3:45 PM	
3.5.1	Tactic	Determine what benefits exist for the Crystal Lake Park District by being a member of each community service organization.	On Track	5/1/2019	4/30/2020	1/6/2020	Erik Jakubowski		To date, the CLPD has staff involved with the Chamber of Commerce, Local Leaders and Toast Masters.	
3.6	Objective	Create Trusting Relationships in General	On Track			1/7/2020	Jason Herbster			
3.6.1	Tactic	Assign a liaison with other governmental entities when possible.	On Track	5/1/2019	4/30/2020	1/6/2020	Jason Herbster		With the leadership team now comfortably in place, assignments will take place prior to the end of FY 19/20.	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
3.6.2	Tactic	Update government and community groups about the value of the services being provided by the Crystal Lake Park District.	Achieved	5/1/2018	4/30/2019	7/11/2019	Jacqui Weber		<p>Now that we have established a tri-annual Park Report mailing, this information will cover district-wide initiatives that may otherwise not be noticed in the seasonal catalog. If necessary, we can mail the newsletters to key community groups and government officials.</p> <p>Jacqui Weber updated the status to Achieved . The Marketing Dept communicates and creates ongoing cross-promotional agreements with the Crystal Lake Library, The Raue Center, Lakeside Legacy for the Arts, Lakewood News, and the City of Crystal Lake. 8/6/2018 Submitted 8/6/2018 11:20 AM</p> <p>Jacqui Weber updated the status to Achieved . 7/31/2018 Submitted 1/7/2019 8:53 AM</p> <p>Jacqui Weber updated the status to On Track . Developing plan on how to reach these groups and deliver "value of services" message on a consistent basis 6/12/2018 Submitted 6/12/2018 5:52 AM</p> <p>Jacqui Weber updated the status to On Track . Developing plan on how to reach these groups and deliver "value of services" message on a consistent basis 5/14/2018 Submitted 5/14/2018 9:21 AM</p>	
3.6.3	Tactic	Evaluate and remove barriers between the Crystal Lake Park District and other government and community organizations and determine methods to address them in an appropriate manner.	Not Started	5/1/2021	4/30/2022		Jason Herbster			

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
3.6.4	Tactic	Increase staff presence for welcoming attendees at special events.	Achieved	5/1/2018	4/30/2019	12/12/2018	Jason Herbster		<p>Staff continues to attend events to volunteer as well as meet and greet participants. Some examples are kite fest, holiday workshop, bed time stories, puzzle palooza, and concerts in the park just to name a few. This concept will continue to be embedded into the culture of the CLPD. Staff have attended affiliate events such as CLB opening day ceremonies and CLRC regatta.</p> <p>Jason Herbster updated the status to On Track .</p> <p>This initiative will begin with the kickoff of our first big community wide special event, Beach Bash on June 23, 2018. Many staff will be on hand along with members of the Park Board to welcome residents.</p> <p>6/12/2018 Submitted 6/12/2018 2:57 PM</p>	
4	Initiative	Communicate Our Message and Enhance Our Image	On Track			1/7/2020				

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.1	Objective	Expand utilization of current and new marketing platforms and marketing formats, social media, brochure, electronic direct marketing, etc.	Achieved			1/9/2020	Jenny Leech		<p>The quarterly newsletter has been well received in helping accomplish this objective.</p> <p>Jenny Leech updated the status to On Track .</p> <p>Rev Local program to engage with community about barlina, parent reviews</p> <p>Looking at launching Rev Local for general park district and TRC in Jan 2019</p> <p>Evaluating that to see how we can utilize for Park District general and TRC</p> <p>Social Media training for staff who are implementing their own IG/FB pages</p> <p>Pop Up programs like Freeze Pops in the Park allow the opportunity for personal interaction. Recreation Supervisors and facility staff encouraged to sign up for an info table at Concerts in the Park to talk 1:1 with potential customers</p> <p>7/11/2019 Submitted 7/11/2019 10:50 AM</p>	
4.1.1	Tactic	Continued utilization of all communication outlets including social media, with an eye on trends and new opportunities.	Achieved	5/1/2017	4/30/2018	4/27/2018	Jenny Leech		<p>Jenny Leech added a file.2 years ago Final Report 4.1.1.pdf 4/27/2018 3:35PM</p> <p>Jenny Leech updated the status to On Track .</p> <p>I am preparing a summary final report for 2.1.1 due on 4/30/18 4/5/2018 Submitted 4/5/2018 4:30 PM</p> <p>Jenny Leech updated the status to On Track . 3/5/2018 Submitted 3/5/2018 10:48 AM</p> <p>Jenny Leech updated the status to On Track . 2/5/2018 Submitted 2/5/2018 9:38 AM</p> <p>Jenny Leech updated the status to On Track .</p>	1

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									<p>Close to finalizing an agreement for a digital signage upgrade to include 3 additional monitors that will not only stream our website content but also our social media content.</p> <p>1/8/2018 Submitted 1/8/2018 4:21 PM</p> <p>Jason Herbster updated the status to On Track . Staff is attending a webinar on 'Social Media in Recreation' as well as a webinar on 'Social Media Trends in 2018'. Marketing staff shared a discussion about Snapchat with the Director of the Raue Center and how it has given a boost to their youth and teen theater programs.</p> <p>12/6/2017Submitted 12/6/2017 5:08 PM</p> <p>The focus this month has been on exploring cross promotion of Park District Facebook posts within other Facebook subgroups that allow cross promotion. Staff have been active in the Crystal Lake, IL group, several Crystal Lake mom groups and are exploring other options for cross promotion. Participation in these groups seems to correlate in new 'likes' to the Park District facebook page.</p> <p>11/17/2017Submitted 11/17/2017 12:36 PM</p> <p>Twitter and Facebook are primary social media accounts at this time. Marketing Department is discussing most effective way to implement Instagram. On a weekly basis press releases for both general park district news and specific programs and events are submitted to newspapers, magazines and web based media partners. Staff is looking into the benefits of attending classes for Social Media certification. Superintendent of Recreation has initiated information for area park district Superintendents of</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									<p>brochure timelines. This information is being evaluated for an earlier timeline for brochure delivery beginning in Summer 2017.</p> <p>10/2/2017 12/7/2017 Submitted 12/7/2017 2:57 PM</p> <p>Jenny Leech updated the status to On Track . Staff is attending a webinar on 'Social Media in Recreation' as well as a webinar on 'Social Media Trends in 2018'. Marketing staff shared a discussion about Snapchat with the Director of the Raue Center and how it has given a boost to their youth and teen theater programs.</p> <p>12/6/2017 Submitted 12/6/2017 5:08 PM</p> <p>Jenny Leech updated the status to On Track . The focus this month has been on exploring cross promotion of Park District Facebook posts within other Facebook subgroups that allow cross promotion. Staff have been active in the Crystal Lake, IL group, several Crystal Lake mom groups and are exploring other options for cross promotion. Participation in these groups seems to correlate in new 'likes' to the Park District facebook page.</p> <p>11/17/2017 Submitted 11/17/2017 12:36 PM</p> <p>Jenny Leech updated the status to On Track . Twitter and Facebook are primary social media accounts at this time. Marketing Department is discussing most effective way to implement Instagram. On a weekly basis press releases for both general park district news and specific programs and events are submitted to newspapers, magazines and web based media partners. Staff is looking into the benefits of attending classes for Social Media certification. Superintendent of Recreation has</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									initiated information for area park district Superintendents of brochure timelines. This information is being evaluated for an earlier timeline for brochure delivery beginning in Summer 2017. 10/2/2017 Submitted 10/2/2017 5:27 PM	
4.1.2	Tactic	Upgrade and improve Crystal Lake Park District website as needed for performance and appeal aspects on a continual basis.	Achieved	5/1/2017	4/30/2018	4/27/2018	Jenny Leech	Jenny Leech added a file.2 years ago Final Report 4.1.2.pdf 4/27/2018 3:35PM Jenny Leech updated the status to On Track . I am preparing a summary final report for 4.1.2 due on 4/30/18 4/5/2018 Submitted 4/5/2018 4:30 PM Jenny Leech updated the status to On Track . reviewed a redesign of the website registration landing page. This design will be implemented sometime after a March 22 web meeting with Vermont Systems. This should allow for a more visually appealing registration landing page 3/5/2018 Submitted 3/5/2018 10:48 AM Jenny Leech updated the status to On Track . Modified Registration/Login button after suggestion from customer. Reviewed registration splash page and reviewed new design package with Rec Trac rep. 2/5/2018 Submitted 2/5/2018 9:38 AM Jenny Leech updated the status to On Track . Staff discussed our current month Google Analytics with website designer. He felt we are very much on target with our statistics. We discussed search engine optimization programs and he stressed that this was not a wise use of money for our agency. He reviewed search engine searches	1	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
								on several topics and found that Crystal Lake Park District was near or at the top of a good percentage of searches. 1/8/2018 Submitted 1/8/2018 4:27 PM		
								Jason Herbster updated the status to On Track . Google Analytics are reviewed monthly to determine if there are any trouble spots. Staff will be asked in the next week to review the website for seasonal changes to go along with the release of the winter/spring brochure. At that time, the marketing department also changes seasonal photos and updates links as needed. Staff is also researching companies that might be able to assist with an ADA Accessibility Review of the website. 11/17/2017Submitted 11/17/2017 12:44 PM		
								Staff is researching webinars to better understand Google Analytics, our website statistic reporting program. At this time, websites are reviewed on a monthly basis with attention to most visited pages and time spent on the website by customers. The marketing department performs updates as needed or requested by staff, typically one time per day. The Marketing Department is striving to inform Crystal Lake Park District staff about different areas of the website by providing a bi-weekly website feature email. Staff are asked for input on the section at that time. 10/2/2017 12/7/2017 Submitted 12/7/2017 2:58 PM		
								Jenny Leech updated the status to On Track . Google Analytics are reviewed monthly to determine if there are any trouble spots. Staff will be asked in the next week to review the website for seasonal changes		

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									<p>to go along with the release of the winter/spring brochure. At that time, the marketing department also changes seasonal photos and updates links as needed. Staff is also researching companies that might be able to assist with an ADA Accessibility Review of the website.</p> <p>11/17/2017 Submitted 11/17/2017 12:44 PM</p> <p>Jenny Leech updated the status to On Track .</p> <p>Staff is researching webinars to better understand Google Analytics, our website statistic reporting program. At this time, websites are reviewed on a monthly basis with attention to most visited pages and time spent on the website by customers. The marketing department performs updates as needed or requested by staff, typically one time per day. The Marketing Department is striving to inform Crystal Lake Park District staff about different areas of the website by providing a bi-weekly website feature email. Staff are asked for input on the section at that time.</p> <p>10/2/2017 Submitted 10/2/2017 5:29 PM</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.1.3	Tactic	Develop and implement a plan to enhance the look of the Park District brochure.	Achieved	5/1/2018	4/30/2019	8/6/2018	Jenny Leech		<p>The first ever full color edition of the brochure was delivered on schedule on Monday, July 30. Marketing will continue to monitor for staff and public feedback and make adjustments as needed.</p> <p>Jenny Leech updated the status to On Track . We went to bid for a full color brochure interior and cover. 4 bids were received and the top bidder (our current printer) was within the amount budgeted for the 2018-2019 fiscal year. The recommendation was made to accept this bid price. If approved, Marketing will move forward with a full color brochure interior and cover beginning with the Fall 2018 brochure. With this change, we will redesign pages and the template. 5/8/2018 Submitted 5/8/2018 9:10 AM</p> <p>Jenny Leech updated the status to On Track . collecting samples of other park district brochures to review 12/6/2017 Submitted 12/6/2017 5:16 PM</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.1.4	Tactic	Brand all marketing pieces.	Achieved	5/1/2018	4/30/2019	7/2/2018	Jacqui Weber		<p>Logo displayed on all marketing literature, signage, advertising, social media, facility monitors etc. Marketing continues to review and expand in areas of marketing exposure to increase reach and awareness of CLPD programs, facilities and special events.</p> <p>Jacqui Weber updated the status to On Track . Developed signage for Shamrock Hills. Upgraded signage at Lippold Golf Center, Lippold Batting Cages, Tennis Courts 6/12/2018 Submitted 6/12/2018 5:51 AM</p> <p>Jacqui Weber updated the status to On Track . Current Project: Main Beach Developed new logo and generated all marketing pieces with same look to deliver a consistent look and message. 5/14/2018 Submitted 5/14/2018 8:44 AM</p> <p>Jacqui Weber updated the status to On Track . Collecting branding and image guidelines of other park districts for review. 11/2/2017 Submitted 11/2/2017 10:03 AM</p>	
4.2	Objective	Improve Internal Communication and Cooperation.	On Track			3/5/2018	Katrina Hanna			

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.2.1	Tactic	Establish Crystal Lake Park District intranet.	On Track	5/1/2018	4/30/2020	1/7/2020	Anna Olas		<p>An internal system of files has been created to help provide many of the benefits of an intranet. Files have been organized by department/area of operation. These files are on a shared drive accessible to all staff. Training on the system will be provided to all staff.</p> <p>Jason Herbster updated the status to On Track . This project has been re-budgeted for 2019-2020 as the initial program provided was not adequate for our needs 7/11/2019 Submitted 7/11/2019 4:34 PM</p> <p>Jason Herbster updated the status to On Track . This project will move into the 2018-2019 fiscal year. 6/15/2018 Submitted 6/15/2018 11:24 AM</p>	
4.2.2	Tactic	Training materials inputted and available on intranet.	Achieved	5/1/2017	4/30/2020	1/8/2020	Anna Olas		<p>Employee Public Drive has been organized to maximize information by department in a more organized, functional manner.</p> <p>Jason Herbster updated the status to On Track . Upon completion of the development of the intranet, this tactic will be completed 6/15/2018 Submitted 6/15/2018 11:25 AM</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.2.3	Tactic	Post Committee meeting minutes on the intranet.	Achieved	5/1/2017	4/30/2018	6/14/2018	Anne Sandor		<p>Once intranet is up and running, this item will be complete. Committee meeting minutes are currently located on the shared drive that acts as the CLPD intranet.</p> <p>Anne Sandor updated the status to On Track . Currently located on the shared drive and the web</p> <p>Anne Sandor updated the status to On Track . Currently located on the shared drive and the web 12/14/2017 Submitted 12/14/2017 9:45 AM</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.2.4	Tactic	Post Policy Manuals on the intranet.	Achieved	5/1/2017	4/30/2020	1/6/2020	Anne Sandor		<p>With the overhaul of the shared drive becoming the intranet, all policy manuals are in place.</p> <p>Jason Herbster updated the status to On Track . Upon completion of the intranet, all policy manuals on the shared drive will be moved to the intranet.</p> <p>Anne Sandor updated the status to On Track . currently located on the shared drive 12/14/2017 6/15/2018 Submitted 6/15/2018 11:50 AM</p> <p>Anne Sandor updated the status to On Track . currently located on the shared drive 12/14/2017 Submitted 12/14/2017 9:45 AM Anne Sandor added a file.2 years ago Park District Policy Manual Rev 04-20-17.pdf 9/18/2017 4:30PM</p> <p>Anne Sandor added a file.2 years ago GPM FINAL 11-16.pdf 9/18/2017 4:30PM</p> <p>Anne Sandor2 years ago The General Practice Manual and the Park District Policy Manual have been placed on the Extranet 9/18/2017 3:00PM</p>	3

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.2.5	Tactic	Board Agendas and Board Packets placed on intranet.	Achieved	5/1/2017	4/30/2020	1/6/2020	Anne Sandor		<p>All materials are now available on the shared drive being used as the intranet.</p> <p>Anne Sandor added a file.a month ago Board Info.pdf 1/6/2020 9:30AM</p> <p>Anne Sandor updated the status to On Track . The Board Packets are available on the PD Shared Drive and on the PD Website 12/11/2019 Submitted 12/11/2019 3:04 PM</p> <p>Anne Sandor updated the status to On Track . Researching options for board packet distribution for Board and Staff and for Public viewing on website. 7/9/2019 Submitted 7/9/2019 2:45 PM</p> <p>Jason Herbster updated the status to On Track . Upon completion of the intranet, all Board agendas and Board packets on the shared drive will be moved to the intranet.</p> <p>Anne Sandor updated the status to On Track . currently located on the shared drive -agendas are on the web 12/14/2017 6/15/2018 Submitted 6/15/2018 11:52 AM</p> <p>Anne Sandor updated the status to On Track . currently located on the shared drive -agendas are on the web 12/14/2017 Submitted 12/14/2017 9:45 AM</p> <p>Anne Sandor2 years ago The Board Minutes are placed on the Intranet (Extranet) 9/18/2017 4:21PM</p>	1

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.2.6	Tactic	Establish Crystal Lake Park District University for trainings and informational materials.	On Track	5/1/2018	4/30/2020	1/8/2020	Anna Olas		2020/2021 Fiscal Year switching to an onboarding system to assist with electronic training Jason Herbster updated the status to On Track . Weekly updates to projects and department highlights are done via email to staff. Upon establishment of the intranet, materials for these training's will be housed on the intranet. 7/11/2019 Submitted 7/11/2019 5:18 PM	
4.3	Objective	Updated, consistent Logo/Branding campaign.	On Track			3/5/2018	Jason Herbster			
4.3.1	Tactic	Design and adopt a new logo.	Achieved	5/1/2021	4/30/2022	12/13/2018	Jacqui Weber		New logo development process and design has been presented to the staff and Board and will go into use January 1, 2019. Jacqui Weber updated the status to On Track . Developing power point presentation on the value of implementing a new logo 2/5/2018 Submitted 2/5/2018 3:46 PM Jacqui Weber updated the status to On Track . Compiling other current logos in use by Park Districts. 11/2/2017 Submitted 11/2/2017 10:01 AM	
4.3.2	Tactic	Update building identification signage.	Achieved	5/1/2021	4/30/2022	11/12/2019	Ann Viger		The marketing team has been leading this effort. It is ongoing until the old logo is completely phased out.	
4.3.3	Tactic	Inquire about the possibility of street directional signage for park/facility locations.	On Track	5/1/2018	8/31/2019	1/6/2020	Erik Jakubowski			

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.3.4	Tactic	Establish an ad-hoc committee to develop consistent clothing/appearance.	Achieved	5/1/2017	4/30/2018	6/15/2018	Anna Olas		<p>A CLPD apparel catalog was created and distributed to staff in March 2017. Each staff member was allocated \$100 for apparel from the CLPD catalog. All apparel was delivered and distributed by April 30, 2018. This process will be repeated in 2018-2019 and continued into the future.</p> <p>Anna Olas updated the status to On Track . Jacqui Weber reviewing apparel catalogs for options 9/12/2017</p>	
4.3.5	Tactic	Continue developing the program of consistent district-wide banners for events and activities.	Achieved			9/30/2018	Jacqui Weber		<p>Jacqui Weber updated the status to On Track . Kids Party in the Park, Summer Sunday, MCL Car Show, Facility Rentals, The Racket Club 8/6/2018 Submitted 8/6/2018 11:20 AM</p> <p>Jacqui Weber updated the status to On Track . Summer Sunday, Swim Lessons, Camp Registration, NIFB Free Lunch Program 7/2/2018 Submitted 7/2/2018 11:02 AM</p> <p>Jacqui Weber updated the status to On Track . Beach Bash Swim Lessons Cooperative agreement banners: Free Lunch Program, Lakeside Festival, Car Show 6/12/2018 Submitted 6/12/2018 5:50 AM</p> <p>Jacqui Weber updated the status to On Track . Summer Camp Registration Golf Center Open Beaches Open Swim Lessons Summer Sunday 5/14/2018 Submitted 5/14/2018 8:45 AM</p> <p>Jacqui Weber updated the status to On Track .</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Seasonal Jobs Last Comment Family Game Night	Files
									Summer Camp Sign Up 4/3/2018 Submitted 4/3/2018 2:07 PM	
									Jacqui Weber updated the status to On Track . Forts on the Courts Breakfast with the Bunny Seasonal Jobs Family Game Night 3/12/2018 Submitted 3/12/2018 11:44 AM	
									Jacqui Weber updated the status to On Track . FEB BANNERS: Barlina Registration Chili Open Mother Son Dance Park Place Entertainment Forts on Courts 2/5/2018 Submitted 2/5/2018 3:41 PM	
									Jacqui Weber updated the status to On Track . JAN BANNERS: Picnic Rentals Barlina Registration Chili Open Park Place Entertainment 1/31/2018 Submitted 2/5/2018 3:39 PM	
									Jacqui Weber updated the status to On Track . 12/4/2017 Submitted 12/4/2017 10:02 AM	
									Jacqui Weber updated the status to On Track . 11/30/2017 Submitted 12/4/2017 10:02 AM	
									Jacqui Weber updated the status to On Track . Banners for October 2017 Haunted Home Contest Dearly Departed Bourbon Country Let's Dance Truck or Treat Puzzlepalooza 10/2/2017	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Submitted Last Comment	Files
4.3.6	Tactic	Evaluate the use of electronic marquees and use where effective.	Not Started	5/1/2020	4/30/2021		Sherril Van Vlierbergen		10/2/2017 8:55 AM	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.3.7	Tactic	Develop a standardized header/footer for external communications.	Achieved	5/1/2017	4/30/2019	12/10/2018	Jason Herbster		<p>All internal templates (letterhead, memo, flyer, etc.) have been developed and are being put into use. Beginning January of 2019, all of these documents will have the new CLPD logo. Only documents with the new CLPD logo are to be used.</p> <p>Jason Herbster updated the status to On Track . A letterhead template has been completed and is in use by staff. Memo and other templates are still being worked on. 6/12/2018 Submitted 6/12/2018 2:13 PM</p> <p>Jason Herbster updated the status to On Track . 9/7/17 - Spoke with Jacqui Weber about developing sample templates</p> <p>10/23/17 - Reviewed a sample branding and style guide with Jacqui Weber to include the standardized header/footer for external communications. 12/7/2017 Submitted 12/7/2017 10:30 AM</p> <p>Jason Herbster updated the status to On Track . Still in progress . 11/29/2017 Submitted 11/29/2017 2:41 PM</p> <p>Jason Herbster updated the status to On Track . Reviewed a sample branding and style guide with Jacqui Weber to include the standardized header/footer for external communications. 10/23/2017 Submitted 10/23/2017 3:25 PM</p> <p>Jason Herbster updated the status to On Track . Spoke with Jacqui Weber about developing sample templates on 9/7/17 9/8/2017</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Submitted 9/8/2017 5:01 PM Last Comment	Files
4.3.8	Tactic	Determine cost analysis and make recommendations with regards to potential logo/branding changes.	Achieved	5/1/2019	4/30/2020	5/6/2019	Jacqui Weber		<p>Met with all departments to assess needs re: replacing interior/exterior signage, vehicle decals, and additional logo placements throughout the park district. Secured quotes for each job which were approved in 2019-2020 fiscal year. Will continue to work with departments on replacement schedule. Additionally, marketing has set up a review process for external communication (surveys, e-newsletters, newsletters) which provides a collaborative look across all areas of the park district.</p> <p>Jacqui Weber updated the status to On Track . Created inventory of all branded elements and costs associated with each. 2/5/2018 Submitted 2/5/2018 3:47 PM</p> <p>Jacqui Weber updated the status to On Track . Ann V. is securing zoning allowances for signage on all park district buildings. 11/2/2017 Submitted 11/2/2017 9:56 AM</p>	
4.4	Objective	Create Interest and Awareness of the Crystal Lake Park District services.	On Track			3/5/2018	Kurt Reckamp			
4.4.1	Tactic	Communicate Crystal Lake Park District Core Values and Mission and why they improve and enhance the quality of the community as well as the many benefits to all the stakeholders we serve.	Achieved	5/1/2017	4/30/2018	6/13/2018	Jacqui Weber		<p>The implementation of 3 newsletters and 1 annual report throughout the year will contribute greatly to accomplishing this initiative moving forward. Communicating the benefits and why the CLPD does what it does in the newsletters in general terms should help the community gain a better understanding of why the CLPD is a benefit.</p> <p>Jacqui Weber updated the status to On Track . Started this concept in the 2017 Annual Report. Will continue to expand and highlight core and mission in 2018 Annual Report published in Fall.</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	6/12/2018 Last Comment Submitted 6/12/2018 5:53 AM	Files
								Jacqui Weber updated the status to On Track . Started this concept in the 2017 Annual Report. Will continue to expand and highlight core and mission in 2018 Annual Report published in Fall. 5/14/2018 Submitted 5/14/2018 9:12 AM		
								Jacqui Weber updated the status to On Track . Infographic to be included in CLPD annual report that highlights core value objectives and accomplishments 4/3/2018 Submitted 4/3/2018 2:08 PM		
								Jacqui Weber updated the status to On Track . Implemented two surveys regarding customer service.; analyzing data 3/12/2018 Submitted 3/12/2018 11:45 AM		
								Jacqui Weber updated the status to On Track . 2/5/2018 Submitted 2/5/2018 3:44 PM		
								Jacqui Weber updated the status to On Track . Implementing survey at front desk for customer feedback. Survey will change throughout the year and include questions regarding our core values 1/31/2018 Submitted 2/5/2018 3:44 PM		
								Jacqui Weber updated the status to On Track . 12/4/2017 Submitted 12/4/2017 10:07 AM		
								Jason Herbster updated the status to On Track . The CLPD core values were reviewed in detail at the November 9, 2017 all staff meeting along with discussion on the importance of		

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	the services the CLPD provides to the community.	Last Comment	Files
										11/17/2017 Submitted 11/17/2017 3:16 PM	
										Jacqui Weber updated the status to On Track . Sending requests to staff to provide examples of the nine core values	
										10/2/2017 Submitted 10/2/2017 8:57 AM	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.4.2	Tactic	Share Crystal Lake Park District successes, achievements, accomplishments through patron and staff testimonials.	Achieved	5/1/2018	4/30/2019	12/3/2018	Jacqui Weber		<p>Jacqui Weber updated the status to On Track . Staff awards acknowledged in Annual Report published in fall 2018 brochure. Patron testimonial highlighted in dance section of fall 2018 brochure. 7/2/2018 Submitted 7/2/2018 11:00 AM</p> <p>Jacqui Weber updated the status to On Track . Including awards and accomplishments in Annual Report published Fall 2018 6/12/2018 Submitted 6/12/2018 5:47 AM</p> <p>Jacqui Weber updated the status to On Track . Sent out community wide press release on Sam Thompson's National Camp Award , highlighted Sam and Kim Buscemi's NISRA award in the Summer Brochure. 5/14/2018 Submitted 5/14/2018 9:10 AM</p> <p>Jacqui Weber updated the status to On Track . Implementing schedule to receive staff / district achievements and awards on a seasonal basis. Successes will be published via website, facebook and brochure. 12/12/2017 Submitted 12/12/2017 3:57 PM</p> <p>Jacqui Weber updated the status to On Track . Published in WS 2018 brochure: Northern Illinois Food Bank letter/testimonial 11/2/2017 Submitted 11/2/2017 9:59 AM</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.4.3	Tactic	Determine and develop a strategy on how to best reach those in the community that are not receiving our message.	On Track	5/1/2020	4/30/2021	7/11/2019	Jenny Leech		<p>With the delivery of the first print newsletter in May 2019, I believed we reached past customers who may no longer be using our services or customers who don't read our brochure. We will continue with print newsletters in Sept 2019 (newsletter plus annual report) and possibly in Jan 2020</p> <p>Hoping to review Acquity survey info to further find out what respondents are saying about whether they hear our message or not</p>	
4.4.4	Tactic	Develop a plan to help communicate the needs and many benefits of the expanded facilities to the Crystal Lake Park District residents.	On Track	5/1/2020	4/30/2021	7/11/2019	Jenny Leech		<p>Marketing met with McHenry County Living to discuss a benefits of CLPD series. Scheduling info was giving for July-Aug programs/events/parks. They will begin developing a video footage library based on the benefits we are trying to highlight.</p> <p>I will set up a meeting with LT/CN to discuss working with a booked event at Main Beach and proposing a trade out agreement with a videographer to utilize footage (with customer's consent) to create a Main Beach rental highlight video.</p> <p>Continue to get updated photos of rental facilities throughout the year. Create a small reminder card for renters to be handed out at time of booking, requesting they submit photos of rooms decorated for an event.</p>	
4.4.5	Tactic	Develop a citizen engagement committee to assist with commemorating the 100-year anniversary of the Crystal Lake Park District in 2021.	Not Started	5/1/2019	4/30/2020		Kim Buscemi			
4.4.6	Tactic	Evaluate the timing of seasonal park brochures to the community and if needed make necessary adjustments	Achieved	5/1/2017	4/30/2018	4/2/2018	Jenny Leech		Based on other area Park District delivery dates as determined from a survey, the Marketing Department adjusted brochure delivery schedules. In order to lessen the impact on supervisors having to request information	1

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	earlier from instructors and independent contractors, the Last Comment	Files
								Marketing Department fine-tuned the layout and proofing processes. The summer camp guide was only adjusted slightly due to the fact that our guide was in-line with other area organizations offering summer camp guides. In addition, the delivery dates accommodate requests to have summer camp information prior to Spring Break. Staff will continue to review delivery dates by surveying other Park Districts and keeping track of delivery dates of other organization's publications as they are received. A comparison of delivery dates going back to Winter-Spring 2016 is attached		
								Jenny Leech added a file.2 years ago 4.4.6 FINAL SUMMARY.pdf 4/2/2018 11:22AM		
								Jenny Leech updated the status to On Track . 3/5/2018 Submitted 3/5/2018 10:52 AM		
								Jenny Leech updated the status to On Track . Summer brochure schedule adjusted for April 27 delivery (approx. 10 days earlier than 2017). Summer camp guide scheduled for Feb 8 delivery to post office 2/5/2018 Submitted 2/5/2018 9:31 AM		
								Jenny Leech updated the status to On Track . in discussion right now in regards to timing and distribution of 2018 summer camp guide. The summer brochure schedule has been finalized and will go to the office around April 30, as opposed to a May 10 delivery last year. Staff plan to do a follow up survey with the summer brochure mailing to see if the earlier delivery was helpful. 1/8/2018		

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Submitted 1/8/2018 4:23 PM Last Comment	Files
									<p>Jason Herbster updated the status to On Track .</p> <p>The Winter/Spring brochure went out approximately one week earlier than in 2016. Staff are moving forward with a late April summer brochure mailing and registration open on May 1. This will allow customers to have the brochure in hand for summer planning.</p> <p>12/6/2017Submitted 12/6/2017 5:41 PM</p>	
									<p>With assistance from information gathered by the Supt. of Rec. from other park districts, adjustments have been made to have an earlier release of the Winter/Spring brochure (Dec 1 as opposed to Dec 8 in 2016) and Summer brochure (Apr 22-May 1) as opposed to May 10 in 2017). Summer brochure date will be locked in within the next 2 weeks</p> <p>11/17/2017Submitted 11/17/2017 12:50 PM</p>	
									<p>Kim Buscemi has initiated contact with area Superintendents to determine their brochure production timeline. The Marketing Department is utilizing this information to see where changes in our timeline can be made in order to accommodate requested earlier delivery. This comparison will be completed by October 15. We hope to be able to firm up a Summer 2018 brochure delivery time frame that is earlier than previous years.</p> <p>10/2/2017 12/7/2017 Submitted 12/7/2017 3:00 PM</p>	
4.5	Objective	Increase the Level of Employee Engagement	On Track			3/5/2018	Jason Herbster			
4.5.1	Tactic	Establish and hold district-wide quarterly supervisory meetings to address concerns, communicate updates and solicit input from all staffing levels.	Achieved	5/1/2017	4/30/2019	12/10/2018	Jason Herbster		<p>The quarterly all staff meeting schedule was developed and these meetings are now being held beginning last August. The November meeting was held on</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
								<p>Meeting quarterly appears to be a positive change for staff and the CLPD as a whole.</p> <p>Jason Herbster updated the status to On Track . With the reorganization of CLPD due to a Department Head retirement, this process was placed on hold. This initiative will be resumed upon the completion of new hires. 6/12/2018 Submitted 6/12/2018 2:15 PM</p> <p>Jason Herbster updated the status to On Track . Developed list of staff to be included along with dates for 2018 meetings to be shared and reviewed at the 11/14/17 Dept. Head meeting. A list of sample standing agenda items has been started.</p> <p>Feedback on information distributed at the 11/14/17 staff meeting has been collected and is being used to improve upon what was originally developed. 12/6/2017 Submitted 12/6/2017 4:32 PM</p> <p>Jason Herbster updated the status to On Track . Feedback on information distributed at the 11/14/17 staff meeting has been collected and is being used to improve upon what was originally developed. 11/29/2017 Submitted 11/29/2017 1:29 PM</p> <p>Jason Herbster updated the status to Not Started . Developed list of staff to be included along with dates for 2018 meetings to be shared and reviewed at the 11/14/17 Dept. Head meeting. A list of sample standing agenda items has been started. 11/13/2017 Submitted 11/13/2017 2:05 PM</p>	<p>November 29, 2018 and dates for 2019 have been distributed to staff.</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
4.5.2	Tactic	Hold team building programs/exercises/activities.	On Track			1/8/2020	Anna Olas		Employee Relations Committee working collaboratively to offer events for employees to participate, i.e. pickle ball tourn, mini golf tourn etc.	
4.5.3	Tactic	Increase visitations to programs, parks and facilities by leadership team staff.	Achieved	5/1/2018	4/30/2019	1/10/2019	Jason Herbster		<p>Considerable effort has been made by staff at all levels to visit programs, parks and facilities. New staff have done an excellent job visiting facilities they are responsible for to understand the operations and attending programs and events to help or observe. Staff have been very visible in parks and facilities to observe and monitor projects. This effort will continue as the benefit of these visits helps with the continued improvement of the services and facilities being offered to the community.</p> <p>Jason Herbster updated the status to On Track . Once the new leadership team is in place, this initiative will be outlined in more detail. 6/12/2018 Submitted 6/12/2018 2:58 PM</p>	
5	Initiative	Assure Financial Stability	On Track			1/7/2020				
5.1	Objective	Develop new alternative revenue sources; decrease expenses.	Not Started				Katrina Hanna			
5.1.1	Tactic	Develop the Crystal Lake Park Foundation. Find residents who want to volunteer that are passionate about the community, recreation and the Park District specifically.	On Track	5/1/2017	4/30/2020	1/6/2020	Jason Herbster		<p>The lead from the 11/12/19 update did not pan out. A new lead was contacted in mid December 2019 and is very interested in getting involved. A press release soliciting interested residents will be out in Januauary of 2020</p> <p>Jason Herbster updated the status to On Track . Met with a resident interested in possibly taking the lead. Have also received a contact for a person possibly interested. A press release will go out by the end of the calendar year soliciting interested people. 11/12/2019 Submitted 11/12/2019 8:56 AM</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									<p>Jason Herbster updated the status to On Track .</p> <p>It has been reported from legal counsel that the CLPF is in good standing and can begin to operate again. Next steps will be to update/change officers due to the retirement of Debra Oldham and begin the process of recruiting members of the foundation.</p> <p>2/14/2019 Submitted 2/14/2019 2:15 PM</p>	
									<p>Jason Herbster updated the status to On Track .</p> <p>1/31/2019 Submitted 2/4/2019 1:39 PM</p>	
									<p>Jason Herbster updated the status to On Track .</p> <p>As of 1/10/19, nothing has changed since the documents were submitted to legal counsel on 2/15/18</p> <p>6/12/2018 Submitted 6/12/2018 2:19 PM</p>	
									<p>Jason Herbster updated the status to On Track .</p> <p>All documents and forms that were requested by legal counsel have been secured and forwarded to legal counsel on 2/15/18 so they can continue the reinstatement process for the Park Foundation.</p> <p>2/15/2018 Submitted 2/15/2018 10:48 AM</p>	
									<p>Jason Herbster updated the status to On Track .</p> <p>11-29-17 Prior to starting the process of seeking interested community members to become involved with the Park Foundation, the final steps to make the Park Foundation whole again need to be completed. The Park Foundation has been reinstated by the Illinois Secretary of State's Office. Reinstatement by the IRS is being explored.</p>	
									<p>12/7/17 Legal counsel has provided the information that needs to be submitted to the IRS in</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									order to be reinstated. Staff is in the process of gathering that information. 12/7/2017 Submitted 12/7/2017 10:32 AM	
5.1.2	Tactic	Apply for State and Federal grants.	Achieved			11/12/2019	Ann Viger		This is an ongoing part of my job description.	
5.1.3	Tactic	Develop a financial performance policy. Perform cost/benefit analysis of programs and facilities to gauge performance and establish appropriate benchmarks looking forward.	On Track	5/1/2018	4/30/2019	10/7/2019	Katrina Hanna		Began analysis of cost/benefit analysis of programs and facilities. Reviewing potential policies Katrina Hanna updated the status to Not Started . This process will be reviewed during FY 19/20 due to the turnover in staff. 4/9/2019 Submitted 4/9/2019 8:46 AM Katrina Hanna updated the status to Not Started . 2/6/2019 Submitted 2/6/2019 2:37 PM Debra Oldham2 years ago As the open positions in the organization chart are filled and staff become acimated, I propose to set up a meeting with the Superintendent and Managers for a discussion on this subject. Due to the staffing and responsibility changes, it may take beyond this fiscal year to establish meaning full benchmarks. 6/14/2018 6:21PM	
5.1.4	Tactic	Expand a list of potential donations, from trees and benches to playgrounds and facilities. Make it easy to donate.	Not Started	5/1/2021	4/30/2022		Ann Viger			
5.1.5	Tactic	Promote volunteerism in appropriate areas to reduce staff costs or enhance services.	On Track	5/1/2019	4/30/2020	1/8/2020	Kurt Reckamp			
5.1.6	Tactic	Strive for technological efficiencies Park District wide. Introduce Purchase Cards. Explore alternative building access and security.	Achieved	5/1/2018	9/30/2019	10/7/2019	Katrina Hanna		Purchase cards fully implemented Katrina Hanna updated the status to On Track . Purchasing policy was approved at June board meeting. Fifth Third is building the user platform. The program should be fully operational by fall. 7/11/2019 Submitted 7/11/2019 8:27 AM	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									<p>Katrina Hanna updated the status to On Track . A draft purchasing card policy is going to the personnel and policy committee in June in anticipation of employees receiving cards. 6/3/2019 Submitted 6/3/2019 8:50 AM</p>	
									<p>Katrina Hanna updated the status to On Track . Received word from MB Financial that we will be ready to implement within the next two months. Will schedule staff training shortly. 4/9/2019 Submitted 4/9/2019 8:49 AM</p>	
									<p>Katrina Hanna updated the status to On Track . Reviewing current purchasing policy and creating purchasing card manual. We are on track to issue cards by May 1. 3/18/2019 Submitted 3/18/2019 12:14 PM</p>	
									<p>Katrina Hannaa year ago Met with MB Financial. Providing a list of employees for card issuance. MB will also take a look at our vendor spend and see if we can enhance the p-card program by paying some routine bills with credit card. 3/18/2019 12:13PM</p>	
									<p>Katrina Hanna updated the status to On Track . Meeting scheduled with Purchase card vendor. Draft policy currently in the works. 2/6/2019 Submitted 2/6/2019 2:29 PM</p>	
									<p>Jason Herbster updated the status to On Track . A meeting is scheduled with MB Financial Bank for March 6, 2019 to begin the P-Card process. 1/10/2019 Submitted 1/10/2019 10:36 AM</p>	
									<p>Debra Oldham updated the status to On Track .</p>	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
									Attended a presentation of a Park District P-Card Consortium and demo of MB Financial Bank P-Card and reporting software. 6/14/2018 Submitted 6/14/2018 6:24 PM	
5.1.7	Tactic	Seek corporate sponsors for large events/programs as well as park/facility renovations.	Achieved	5/1/2021	4/30/2022	11/12/2019	Jacqui Weber		Met with Jason, Kurt, Jenny and Sherri to discuss overall sponsorship philosophies at the Park District. Collectively it was determined that we will continue to pursue partnerships for the Lippold & Racket Club banner programs, activity guide advertisements (provided the advertiser does not conflict with current PD programming) and the Concerts in the Park series. Recreation and facility supervisors will reach out to marketing on an "as needs arise" basis to request help in offsetting costs of free special events or in-kind donation of goods for specific programs/facilities.	
5.2	Objective	Develop a five year financial plan.	On Track			1/7/2020	Katrina Hanna			
5.2.1	Tactic	Review bond payment schedule to determine dollars available in the long and short term and refinancing opportunities.	Achieved	5/1/2017	4/30/2018	6/13/2018	Katrina Hanna		Part of the June 5, 2018 issuance included the review of the bond payment schedule and the districts short and long term outlook. Debra Oldham updated the status to On Track . The Board of Commissioners approved issuing \$1.5M ARS bonds for capital projects. The closing is scheduled for June 5, 2018.	3

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
5.2.2	Tactic	Promote accountability and transparency at all levels.	Achieved	5/1/2017	4/30/2018	6/12/2018	Jason Herbster		<p>With the organizational restructure that has been completed, the chain of command is intended to help promote accountability and transparency. Based on the feedback that was received in all of the individual department meetings, customer service was the largest common theme. Internal customer service was discussed amongst almost all of the groups. Improved communication, respect in the work place and team work was stressed at the all staff meeting on May 10, 2018 when the findings summary of these individual department meetings were presented to all staff. Four all staff meetings will take place throughout the year that will include updates from each department, safety training along with other relevant training topics. Basic performance expectations like returning phone calls/e-mails, following of procedures perfectly (payroll process, check requests, etc.) and common courtesies were outlined at the all staff meeting.</p> <p>This is an initiative that will be ongoing but the expectation has been set and will continue to be stressed regularly throughout the organization.</p> <p>Jason Herbster updated the status to On Track . Core organizational values were discussed in depth at the November 9, 2017 all staff meeting in terms of integrity, professionalism and respect. 11/30/2017 Submitted 12/6/2017 4:54 PM</p>	
5.2.3	Tactic	Develop district-wide financial strategies throughout the Crystal Lake Park District.	Not Started	5/1/2020	4/30/2021		Katrina Hanna			
5.3	Objective	Continue to focus on safety and risk management.	On Track			1/7/2020	Katrina Hanna			

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
5.3.1	Tactic	Continue to research and implement best safety practices	Achieved	5/1/2017	11/30/2019	1/8/2020	Anna Olas		<p>Continual practice for each and every employee of the district based on the safety standards set forth from PDRMA and OSHA. PDRMA LCR 2018 received highest level of excellence based on district wide safety practices.</p> <p>Anna Olas updated the status to On Track . Updating safety procedures and manuals 7/11/2019 Submitted 7/11/2019 5:18 PM</p> <p>Jason Herbster updated the status to Not Started . Upon hire of the new Safety Coordinator, this item will be pursued. 6/15/2018 Submitted 6/15/2018 12:01 PM</p>	
5.3.2	Tactic	Update safety manuals to be more user-friendly.	On Track	5/1/2017	10/31/2019	1/8/2020	Anna Olas		<p>Safety Committee is reviewing the safety manual, collectively giving feedback in each section of the manual as it pertains to their dept and individual jobs.</p> <p>Jason Herbster updated the status to Not Started . With the decision to move the Safety Coordinator responsibilities under the HR Manager and the hiring of a new Aquatics Supervisor, this task of updating safety manuals will be in fall of 2019. 7/9/2019 Submitted 7/9/2019 1:08 PM</p> <p>Jason Herbster updated the status to Not Started . Upon hire of the new Safety Coordinator, this project will be pursued. 6/15/2018 Submitted 6/15/2018 12:02 PM</p>	
5.3.3	Tactic	Increase safety training based on the ongoing need throughout the Park District.	Not Started	5/1/2021	4/30/2022		Anna Olas			

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
5.3.4	Tactic	Reinforce safety as a core value of the Crystal Lake Park District.	Achieved	5/1/2017	4/30/2018	12/7/2017	Anna Olas		As part of the organizational core values presentation at the all staff meeting on November 9, 2017, safety as a core value that was discussed	
5.4	Objective	Integrate efforts to fully understand finances across all departments.	On Track			1/7/2020	Katrina Hanna		Began the process by providing training on Purchasing Policy in April 2019	
5.4.1	Tactic	Provide increased internal training on budget format and development.	Achieved	5/1/2017	4/30/2018	3/5/2018	Katrina Hanna		Debra Oldham updated the status to On Track . 12/6/2017 Submitted 12/6/2017 4:01 PM	4
									Debra Oldham added a file.2 years ago 2018-2019 FY Budget Memo & Time Line.pdf 12/1/2017 10:40AM	
									Debra Oldham added a file.2 years ago Incode 10 Budget Process.docx 12/1/2017 10:40AM	
									Debra Oldham added a file.2 years ago Incode 10 Budget Process.docx 12/1/2017 10:39AM	
									Debra Oldham2 years ago The preliminary attached document was the originally provided document on budget input. Currently reveiwng Incode budget training modules in order to provide increased training, direction and further use of the software. 11/13/2017 11:43AM	
									Debra Oldham added a file.2 years ago Incode Budget Directions.doc 11/13/2017 11:30AM	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
5.4.2	Tactic	Develop guidelines to enter budget detail.	Achieved	5/1/2018	10/31/2019	1/9/2020	Katrina Hanna		<p>Katrina Hanna updated the status to On Track . Basic guidelines developed for FY 19/20 budget. A budget manual with more detailed guidelines will be developed for FY 20/21 budget. 2/6/2019 Submitted 2/6/2019 2:37 PM</p> <p>Jason Herbster updated the status to On Track . Initial guidelines are in place and will be fine tuned as new staff become more familiar with the process and responsibilities of who is to be entering specific line item detail. 1/10/2019 Submitted 1/10/2019 10:39 AM</p>	
5.4.3	Tactic	Educate staff on the pros and cons of debt issuance.	Not Started	5/1/2020	4/30/2021		Katrina Hanna		Began the process by explaining various types of debt and had Speer Financial attend Board meeting in March 2019.	
6	Initiative	Employee Engagement, Development and Succession Planning	Not Started							
6.1	Objective	Overall General Development	On Track			1/7/2020	Anna Olas			
6.1.1	Tactic	Empower managers to be flexible with how they recognize, reward, train, etc. because of the different generational and personality types under their supervision.	Achieved	5/1/2018	4/30/2019	1/8/2020	Anna Olas		Department Heads and managers reward the employees in their departments based on the departments expectations.	
6.1.2	Tactic	Develop a mentorship program that will formally introduce and maintain strengthen relationships in the workplace.	Not Started	5/1/2021	4/30/2022		Anna Olas			
6.1.3	Tactic	Develop measurement tools pertaining to employee engagement.	Not Started	5/1/2020	4/30/2021		Anna Olas			
6.1.4	Tactic	Update hiring procedures to include carefully screening and selecting managers and employees that show the ability to adopt Crystal Lake Park District values and possess the ability to be a team player.	Achieved	5/1/2017	4/30/2018	6/15/2018	Anna Olas		With several hires taking place in June of 2018, review of applications as well as interview questions helped screening and selecting staff that embrace the values, standards, expectations and willingness to be a team player. This will continue to be an ongoing exercise as staff are hired.	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
6.1.5	Tactic	Empower managers and set up a monitoring system (annual survey) for their staff's engagement and development.	Not Started	5/1/2020	4/30/2021		Anna Olas			
6.1.6	Tactic	Communicate engagement concepts and expectations regularly and act on them consistently. Once information and feedback has been gathered via surveys, focus groups, committees, etc., prove that the findings matter by clearly demonstrating their incorporation.	Achieved	5/1/2018	4/30/2019	1/10/2019	Jason Herbster		<p>With quarterly all staff meetings now taking place, it has become easier to communicate and provided information to staff. The past two all staff meetings have included information on topics such as Attitudes and Behavior in the workplace and Mental Health. In addition, individual meetings between supervisor and staff are occurring on a consistent basis and leadership staff meetings will be held after all Park Board meetings to communicate important information from the Board meetings.</p> <p>Solid progress has been made in this area and will be an item that takes an on-going effort to further the organization.</p> <p>Jason Herbster updated the status to On Track . Items from the Core Principle - Customer Service meetings were discussed at the May 10, 2018 all staff meeting. Expectations moving forward were presented to staff.</p> <p>9/12/17 Held Core Principle - Customer Service meetings with all full time employees in each division to determine common denominator themes, concerns, etc. and determine if there is consensus or if staff are far apart on the identified items. Information will be compiled and discussed with staff . 6/12/2018 Submitted 6/12/2018 3:02 PM</p>	
6.1.7	Tactic	Provide staff with tools for success, be they physical or regulatory, so their ambitions and goals can be realized.	On Track	5/1/2018	4/30/2019	1/8/2020	Anna Olas			

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
6.1.8	Tactic	Allow for exposure whenever possible so that employees appreciate how others' roles affect the bigger picture and can even pinch hit if a situation arises.	Achieved	5/1/2019	4/30/2020	1/8/2020	Anna Olas		Cross trained employees within each department to "pinch hit" for another employee. Cross train employees in closely related departments for support	
6.2	Objective	Employee Engagement Through Appreciation	On Track			1/7/2020	Anna Olas			
6.2.1	Tactic	Recognize employees for a job well done through a revised formal recognition program.	On Track	5/1/2018	4/30/2019	1/8/2020	Anna Olas		Leadership team and employee relations committee reviewing and updating High Five and employee of the year recognition programs. Jason Herbster updated the status to On Track . This process has begun at the Employee Relations Committee level 6/15/2018 Submitted 6/15/2018 12:21 PM	
6.2.2	Tactic	Develop employee trust by increased interaction between supervisor and employee	Achieved	5/1/2017	4/30/2018	6/9/2018	Erik Jakubowski		Erik Jakubowski added a file.2 years ago Objective 6.docx 6/9/2018 11:22AM	1
6.2.3	Tactic	Display team photos at each facility to promote team spirit.	On Track	5/1/2018	10/31/2019	7/9/2019	Anne Sandor		Professional pictures as of 7/9/19 are about complete. Once photos are complete, photos will be appropriately displayed at each facility.	
6.2.4	Tactic	Empower employees' innovation, inclusion, and diversity through committee involvement to invoke organizational change	Achieved	5/1/2018	4/30/2019	7/8/2019	Jason Herbster		Jason Herbster updated the status to On Track . Staff continue to be encouraged to become involved in committees. This is mentioned at every all staff meeting. Staff were involved in providing ideas and feedback as part of the CLPD organizational restructuring process this past year. The change in the employee of the year process was a direct result of employees providing ideas and feedback on a more appropriate way to recognize a fellow staff member. 1/10/2019 Submitted 1/10/2019 11:09 AM	

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
6.2.5	Tactic	Inquire quarterly with staff if/what additional resources are needed to succeed in their job	Achieved	5/1/2017	4/30/2018	6/12/2018	Jason Herbster		More time will be devoted to this as part of the quarterly all staff meetings. This will become a standing agenda item at all staff meetings. This will be an ongoing effort.	
									Jason Herbster updated the status to On Track . Notes from meetings with individual departments on concerns and ideas that took place throughout the summer are being reviewed as the initial step in the work on this tactic. 12/7/2017 Submitted 12/7/2017 10:34 AM	
6.3	Objective	Employee Development and Opportunities for Growth	Not Started				Anna Olas			
6.3.1	Tactic	Create CLPD University to include formal trainings, hands on experience, working directly with subject matter experts, brown bag lunches, etc. to foster development and growth	Not Started	5/1/2020	4/30/2021		Anna Olas			
6.3.2	Tactic	As part of the annual review process, discuss an employee's career aspirations and determine what, if anything can be done to help gain the needed experience to advance	On Track	5/1/2017	4/30/2019	1/8/2020	Anna Olas		working on a guideline	
6.3.3	Tactic	Develop organizational goals that identify necessary skills, knowledge and competencies to maintain a knowledgeable, experienced and capable work force	Not Started	5/1/2020	4/30/2021		Anna Olas			
6.3.4	Tactic	Determine what factors contribute to making the CLPD the premier employer of choice	On Track	5/1/2018	4/30/2019	1/8/2020	Anna Olas		working with local high schools and community colleges to promote the youth hiring. Attend local school job fairs and professional career fairs.	
6.4	Objective	Plan for Employee Succession	Not Started				Anna Olas			

#	Level	Name	Status	Start Date	Due Date	Last Updated	Assigned To	Updates	Last Comment	Files
6.4.1	Tactic	Develop a recruitment packet to fill key positions when they become available with minimal transition time while managing risk associated with any type of crucial skill gaps	Not Started	5/1/2020	4/30/2021		Anna Olas			
6.4.2	Tactic	Develop and implement a succession plan that continues to put the best candidates first.	On Track	5/1/2018	4/30/2019	1/8/2020	Anna Olas		updated hiring processes	
6.4.3	Tactic	Transfer knowledge to the intranet (script or photo) to minimize "brain drain" and keep institutional knowledge alive	On Track	5/1/2017	4/30/2020	1/6/2020	Anne Sandor		<p>Anne Sandor updated the status to On Track . The share drive files have been organized by department. The PD Shared drive will be used as an intranet tool for staff. 12/11/2019 Submitted 12/11/2019 2:59 PM</p> <p>Anne Sandor updated the status to On Track . Researching intranet options - The PD Shared Drive will be used as an intranet 7/9/2019 Submitted 7/9/2019 2:46 PM</p> <p>Jason Herbster updated the status to Not Started . Upon implementation of the intranet, information will be collected and placed on the intranet. 6/15/2018 Submitted 6/15/2018 12:46 PM</p>	