



District Goal Setting

Jan-25

Review of 2024 Goal Setting

	Objective Completed	Objective In Progress/Ongoing	Objective Outstanding
Initiative Area	Goal	Objectives	Specifics
Agency	Increase Front Desk Job Engagement	Assign specific responsibilities to staff Implement coverage calendar Utilize program breakdowns/cheat sheets Increase awareness of promotions to target audience Provide district trainings to staff	Lost/Found, Vending, Signage Cover fellow employee shifts
Agency	Acquire Distinguished Agency Accreditation	Complete the required paperwork by November 2025 Secure web application for document collection	
Agency Environmental	Move Forward with Buildings Plan	Plan for new recreation center Plan for new maintenance building Implement net-zero, green initiatives in design	Construction scheduled for 4/1/25 Roof solar panels
Agency	Increase Unity Between Departments	Formalize standard meeting schedule Team building activity: both work-day and social event Develop a culture statement Utilization of flex calendar within RecDesk Create position for rental attendant vs front desk staff Create all-staff meetings; incentivize attendance	TBT's
Agency	Engage PD Parks Foundation and Outside Businesses, Villages	Quarterly meetings with entities Increase sponsorship revenue Involvement in Chamber of Commerce Develop a cooperative event Promote each other's activities and events	Hosted Chamber Event Foundation Senior Luncheons
Agency	Review and Improve Seasonal Brochure and Advertising	Investigate designer options Develop a QR magnet mailer Research and implement digital advertising Generate flyers with program specific QR code Implement reusable outdoor advertising signage options	Sports leagues, summer camp Sign frame stakes

Initiative Area	Goal	Objectives	Specifics
Environmental	Improve Environmental Practices	Employee focus on recycling within the office Reduce single use plastics Minimize paper usage Implement Earth Day, recycling, or green event	Utilize real plates, silverware Coaching packets, Camp registration Pumpkin Smash event
Environmental	Facility Improvements	Eliminate paper towel use in bathrooms Install efficient hand dryers Convert gym lights to LED Install motion sensors for lights in gym/offices	
Recreation Department	Identify Service Gaps, Reduce Class Cancellations	Distribute programming surveys Adjust class times Hire new in-house staff Increase cooperative programming Create Community Advisory Committee	Sports Leagues
Recreation Department	Improve Overall Department Organization	Sharing of supplies Manage inventory Organize multi-use storage	
Recreation Department	Overhaul Birthday Party Process	Create birthday specific landing page on website Create digital forms for patrons to complete Secure payment prior to event Establish agreement with pizza vendor	
Recreation Department	Coordinate School Day-Off Programs	Coordinate calendars with school district Add new programming for days off Return of half-day Extra Innings	Spring Break Camp, Frosty Fest, 1/2 day Service, League Open Gyms
Recreation Department	Add Special Event Programming	Establish 3 new events Utilize different district locations	Craft Show, Pumpkin, Grinch Splash Bash at Soehrman Park
Maintenance Department	Improve overall quality of work	Assign specific park to staff member-pride in your park Transition all reports to Productive Parks Secure task-specific certifications FT staff works on own with less direction/supervision	
Initiative Area	Goal	Objectives	Specifics
Maintenance Department Environmental	Implement earth-friendly task options	Convert extra trash cans into recycling containers for use at special events Replace snow salt with beet juice alternative	
IT	Implement time-saving alternatives	Start use of off-site time clock application Transition maintenance reports to Productive Parks Create digital facility rental process	
IT	General Technology Improvements	Overhaul pdparks.org website Research other agency websites Implement SEO optimization Install MFA on district computers Implement AI features where available	