

Oak Lawn Park District Comprehensive Plan

SWOT Analysis

2022 SWOT Analysis

Mission Statement: The Oak Lawn Park District promotes a strong sense of community by providing leisure opportunities and the preservation of natural resources that enhances the quality of life and wellness for everyone.

Vision Statement: The vision of the Oak Lawn Park District is to create an environment that promotes happiness among staff and patrons.

Core Values: Integrity, visionary leadership, trust and respect, joy, and community

Strengths

- Variety of parks and facilities
- Loyal staff
 - Expertise/longevity
- Work culture
 - Staff are happy to be here
- Continuing education for staff
- Customer service
- Large variety of programs and services
 - “Something for everyone”
- Supportive Board
- Awards/Accreditations
- Positive reputation and support in the community
- Responsive to trends
- Capital improvement plan
 - Facilities/parks being renovated
- Receptive to community needs/wants

Weaknesses

- Limited space
- Lack of multi-purpose space
- Internal communication
- Technology/website
- Consistency within procedures across facilities and programs
- Slow to change
 - “this is what we have always done”
- Complacency
- Staff turnover

Opportunities

- Partnerships/sponsorships
 - Local schools, organizations, businesses
- Technology improvements
- Social media
- Cross promotion between facilities
 - Staff have worked at multiple facilities
- New Board/Staff
 - New vision/energy
- Diversity, equality and inclusion

Threats

- COVID
- Minimum wage increases
- Staff shortages
- Inflation
- Supply chain issues/backorder of supplies
- Lack of spending dollars for families
- Competitive job market and lack of workforce
- Competition from other organizations/clubs
 - Duplication of services
- Technology
 - Sedentary, indoor lifestyle
 - Remote preferences
- Unfunded/lack of grants