

Oak Lawn Park District Comprehensive Plan

SWOT Analysis

*FY 17/19 Strategic Plan Meeting
Administration
April 11, 2017*

Present: Please note the attached sign-in sheet.

Director Kelly began the meeting by congratulating Michelle Hatala on her recent CPRP certification and welcomed Melissa Ferruzza as the newest full-time employee.

Director Kelly discussed the strengths, weaknesses, opportunities and threats that were previously submitted and asked staff to compile a list of the top five to ten items in each category. Staff provided the following:

Strengths

- Strong sense of community
- Passionate, loyal, dedicated full-time staff
- Leisure opportunities for all ages and abilities
- Team orientated
- Staff knowledge and experience
- Employees who buy into the mission
- Updated parks
- Special recreation programs
- Abundance of innovative and creative programs

Weaknesses

- Technology
 - Resources fir staff and public
 - Website
 - Reliable IT hardware, software, and infrastructure
 - RecTrac implementation
 - Building wifi, Comcast, ease of use of website
 - Lack of use of free social media opportunities
 - Staying on top of tech issues
 - Follow up on IT issues
 - Communication system not up to date -- takes too long to fix
- Communication
- Fear of, resistant to change
- Lack of funding due to the mess in Springfield
- Adult activity programming

Opportunity

- Partnerships
- Facility upgrades (new gymnastics center, daycare, parks)
- Cooperation by other organizations
- Innovative programming
- Hospital partnership
- Increase and improve advertising and marketing for all facilities
- Update and maintain social media and website
- Improve "branding" of facilities

Threat

- New and changing technology
- Resistance to change
- Aging facilities
- Chicago minimum wage hike

- Competition from our surrounding communities (Ex. Ice Arena/Gymnastics facility that opened in Beverly)
- Social media
- Duplicated/overlapping programs and services within community and surrounding areas

Director Kelly asked staff to list the things that we value and the social principles that define us. After discussion the following ideas were provided:

- Open and honest communication to the public.
- Quality recreation services, facilities and experiences to the public.
- Passionate and experienced staff.
- Offering recreation opportunities for ALL.
- Provide excellent customer service to the community.
- Maintaining a supportive culture for staff to excel.
- Providing recreation opportunities for all ability levels and economic status.
- Preservation of open space.
- Emphasis on employee health and wellness.
- Mission for affordable, innovative, and diverse programs.
- Dedicated and passionate staff to healthy living.
- Commitment to ethical practices and procedures.
- Provide opportunities that develop social, emotional, and physical well-being for our diverse community.
- Forward thinking in our approach to design and implement services and program to our patrons.

After consideration of the information discussed, the following initiatives were determined to be the Strategic Initiatives for the Strategic Plan for FY 17/19.

Strategic Initiative #1

To improve communication

Strategic Initiative #2

To continue improving, expanding, and adapting to current and new technology

Strategic Initiative #3

To increase funding

Strategic Initiative #4

To expand and stay current on relevant programs and services for all

Strategic Initiative #5

To improve customer service on all levels