

2025-26 Goals

1. Enhance Community and Staff Engagement	Facility or Department Goal	Staff Responsible	Anticipated Completion Date	Status
ADMINISTRATION	Complete district-wide survey and incorporate into comprehensive plan	Tuft	9/1/2025	
	Utilizing consultant, receive feedback from stakeholders (via Zoom) and the general public (at Festival of Cultures) regarding the district's comprehensive plan.	Tuft	6/1/2025	
	Utilizing a consultant, complete community wide survey.	Tuft	8/1/2025	
	Hire referendum consultant to determine if the public would support a referendum to develop Sports Park East and Channelside South.	Tuft	10/1/2025	
	Utilizing consultant, engage the public regarding possible development at Channelside South	Tuft	10/1/2025	
	Plan quarterly staff parties, one per season	Gualano	5/1/2026	
AQUATICS	Offer "World's Largest" Swim lesson to Skokie Park District's summer campers to promote water safety and drowning awareness.	Runkle/Bidstrup	8/1/2025	
	Offer two staff team building outings per year. A kickball game, Skokie Water Playground staff vs. Sports Park Staff on June 26 and an additional outing during winter break.	Runkle/Bidstrup	1/1/2026	
BUSINESS SERVICES	Provide Tyler Technology internal trainings.	Le/Schmidt/Portillo/Hyatt	10/1/2025	
DEVONSHIRE CULTURAL CENTER	Actively participate in the Skokie Arts Commission by sending one delegate to each monthly meeting. Engagement with the Commission will support the development of new program offerings and foster collaboration with community partners.	Horwitz	4/1/2026	
	Work with the Preschool Parent Committee to create a community informational night, including awareness of early childhood programs.	Carr	5/1/2025	
	Invite five local schools to attend a Thin Ice technical rehearsal aiming to secure at least 100 student attendees to generate additional revenue and community involvement.	Goldberg	4/1/2026	
EMILY OAKS NATURE CENTER	Continue to work with the seven local school districts to expand programming by developing two additional field trip activities to match their needs based on FY 24/25 survey results. Increase participation by 5% over the course of the next school year.	Schaeffer	4/30/2026	
	Provide an opportunity for families to engage in the Land Management efforts by offering two (fall and spring) family workdays in cooperation with the Land Management team. The workdays will be geared towards families with children 9-14 years old and will involve helping to remove invasive species and doing trail maintenance.	Taira	4/30/2026	
	Attend the monthly meetings of Go Green Skokie, a citizen organization whose mission is "to support, educate, and advocate for environmentally sustainable action in Skokie." Attend the Village of Skokie Sustainable Environmental Advisory Commission (SEAC) whose purpose is "to be a resource for the Mayor and Board of Trustees, informing them how their actions and policies may impact the Village of Skokie on an environmental basis." Participate in and represent the Skokie Park District at these meetings with the goals of sharing information, supporting initiatives, and forming liasons. Report to the SPD Environmental Action Team on agenda items for both groups. Attend at least 75% of the Go Green Skokie monthly meetings and 75% of the SEAC bimonthly meetings.	Hansen	4/30/2026	

GOLF	Hold golf staff team building activity.	Hejnowski/Quinlan	9/1/2025	
SKOKIE HERITAGE MUSEUM	Collaborate with Downtown Merchants for the Skokie Heritage Day in September and their annual Cookie Walk in December to coincide with the Firehouse Winterfest.	England	12/31/2025	
	Collaborate with Skokie Public Library and Skokie Historical Society on the time capsule project and related programs for the opening and collection of new materials for the next time capsule.	England	12/31/2025	
SKATIUM ICE ARENA	Prepare a customer satisfaction survey for concessions.	Von helms	10/1/2025	
PARK SERVICES	Provide spring bulbs to the public as a giveaway event	Hallm	6/1/2025	
OAKTON COMMUNITY CENTER	Strengthen relationship between SPACE and school district staff through quarterly check-in meetings at all school districts.	Tyler	4/1/2026	
	Offer a re-opening event at the Exploritorium to highlight facility updates such as the addition of the tiny town and new playground structure.	Mergler	1/30/2026	
TOT LEARNING CENTER	Increase parental involvement in the Pre-K classroom by offering families the opportunity to sign up and read a book during story time. This new offering will be call 'Celebrity Reader' and will be offered two times each month, beginning June 2025 through April 2026.	Howd/Redzovic	4/1/2026	
	Enhance parent-teacher engagement by organizing two family outings with staff, at kid-friendly restaurants.	Daniel/Fatima	9/1/2025	
HUMAN RESOURCES	Rollout discussion forms in Paycom.	Gualano/JahJah	10/1/2025	
	Complete compensation and classification survey.	Gualano	9/1/2025	
SAFETY	Build and rollout Safety Central on intranet.	Green	12/1/2025	
WEBER LEISURE CENTER	Establish a Wellness Committee with at least five staff members representing various departments. Plan and launch one wellness challenge or experience per quarter (e.g., fitness challenge, mindfulness workshop, healthy eating initiative) for employees, with a minimum participation rate of 20-25% of full-time staff each quarter.	Bever	10/31/2025	

2. Increase Accessibility and Inclusiveness	Facility or Department Goal	Staff Responsible	Anticipated Completion Date	Status
ADMINISTRATION	Complete an ADA audit.	Guynn	4/30/2026	
	Develop and implement an ADA compliance checklist and audit plan for staff to evaluate events and programs.	Labus/Amato	4/30/2026	
	Install welcome signs in various languages in all facilities	Amato/Bottorff	7/1/2025	
AQUATICS	Establish a comprehensive language access program for park district staff, including a translation services contract, staff training, and enhanced customer service support.	Amato	4/30/2026	
	Work with M-NASR to increase awareness and attendance for sensory events.	Runkle/Bidstrup	8/1/2025	
	Create an accesible concrete walkway and party area at the Devonshire Aquatic Center.	Guynn	7/1/2025	
	Work with M-NASR to provide inclusion training to pool managers.	Runkle/Bidstrup	8/1/2025	
DAMMRICH ROWING CENTER	Develop new boat arrangement plan.	Guynn/Runkle	11/1/2025	
DEVONSHIRE CULTURAL CENTER	Offer 1-2 culturally significant art classes - culinary class, event, or art display each season.	Robinson	4/1/2026	
	Offer and implement Queer Clothing Swap in October 2025.	Carr	10/1/2025	
EMILY OAKS NATURE CENTER	Promote inclusion in Emily Oaks camp programs by equipping all camp directors with "buddy bags" that include noise cancelling headphones, fidgets, behavioral health supports like meditation and relaxation cards, and visual schedules. Throughout the year, these bags can also be available to trail visitors.	Schaeffer	6/30/2025	
	Investigate the feasibility, including cost and storage, of adding a wheelchair at Emily Oaks Nature Center that could be taken on the trails to increase accessibility to patrons.	Martin	4/30/2026	
	Offer a neurodiversity inclusive family program, specifically a bird-themed Neurodiverse Nature Trail that, among other activities, uses various tools to assist individuals with sensory processing differences while teaching them about birds and birding.	Taira	4/30/2026	
GOLF	Complete grass tee expansion (allow grass to grow).	Savoie/Hejnowski	8/1/2025	
	Add new accessible walk behind the concrete tees.	Guynn	6/1/2025	
PARK SERVICES	Improve concrete walkways at Devonshire, Oakton, Schack, Pawnee, Lorel, Hamlin, Gross Point, Channelside, Laramie, Emerson, and Tot Learning Center.	Guynn	6/1/2025	
	Repave asphalt path at Devonshire Park.	Guynn	9/1/2025	
	Address concrete/brick issues at Onondowa'ga Park and incorporate new play equipment with accessible features and amenities.	Guynn	6/1/2025	
	Address concrete/brick issues at Terminal Park and incorporate new play equipment with accessible features and amenities.	Guynn	6/15/2025	
	Address concrete/brick issues at Lee-Wright Park and incorporate new play equipment with accessible features and amenities.	Guynn	7/1/2025	
	Address concrete/brick issues at Lauth Park and incorporate new play equipment with accessible features and amenities.	Guynn	6/1/2025	
TOT LEARNING CENTER	Make all families feel included by acknowledging diverse holidays. A holiday calendar will be created and teachers will create lesson plans around each holiday. Lesson plans will include reading books on the holiday and creating art projects.	Ferguson/Saliba	4/1/2026	
	Create a center-wide bulletin board to highlight the staff at Tot Learning Center and the various languages spoken amongst them.	Howd/Redzovic	8/1/2025	
	Research offering music enrichment classes and sign language classes to Preschool and Pre-K classrooms throughout the year. Depending on costs, offer bi-monthly or monthly programs.	Khan	1/1/2026	
	Design and decorate the lobby to reflect the various cultural holidays celebrated by families, promoting inclusivity and cultural awareness throughout the year.	Daniel/Fatima	4/1/2026	

3. Expand Program and Wellness Offerings	Facility/Department Goals	Staff Responsible	Anticipated Completion Date	Status
ADMINISTRATION	Using data from the program analysis completed through the comprehensive plan, enhance programs and fill programming gaps.	Labus/Amato/Guynn	4/30/2026	
ATHLETICS	Expand Table Tennis offerings by adding a seasonal Table Tennis tournament (one per season) and adding a Youth Table Tennis Tournament.	Khnanisho	4/30/2026	
AQUATICS	Implement parent/tot water orientation class for Summer 2025.	Runkle/Bidstrup	8/30/2025	
	Work with District 219 to expand swim lessons and open swim offerings during the school year.	Runkle/Bidstrup	4/30/2026	
DEVONSHIRE CULTURAL CENTER	Add one new birthday party offering to serve a younger population of patrons with the goal of hosting at least three parties of this type by spring 2026.	Robinson	4/1/2026	
EMILY OAKS NATURE CENTER	Expand marketing of the new Emily Oaks school field trip activity, Nature Journaling, to three local high schools, focusing on classes and clubs that have previously not been catered or marketed to. This will be accomplished through targeted emails and in-person outreach with the goal of booking at least five new field trip groups over the school year.	Schaeffer	4/30/2026	
	Develop and implement a Monarch Butterfly Migration special event fund-raiser at with a goal of exceeding costs by a minimum of 30%.	Martin	9/30/2025	
GOLF	Hold mini-golf tournament at Sports Park	Hejnowski	8/30/2025	
PARK SERVICES	Encourage staff participation in the Parks and Rec Steps Challenge and try to average more than 85,860 (last year's average) steps as a team.	Guynn	11/1/2025	
OAKTON COMMUNITY CENTER	Offer after school clubs to District 73.	Hurwtiz	4/1/2026	
	Modify holiday events, Kooky Spooky Candy trail and North Pole Express by offering different entertainment and redesign the event offerings to increase customer satisfaction.	Mergler	4/1/2026	
	Increase Exploritorium birthday party availability by offering parties on Friday evenings.	Mergler	4/1/2026	
SKATIUM ICE ARENA	Expand the hockey program's offerings by introducing at least two new initiatives aimed at enhancing physical wellness and player development. These initiatives will include a weekly off-ice conditioning program to improve strength and agility, as well as a specialized skills clinic focusing on skating, puck handling, and shooting. Success will be measured by a 20% increase in participation and an 85% satisfaction rate based on feedback from players and their families.	Heisner	4/30/2026	
TOT LEARNING CENTER	Research and plan 2-4 educational field trips for 3-5 year olds.	Moran/Faheem	4/1/2026	
WEBER LEISURE CENTER	Introduce and demonstrate three simple stretching exercises for maintenance staff to complete before each shift.	Bontly/Rizzo/Thompson	7/1/2025	
	Actively encourage all maintenance/custodial staff to participate in the Parks and Rec Trek competition during fall 2025, aiming for at least 50% maintenance/custodial staff participation.	Bontly/Rizzo/Thompson	10/1/2025	
	Successfully plan and run a summer late-night adult 3-on-3 basketball tournament with a minimum of four registered teams.	Kasper	9/1/2025	
	Develop a tournament framework for adult volleyball, basketball, and cornhole events.	Kasper	11/30/2025	

4. Support Staff Development and Training	Facility/Department Goals	Staff Responsible	Anticipated Completion Date	Status
ADMINISTRATION	Develop a succession plan for the Athletic Department.	Labus	8/1/2025	
	Implement onboarding/offboarding checklist for full-time and part-time staff.	Labus/Gualano	4/1/2026	
	Design and implement a new staff evaluation tool and research compensation strategies.	Gualano/Tuft	2/1/2026	
	Develop and implement an annual staff planning and project calendar.	Labus/Amato	9/30/2025	
	Update board and administrative Manual.	Tuft	9/1/2025	
	Hold Board Workshop to review board manual.	Tuft	10/1/2025	
AQUATICS	Develop Head Lifeguard program to ease new lifeguards into the position and correct improper skill techniques sooner.	Runkle/Bidstrup	8/30/2025	
	Conduct mid-season training for late hires.	Runkle/Bidstrup	8/30/2025	
ATHLETICS	Hold four seasonal meetings with the Racquet Sports staff to generate new ideas and review procedures, customer service guidelines, and safety protocols.	Khnanisho	4/30/2026	
BUSINESS SERVICES	Provide continued Tyler Technogy trainings to ensure staff understand the new system.	Le/Portillo/Hyatt/Schmidt	10/1/2025	
INFORMATION TECHNOLOGY	Establish, analyze and improve overall ticketing system metrics.	Catania/Marta	9/1/2025	
	Implement advanced analytics and deploy analytics tools and train staff to interpret data.	Catania/Marta	12/1/2025	
DEVONSHIRE CULTURAL CENTER	Send select theatre staff to the National Community Theatre Conference to network and explore the opportunities for theatre competition.	Horwtiz/Goldberg	6/1/2025	
EMILY OAKS NATURE CENTER	Provide leadership of the Environmental Action Team (EAT) with a minimum of six, regularly scheduled meetings planned for the year, and train the returning and new team members from each facility and/or department on the Environmental Policy and the relevance to their facilities and programming. Train a co-coordinator to share the leadership and potentially take over coordination of EAT in the future.	Hansen	4/30/2026	
	Provide three all-staff training events/opportunities to reacquaint staff with recycling requirements, cleaning product purchasing and use, and ways to minimize use of energy and water. Additional topics can be addressed if time permits, including landscaping with native plants and food composting for rental events. Training may take place at monthly Staff Announcements, individual facility meetings, and district-wide functions.	Hansen	4/30/2026	
SKOKIE HERITAGE MUSEUM	Develop volunteer program benefits and recognition program, and further refine and finalize volunteer onboarding process, manual, and training materials.	Guthrie	4/1/2026	
PARK SERVICES	Develop promotion trajectory for Park Services division.	Gualano/Guynn	12/1/2025	
	Offer a parks safety training day.	Guynn/Green	11/1/2025	
OAKTON COMMUNITY CENTER	Train all Oakton staff, full-time and part-time, in new EAP practices and active shooter trainings.	Fletcher	4/1/2026	
	Train maintenance staff on best practices and safety.	Gaudet	4/1/2026	
TOT LEARNING CENTER	Improve the onboarding experience for new staff by ensuring consistent and class-specific information is covered with each new hire. Create a tailored onboarding checklist for each classroom.	Khan	4/1/2026	
	Bring in a trainer on inclusion during a staff development day.	Dinkha/Salcido	2/1/2026	
	Improve the onboarding experience for new staff, ensuring new staff are better prepared and more efficient from day one. Collect the classroom-specific information for the new onboarding checklist.	Ferguson/Saliba	4/1/2026	

5. Improve Safety and Infrastructure	Facility/Department Goals	Staff Responsible	Anticipated Completion Date	Status
ADMINISTRATION	Develop and plan a memorial feature at Pooch Park.	Tuft/Bidstrupp	5/1/2026	
	Develop concepts for development of Channelside South.	Tuft/Labus/Guynn	1/1/2026	
	Secure lease with MWRD for Channelside South.	Tuft	12/1/2025	
HUMAN RESOURCES/SAFETY	Update volunteer manual and retrain staff on volunteer requirements.	Gualano/Green	12/1/2025	
	Convert Material Safety Data Sheets to electronic.	Green	2/1/2026	
	Rollout new Emergency Action Plans (EAP) and implement emergency alert system district-wide.	Green	11/1/2025	
	Complete waiver updates district wide.	Green	10/1/2025	
AQUATICS	Offer CPR and First Aid classes to non-lifeguard staff.	Runkle/Bidstrup	8/30/2025	
	Introduce internal lifeguard audit program and revise daily Vigilance Awareness Testing protocols.	Runkle/Bidstrup	8/30/2025	
	Install the new party area at Devonshire Aquatic Center that includes a concrete pad, shade structure and picnic tables.	Guynn	6/1/2025	
EMILY OAKS NATURE CENTER	Repair masonry.	Guynn/Hanson	11/1/2025	
	Repair fireplace.	Guynn/Hanson	11/1/2025	
	Repair greenhouse.	Guynn/Hanson	11/1/2025	
GOLF	Add netting on both sides of the range to protect concrete tee patrons and grass tee patrons.	Guynn	6/1/2025	
	Add concrete tee area and expand number of Trackman units from 5 to 13.	Guynn	6/1/2025	
	Install the new permanent shelter.	Guynn	6/1/2025	
	Add new errant ball/stay out of water signs on mini golf courses.	Hejnowski	6/1/2025	
SKOKIE HERITAGE MUSEUM	Work with outside vendor(s) with expertise in historic preservation to review historic structures' needs and put together comprehensive plan with proposed timeline, budget, and potential funding sources to address immediate needs, plus a maintenance plan for each building to better address ongoing and long-term needs.	England	4/1/2026	
OAKTON COMMUNITY CENTER	Use PDRMA videos to train maintenance staff quarterly.	Gaudet	4/1/2026	
	Pass all facility inspections with zero major violations.	Gaudet	4/1/2026	
	Complete the installation of the new "Tiny Town" exhibit.	Guynn	6/1/2025	
	Complete the removal and replacement of the tubes and tunnels indoor playground.	Guynn	11/1/2025	
	Renovate 1st and 2nd floor bathrooms at Oakton.	Guynn	4/30/2026	

PARK SERVICES	Replace the Gleiss Park tennis courts and fencing.	Guynn	11/1/2025	
	Replace the Lauth Park tennis court and fencing.	Guynn	11/1/2025	
	Complete rennovation of Oakton Pickleball room.	Guynn/Labus	11/1/2025	
	Complete the parking lot repaving and repairs at the Oakton Park main and south lots.	Guynn	11/1/2025	
	Oversee the roof replacement at Skokie Water Playground.	Guynn	6/1/2025	
	Complete the bathhouse partition replacements at Devonshire Aquatic Center.	Guynn	6/1/2025	
	Continue the cyclical classroom heater replacement at Devonshire.	Hacker	12/1/2025	
	Complete the Devonshire hallway and vestibule flooring replacement and bathroom renovations.	Guynn	2/1/2025	
	Oversee the Oakton Building Automation System (BAS) replacement.	Hacker	6/1/2025	
	Repave Skokie Park Tennis Center east parking lot.	Guynn	11/1/2025	
	Repave Devonshire north parking lot, pathway system and basketball courts.	Guynn	11/1/2025	
	Repave Terminal basektball courts.	Guynn	11/1/2025	
	Repave Shawnee basketball courts.	Guynn	11/1/2025	
	Repave Shabonee basketball courts.	Guynn	11/1/2025	
	Begin planning and replacement of the Lyon Park playground and amenities.	Guynn	4/1/2026	
	Begin planning and replacement of Gleiss Park playground and amenities.	Guynn	4/1/2026	
SKATIUM ICE ARENA	Facilitate staff training to improve safety. Offer and lead yearly staff training in ammonia safety protocols and Emergency Action Plan.	von Helms	4/30/2026	
WEBER LEISURE CENTER	Complete removal and replacement of indoor track surfacing.	Guynn	8/1/2025	
	Review and translate custodial staff employee documents (operational and safety) into Spanish. Ensure that all translated documents are reviewed for accuracy by a native Spanish speaker and are accessible to all staff members.	Bontly	1/1/2026	
TOT LEARNING CENTER	Conduct weekly outdoor inspections, including removing weeds and raking woodchips and sand boxes.	St. John	4/1/2026	
INFORMATION TECHNOLOGY	Upgrade security protocols. Strengthen cybersecurity measures for internal systems and train IT staff.	Catania/Marta	11/1/2025	
	Continue the Implementation of Multi Factor Authentication System.	Catania/Marta	11/1/2025	
	Continue upgrades to Windows 11.	Catania/Marta	11/1/2025	

6. Strengthen Financial Sustainability	Facility/Department Goals	Staff Responsible	Anticipated Completion Date	Status
ATHLETICS	Implement a streamlined and digitized system for scheduling, tracking, and payment of officials.	Labus/Kasper	9/1/2025	
AQUATICS	Implement inventory tracking system for concession stands at both pools.	Runkle/Bidstrup	9/1/2025	
BUSINESS SERVICES	Complete bank reconciliations in a timely manner.	Schmidt/Portillo	4/30/2026	
	Successfully finish district audit.	Schmidt/Le/Portillo	9/1/2025	
	Successfully transition to Tyler Tech.	Schmidt/Le/Portillo	10/1/2025	
	Provide monthly financials in a timely manner.	Portillo	4/30/2026	
DEVONSHIRE CULTURAL CENTER	Improve revenues and reduce costs by enhancing the theatre volunteer program, exploring alternative funding sources (e.g., grants and fundraising), monitoring production expenses, and developing detailed production budget reports.	Horwtiz/Amato	4/1/2026	
	Host two preschool fundraisers throughout the school year. The fundraising will support the end-of-year parties.	Carr	4/1/2026	
	Hold quarterly financial review meetings with all full-time staff to monitor revenue and expense trends, ensuring alignment with budgetary goals and promoting financial accountability.	Horwtiz	4/30/2026	
PARK SERVICES	Complete \$115,000 DCEO grant Weber track replacement project.	Guynn	4/1/2026	
	Complete \$100,000 DCEO grant Lockwood sports courts.	Guynn	4/1/2026	
	Complete \$185,000 DCEO grant for Ondondowa’ga Park renovation.	Guynn	4/1/2026	
	Complete \$100,000 DCEO grant for Peccia playground.	Guynn	4/1/2026	
	Complete \$100,000 DCEO grant for Gross Point asphalt paving.	Guynn	4/1/2026	
	Complete \$500,000 Federal Community Project Funding Grant project for Lauth, Lee-Wright and Terminal Parks renovations.	Guynn	11/1/2025	
OAKTON COMMUNITY CENTER	Conduct quarterly budget reviews for the Active Adult program to ensure accurate expense tracking and provide reliable data for future budget planning. This will support the program’s progress toward achieving a break-even financial status each fiscal year.	Gorelick	4/1/2026	
	Hold quarterly financial review meetings with all full-time staff to monitor revenue and expense trends, ensuring alignment with budgetary goals and promoting financial accountability.	Fletcher	4/1/2026	
	Evaluate the increasing cost of snacks at the SPACE program in relation to parent demand by researching whether other park districts offer snack programs. Incorporate a question into the end-of-year parent survey to assess the importance of the snack offering and gauge openness to its potential discontinuation.	Tyler	4/1/2026	

SKATIUM ICE ARENA	Seek out sponsorship opportunities and raise \$10,000 in funds through donations and events to support Symmetry Ice Theatre and set up a scholarship fund to pay for skater fees.	Hathaway	4/30/2026	
	Increase the revenue of the hockey program by raising at least \$3,000 through a combination of growing participation and revenue from the golf outing and online merchandise store. This will be achieved by increasing the number of players at each level by 5%, generating additional registration fees, raising funds through the golf outing with at least 20 participants and growing merchandise sales by 15%. Success will be measured by meeting the fundraising goal and securing at least 20 participants for the golf outing, as well as tracking merchandise sales, aiming for an 85% satisfaction rate from event participants and customers.	Heisner	4/30/2026	
WEBER LEISURE CENTER	Evaluate newly created inventory system on September 1 and February 1, to achieve purchasing on quarterly basis, with minimum quantities in stock. Update the minimum requirements to ensure three months of products are in stock at all times. Adjust the quarterly orders based on the evaluations of the inventory control.	Bontly/Rizzo/Thomps on	4/1/2026	

7. Enhance Marketing and Communications	Facility/Department Goals	Staff Responsible	Anticipated Completion Date	Status
ADMINISTRATION	Create a district-wide facility rental and birthday party request form that includes the alcohol policy.	Labus/Pozner	8/30/2025	
	Create a marketing plan to promote the new Oakton Pickleball Rental room and courts.	Labus/Khnanisho	8/1/2025	
AQUATICS	Introduce water safety campaign on pool social medias.	Runkle/Bidstrup	8/1/2025	
	Create and post a minimum of three Tik Tok videos for Aquatics.	Runkle/Bidstrup	8/1/2025	
ATHLETICS	Launch a targeted marketing plan that includes hosting two free beginner friendly workshops/socials and two promotional deals. Email all new pickleball registrants within one week of sign-up to welcome them and share additional opportunities. Post monthly pickleball content on social media to boost visibility and engagement.	Khnanisho	4/30/2026	
COMMUNICATIONS & MARKETING	Implement a plan to decrease stock images in publications.	Bottorff/Walker	4/30/2026	
	Create more dynamic public facing marketing pieces.	Bottorff/Walker/Pozner	4/30/2026	
	Identify and better utilize the website, social media and e-news analytics.	Pozner/Gomez	4/30/2026	
	Work with IT to finalize rollout of SPD app and then monitor its effectiveness.	Bottorff/Pozner/Catania	4/30/2026	
	Research the viability of creating colorful ads in parks, on facility doors, sidewalks, fences, walls, etc., thereby better engaging Skokie's diverse ethnic population.	Bottorff/Walker/Pozner	4/30/2026	
DEVONSHIRE CULTURAL CENTER	Launch a monthly digital newsletter for dance families to provide updates on rehearsals, performances, fundraising opportunities, and important dates. The newsletter will be distributed via email and posted hard copies on the bulletin board. The goal is to achieve a 50% open rate and increased parent engagement measured through at least three interactive features (e.g., Q&A sections, feedback surveys, or featured student spotlights). Success will be tracked through email analytics and parent feedback.	Goldberg	4/1/2026	
	Create one post per season, showcasing student artwork and culinary creations on Devonshire and Skokie Park District's social media platforms to increase awareness of class offerings and outcomes.	Robinson	4/1/2026	
EMILY OAKS NATURE CENTER	Expand the marketing spreadsheet to enhance promotion of Emily Oaks Nature Center programs and special events by adding resources to the list, creating a weekly and seasonal promotion schedule, and training staff on the promotions process. Add an Emily Oaks Instagram account and increase the number of followers by 10% in six months.	Martin	11/1/2025	
	Develop and implement a seasonal marketing strategy for adult programming - to increase exposure to and participation in adult classes and events - including promotion through at least four local partners (e.g., libraries, Oakton emails, community centers, local businesses) and posting to a minimum of three online event calendars each season. The goal is to increase adult program attendance by 10%.	Taira	4/30/2026	

GOLF	Create a minimum of one Facebook post and one Instagram reel every two weeks.	Hejnowski/Quinlan	8/1/2025	
	Work with Marketing to promote new hitting stations with added Trackman monitors.	Hejnowski/Quinlan/Botto	8/1/2025	
	Develop post rental survey for party and shelter rentals.	Hejnowski/Quinlan	8/1/2025	
	Develop a minimum of two cross promotional opportunities with other district facilities.	Hejnowski/Quinlan/Botto	8/1/2025	
PARK SERVICES	Promote a minimum of four projects/operations on social media by contacting marketing for photos and posts.	Guynn/Bottorff/Gomez	11/1/2025	
OAKTON COMMUNITY CENTER	Research communication app and emergency forms options for the SPACE program, and compile data on features, costs, and user experience to support an informed purchasing decision.	Tyler	4/1/2026	
	Following the rollout of the Skokie Park District app, offer a free biannual training session for Active Adult participants to ensure they are confident and comfortable using the app's features.	Gorelick	4/1/2026	
SKATIUM ICE ARENA	Increase average weekly Facebook page engagement (measured by likes, comments, shares, and click-throughs) by 20% by implementing a consistent content schedule of three posts per week (one for figure skating, one for hockey, and one for the facility, i.e. public skating). This will directly support the community building strategy by increasing visibility and interaction with the target audience	Luecke	4/30/2026	
TOT LEARNING CENTER	Strengthen Tot Learning Center's marketing approach by analyzing competitors. Conduct research on local daycare centers, gathering information on their pricing and promotional strategies to support the development of a new marketing campaign.	Tailor/Bonoan Daniel/Fatima	4/1/2026	
	Capture photos of children throughout the school year and organize them in a shared folder to ensure the marketing team has access for use in upcoming campaigns.	Tammo/Pozner/Walker/ Bottorff	4/1/2026	
	Develop and manage an Instagram page dedicated to Tot Learning Center, including the creation and posting of photos and center-specific content.	Tammo/Pozner	4/1/2026	
	Digitize all intake forms and registration packets to streamline the enrollment process, making it more convenient for parents and more efficient for staff.	Tammo	4/1/2026	
HUMAN RESOURCES	Post new hires, promotions, job postings on social pages.	Gualano/Bottorff	5/1/2025	

8. Strengthen Commitment to Exceptional Customer Service	Facility/Department Goals	Staff Responsible	Anticipated Completion Date	Status
ADMINISTRATION	Achieve American Camping Association (ACA) re-accreditation.	Amato/Labus	8/1/2025	
	Introduce customer retention and promotion strategies by implementing at minimum four promotional ideas.	Labus/Amato	4/1/2026	
	Implement quarterly customer service training agendas for all facilitlies.	Labus/Amato	12/1/2025	
	Redevelop and implement a program/event participant satisfaction survey template and process.	Labus/Amato	4/1/2026	
AQUATICS	Implement “Constructive Communication” training for cashiers and pool managers.	Runkle/Bidstrup	7/1/2025	
	Require new cashiers to shadow veteran staff for at least two shifts prior to working alone.	Runkle/Bidstrup	7/1/2025	
ATHLETICS	Create a raquet sports survey to solicit feedback on customer satisfaction, instructors, dates, times, offerings, and tournaments to help plan for upcoming seasonal program guides.	Khnanisho	4/30/2026	
GOLF	Develop a quick reference resource for customer service staff.	Hejnowski/Quinlan	7/1/2025	
TOT LEARNING CENTER	Offer a Kindergarten Fair in January before kindergarten registrations, inviting Skokie schools to provide valuable insights and information for families considering kindergarten options.	Howd/Redzovic	1/30/2026	
	Improve the onboarding experience for new staff, ensuring staff are prepared and efficient from day one. Create an FAQ of parent questions and correct teacher answers.	Moran/Faheem	4/30/2026	
	Recognize and celebrate co-workers’ accomplishments and contributions to enhance internal customer service. Highlight and showcase two teachers each month to acknowledge their efforts and boost morale.	Tailor/Bonoan	4/1/2026	

9. Promote Environmental Stewardship and Sustainability	Facility/Department Goals	Staff Responsible	Anticipated Completion Date	Status
AQUATICS	Promote energy savings with solar panel installation at Skokie Water Playground.	Guynn	10/1/2025	
DEVONSHIRE CULTURAL CENTER	Review recycling protocols with part-time custodial staff to ensure proper disposal of recyclables.	Sampath/Horwitz	7/1/2025	
	Purchase and maintain recycling receptacles for all public rooms and install clear signage at each location.	Sampath/Horwitz	7/1/2025	
EMILY OAKS NATURE CENTER	Work with Land Management staff to update the Land Management Plan for the 13-acre site consisting of approximately eight acres of land, two acres of water, and approximately three acres of hard surfaces. Incorporate the detailed notes taken in 2020 during virtual meetings into the 97-page document, rewrite entries and reorganize where needed, and bring the document up-to-date. Establish standards for reviewing and updating the plan every winter so that it is an effective tool and guides the site management activities for the year to come. Update or organize the extensive computer files in the Emily Oaks site management network folder so that documents are relevant and can be found without difficulty.	Hansen	4/30/2026	
GOLF	Provide four additional recycling containers at both Skokie Sports Park and Weber Golf Course.	Hejenowski	7/1/2025	
PARK SERVICES	Install solar panels at Park Services.	Guynn		
	Eliminate paper task sheets and inspections.	Hallm/Hacker	9/1/2025	
OAKTON COMMUNITY CENTER	Implement consistent recycling practices for plastics, aluminum pans, and other recyclable materials at all Active Adult parties, and utilize compost bins available at Oakton Park to support sustainability efforts.	Gorelick	4/1/2026	
SKATIUM ICE ARENA	Research new green cleaning solutions and look for environmentally friendly products. Identify two alternative green products to replace current products.	Bonnet	10/30/2025	
TOT LEARNING CENTER	Initiate three drives (September, January, May) for parents to donate leftover boxes, paper towel rolls, bottle caps, and other recyclable items to be repurposed for crafts and classroom projects.	Moran/Faheem	4/30/2026	
	Design and implement a lesson plan focused on healthy eating habits and sustainability. Create a vegetable garden bed to reinforce the connection between 'farm-to-food' and teach children about growing their own nutritious food.	Dinkha/Salcido	6/1/2025	
	Design and implement a lesson plan focused on recycling and sustainability. Use the newly purchased recycling bins and participate in composting.	Ferguson/ Saliba	4/1/2026	
	Educate staff and children on proper recycling practices by conducting a training with a SWANCC (Solid Waste Agency of Northern Cook County) presenter.	Tailor/Bonoan	2/1/2026	
	Support the 2/3's classroom in planning, planting, and maintaining a vegetable garden as part of their hands-on learning experience.	St John	4/1/2026	
	Introduce composting practices at TLC as a sustainable way to reduce waste and promote environmental responsibility among staff and children.	St John	4/1/2026	

WEBER LEISURE CENTER	Conduct an audit of all recycling bins to determine if paper documents, bottles, and other recyclables are being properly sorted or discarded (by August 1). Based on findings, develop and deliver a 30-minute recycling training session for all staff, including custodians (by October 1), with a follow-up check-in (by November 1) to assess improvement in recycling practices.	Bontly	11/30/2025	
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