



2020-2024 Strategic Plan
Annual Report Card
December 2020

STRATEGIC AREA #1: PROGRAMS

Expand Programs and Services to Better Serve Interests

Goal 1.1 Establish Partnerships to Deliver More Programs to New & Existing Customers

- **2020 Update:** This goal will be initiated as limitations on gatherings are lifted. A meeting with Vernon Hills High School on shared use of their swimming facilities may be pursued.

Goal 1.2 Expand Current Program Enrollment

- **2020 Update:** Staff discussions have been initiated related to utilizing early bird discount options for future programs. Non-resident fees may prevent a class from meeting minimum registration. Supervisors will continue to meet with Marketing as program limitations are lifted.

Goal 1.3 Increase Community-Requested Programs including Active Adults, Teens, and Evening/Weekend Programs

- **2020 Update:** The following new programs were offered in 2020.

S.T.E.A.M. Camp	iCook Cooking Classes
Drive in Movies	Code.exe Camp
PALS Safe Center	Hot Shots Mini Ninja Warrior
Letters to Santa	Hot Shots Nerf Elite Battle
Music Start	*One day early childhood programs
Guitar Stars	Goblin Goo, Slime Laboratory, Pirate Adventures
eSports	Construction Zone, Shuffleboard

STRATEGIC AREA #2: PARKS

Retain Our Community Jewel – the Vernon Hills Parks

Goal 2.2 Develop a Replacement Plan for Gazebos and Shelters Utilizing the Memorial Program, Donations, and Sponsors

- **2020 Update:** Parks Foreman is actively developing a program and design plan for this initiative.



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STRATEGIC AREA #3: CUSTOMER SERVICE

Continually Improve Our Customers' Experiences with Our District

Goal 3.1 Improve Our Customers' Online and In-Person Service Experience

- **2020 Update:** Staff are implementing a new registration/facility software (ActiveNet) to improve registration and online experiences.

STRATEGIC AREA #4: MARKETING

Expand District's Marketing to Continually Find New Ways to Communicate Offerings to Help Residents Make Informed Selections

Goal 4.1 Expand Communication Methods to Increase Awareness of Offerings

- **2020 Update:** Age/program specific program flyers are currently being used to promote programming. District social media content and community engagement has increased dramatically. Print ads have been reduced; program guide is currently offered in digital format only.

STRATEGIC AREA #5: FACILITIES

Strengthen Our Key Facilities' Ability to Meet Community Needs and Identify Niche Markets, Branding and Marketing

Goal 5.3 Market, Promote and Continue to Invest in Lakeview Fitness in Order to Capture a Larger Piece of Community's Fitness Market

- **2020 Update:** Staff continue efforts to retain and recruit members. Innovative and alternate methods of class instruction have been well received by participants. The Lakeview Fitness App has been instrumental in providing opportunity for members to access the facility programming. Members are frequently informed thru email and social media of the efforts taken to provide a safe place to meet their fitness goals. The AirPhx system as well as the stringent cleaning protocols were highlighted on the Lakeview website page.



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STRATEGIC AREA #6: TEAM

Continue to Invest in our Team So They Enjoy Their Role and It Breeds More Team Cohesiveness and Enthusiasm

Goal 6.1 Enhance Internal Team Communication

- **2020 Update:** Full time staff routinely communicate when they are in/out of the office and their alternate contact (backup) when unavailable. As full time staff meetings have taken on a virtual format, they are recorded and posted to staff portal for those who are unable to attend the virtual meeting.



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