



Vision, Values and Volition

VISION:

We Create Community Through People, Parks and Programs.

VALUES:

Innovation, Stewardship, Collaboration, Diversity & Inclusion

DEFINED GOALS:

City of Choice

Safe and Healthy Community

High Performing, Financially Stable Government

People

Driving Our Staff and Delivering to Our Community

Resources

Driving Resource Maintenance and Revenue Management

Public Relations

Defining and Defending the Heart of the Community

Technology

How Do We Leverage What Is Possible?

**What Part Will You Play in the Future of Our Vision?
All Aboard the Blue Train!**



LEADERSHIP STANDARDS

Customer-Focused
Reliable & Consistent
Community Responsive
Fiscal Stewards
Innovation Always

BUILDING OUR BOULDERS

STRATEGIC INITIATIVES	START	CHAMPIONS	TEAMS
PEOPLE: (Internal)	Cross-training and career development programs, succession planning, on-boarding, rewards and recognition, and mentorship programs.	Amy Maria	Kerry Jan Claudia Rachel Gail Jenny
PEOPLE: (Community)	Aligning Supervisors with City/Community initiatives.		
RESOURCES: (Revenue)	Drive the core value of innovation in creating programs, leverage the survey results to create new “customer-focused” programs, create & measure the metrics of successful programs, drive the results to the city and the community through marketing & public relations (Protect and Defend Parks & Recreation!)	Wayne Greg Mark Barb	Jan Dave Jeff Amanda
RESOURCES: (Cost Management)	Establish priorities & standards of excellence within land management and facilities, consider restructuring existing boundaries, leverage the team of talent to determine how to become more efficient and more innovative in our approach to resource management through cost cutting measures and productivity.		
PUBLIC RELATIONS: (City and Community)	<p>We are the “Heart of the Community”, establish “Five Star Standards”, develop and deliver a comprehensive community survey that will allow us to be “community responsive” in our efforts to be “fiscal stewards”, and create and communicate a consistent marketing message to highlight the value of Elgin’s Defined Goals and Values.</p> <p>Survey Team: Facilities (Jan), Programs (Jim, Amy), Parks/Open Spaces, Golf/Restaurants, Cultural Arts (Amanda, Pat), Banquets/Rentals (Amy, Jeff)</p>	Molly Mike Greg	Dave Brad Jenny Gail
TECHNOLOGY: (Communicate and Capture)	Determine the methods and measurements that the use of technology may afford our Defined Goals and Core Values. Whether social media, websites, surveys, and even inter-departmental communications, how can Elgin Parks and Recreation utilize the data and resources afforded through technology?	Brett Amanda Greg Molly Amy Nona	Jim Claudia Jeff

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FINAL THOUGHTS:

It was wonderful to meet the Executive Team to set forth and structured strategic plan that balances People, Resources, and Public Relations for Elgin Parks & Recreation. It was equally wonderful to meet the Leadership Team that will be an invaluable part of crafting and executing the strategic plan over the next 12-18 months.

- Step One:** Meet with the **Boulder Teams** within the next 30 days to make a rough schedule of approach (two hours a month to work on the “rocks and pebbles” utilizing the attached sheet).
- Step Two:** Assign ownership to each rock and pebble and determine timelines for completion of the actions and intentions over the next 12 months.
- Step Three:** Meet quarterly for a “Deep Dive” to ensure traction, accountability, issues, data, and vision are all being addressed and accomplished. Those quarterly meetings should be attended by all “**Boulder Champions**” and managed and lead by the Executive Director.
- Step Four:** Always abide by our **Core Values, our Defining Goals**, and build the case for the “Heart of the Community” as if your jobs depended on it...it may very well be the truth.