



Dickinson Parks & Recreation Strategic Plan

2020 - 2022

MISSION

To enhance the quality of life for the community and its visitors by providing leisure opportunities

CORE VALUES



VISION

Our vision is for area residents to become aware and involved in making positive contributions to the well-being of themselves and others in the community.

IMPROVING QUALITY OF LIFE IN OUR COMMUNITY BY...



OFFERING DIVERSE AND ASSESSIBLE PROGRAMS AND SERVICES

- Continue the process of evaluating programs.
- Increase the number of programs through partnerships and collaboration.
- Expand programs offered for targeted age groups (i.e., seniors, teens)

PROVIDING FIRST CLASS FACILITIES, PARKS AND OPEN SPACES

- Review preventative maintenance and improvement plans
- Provide highest standards of safety for participants and staff.
- Expand trails for better connectivity amongst facilities.



BROADENING COMMUNITY AWARENESS AND PARTNERSHIPS

- Continue to expand marketing operations to keep up with current trends.
- Encourage staff participation in service groups and other agencies.
- Enhance communications with partnerships, user groups and general public.

BEING AN EFFICIENT, FISCALLY SOUND ORGANIZATION

- Work within annual budget and comply with policies and procedures to be financially sustainable.
- Sharing resources in cooperation with other public entities.
- Promote internal professional development and training.



VISION 2020

The Future First Committee is a group of full-time, fully benefited Parks and Recreation employees selected by the Executive Director. The group will maintain 5-7 members and will update the Park Board Budget Committee on their work. The committee was designed as a think tank for viewing information that will stimulate discussion and creative thinking. The team's first deliverable is a report focusing on immediate priorities to improve and enhance operations of Dickinson Parks and Recreation. The report was named Vision 2020, with a goal to review, update and initiate identified action items.

Items Identified:

- **Security & Safety** - Includes staff, patrons and the general public in relation to parks, facilities, programs and special events.
 - Review emergency action plans
 - Review security measures for facilities; surveillance cameras
 - Update Risk Management plan; identify staff assignments
- **Organizational Structure** - Our department has changed dramatically over past 12 years. We need to analyze all components of our organizational structure and team culture.
 - Review current and future openings
 - Master plan structure and line of authorities
 - Match individual strengths with current positions
 - Review workload distribution between positions
 - Create event attraction
 - Branding of DPRD
 - Mission, Vision and Core Values review

VISION 2020

- **Staff Orientation/Training/Communication** - Enhance employee output through orientation and training as well as ongoing communication.
 - Initiate staff review; goal process
 - Develop employee orientation process
 - Background check
 - Full-time, part-time, seasonal
 - Job training with cross training
 - Customer service training for all employees
 - Paperwork, Greenshades
 - Initiate semi annual all-staff meetings for full-time employees
 - Mandate individual department meetings
 - Encourage individual professional development and staff involvement in programs, events and facility use
- **Policies and Procedures** - Review, create and enhance all policies and procedures that outline how DPRD functions. The Employee Benefits and Policy Committee will still review the policy and benefits manual.
 - Develop Park District Ordinances - Plan budget and projects in 3 year cycles
 - Review all facility rules
 - Update policy and procedure manuals
 - Explore out source work opportunities (payroll, contract labor, maintenance, postage/mail service)
 - Increase revenues (grant writing, foundation, sponsor/donor plan)