



Strategic Planning Programs and Services Report April 2022

Goal: Identify successful programs and service operations from 2020 and build on those for the future.



The Strategic Planning Committee: Kim Dasbach Superintendent of Recreation, Josh Handelsman Recreation Manager, Amy McKinley Office Manager and Nick Serritella Scheduling Manager

First the committee identified successful programs and service operations from 2020 that were developed or implemented due to the global pandemic.

These program and services were district wide including the following areas: Marketing, Nature Center, Villa Olivia Golf, Villa Olivia Winter Sports, Villa Olivia Banquets/Restaurant, LIFECENTER, Rentals, Apple Orchard Golf, Recreation Programs, Bartlett Community Center Registration, Aquatics and Parks.

The following areas were identified by the committee that we feel should be continued to be expanded:

Successful Programs Areas:

- ♣ Foreign Language Classes
- ♣ Outdoor Fitness Classes
- ♣ E-Sports
- ♣ Diving Clinics
- ♣ Swim Team Clinics
- ♣ Snowshoeing packages at the Nature Center



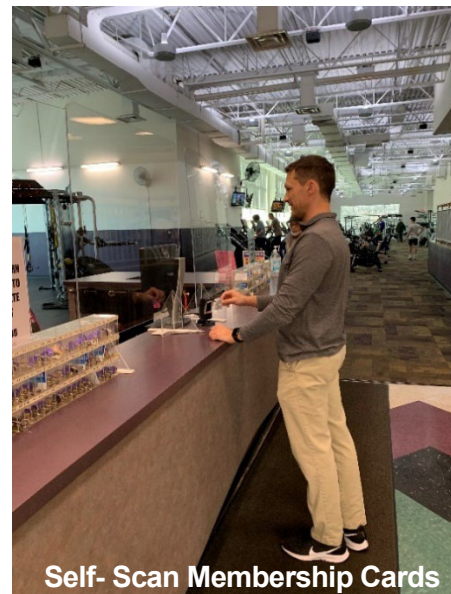
Successful Service Operations Areas:

The overall consensus was to focus on the customer and making everything as customer friendly as possible. Customer expectations are high and they want, what they want, when they want it.

- ♣ Payments online
- ♣ Fillable Registration Forms
- ♣ Online reservations for: Villa Olivia Winter Sports and the Bartlett Aquatics Center.
- ♣ Point of sale (POS) at Bartlett Aquatics Center the Square was more efficient and added customer convenience with less wait time.
- ♣ Online Registration
- ♣ Social Media Contests
- ♣ Recorded Preschool Parent Night Information.
- ♣ Outdoor rentals at fields and shelters experienced a higher demand.
- ♣ Self-scan membership cards at: Apple Orchard Golf, LIFECENTER, and Bartlett Aquatic Center.



Social Media Contest



Self- Scan Membership Cards



Outside of our goal to build on our successes of 2020, the committee identified some new areas that could be explored further to see if implementation would help support the customer experience. We are calling this our “bonus brainstorming” section:

- ♣ Offer pool passes and fitness memberships online.
- ♣ Addition of new shelters with park planning, as there was an increased rental demand.
- ♣ Offer shelter rental reservations online.
- ♣ Investigate ways to link website to brochure.
- ♣ Continue to use QR codes on marketing materials.
- ♣ Create “Education Campaigns” on what the registration software (Rectrac) features can do that would be helpful to users. Example: Search for programs by age.
- ♣ Investigate if there is a way to offer and manage an annual waiver system.
- ♣ Continue to investigating contractual services for support Example: mowing, custodial, etc.
- ♣ Live streaming programs or sports
- ♣ Create a Bartlett Park District App
- ♣ Investigate ways to maximize the registration software (Rectrac). Example inventory, ticket sales, etc.

QR Code Flyer

Vacation Vibes

Flash Sale

15% OFF*

**BARTLETT AQUATIC CENTER
2022 SEASON POOL PASSES**

**MONDAY,
FEBRUARY 21
9AM-6PM**

*Lowest price of the season. Discount applies to regular season pass rates. Purchase it at Bartlett Community Center, e-mail to registration@bartlettparks.org, or fax 630-540-4870 by the deadline. Not available on-line.

Receive 2 FREE guest passes and a FREE BAC cup. 1 cup per passholder, max 2 cups per household (quantities limited). Limited to 2 guest passes per household.

BARTLETT AQUATIC CENTER
620 W. Stearns Rd. 630-540-4880 bartlettaquaticcenter.org

SCAN OR CODE FOR FORMS AND MORE INFORMATION

Then the committee created a plan for “building on” these successful programs & services. Our areas of focus included ideas, resources, trainings, tools & new technology. Most of the recommendations we feel can be done internally, at this time, but in the future may require additional research and cost estimates.

Program Area Recommendations:

Our research from 2020 shows an emphasis should be placed on outdoor programs, some online programs and programs with more specialized skills.

- Build on outdoor programming for all seasons and consider moving successful indoor programs outside. Examples: Move a painting or music class to a shelter, add outdoor fitness classes, or create an outdoor classroom.
- Look to expand on successful programs of 2020 in the more niche areas. Examples: add specific diving skills clinic, striker clinic for soccer and specialized dance moves
- Continue to offer programs that lend themselves well to an online platform. Examples: nutrition, e-sports, language classes, etc.
- Trending Sports. Examples: Volleyball & Badminton.

Service Operations Recommendations:

1. Recreation Software (RecTrac) Online Registration

- **Recommendations:**
 - Continue to process new accounts as soon as possible.
 - Create and use QR codes to direct guests to the online application.
 - Encourage online registration information in marketing materials/promotions.
 - Staff should promote the need to update grades prior to online registration for certain programs to ease the process.
 - At the Registration Desk staff should always inform guests that online registration is available for most programs.
 - Train Recreation Managers to update grades in RecTrac households.
- **Examples:** Continue to indicate in the program guide programs that are available/not available online.
- **Resources:** Contact the Registration Office for additional support with online registration **or** Contact the Marketing Department for additional support with QR codes/training

2. Payments online

- **Recommendation:** Promote online payments. An online account is required to register or pay online.
- **Examples:** Most registrations for classes, leagues, programs, some special events and rental fees.
- **Resources:** Provide the following link to guests wishing to create an online account [Online Registration - Bartlett Park District \(bartlettparks.org\)](https://bartlettparks.org)
Contact the Registration Office for more information.

3. Fillable Registration Forms

- Recommendation: Make all forms fillable in Adobe Acrobat for the purpose of posting online or sending in an e-mail.
- Examples: Seasonal brochure registration forms, membership forms, vendor forms, etc.
- Resources: Adobe Acrobat is required. Training is available from the Marketing Department.

4. Online Reservations

- Recommendation: No additional area identified at this time but continue to investigate options to offer online registration (including outside of RecTrac) to ease the registration process.
- Areas where online registrations are already implemented: Only Sky (winter sports), FunFangle (Bartlett Aquatic Center), Dance Recital Ticketing (Nutcracker/Theatre), GolfNow (tee-times at Villa Olivia), SignUp Genius (theater volunteers), Qgiv (Foundation events) and as of Spring of 2022 GolfTrac (tee-times at Apple Orchard Golf Course).

5. Point Of Sale

- Recommendation: No new areas identified to change at this time but continue to consider where a quick POS is used by our registration software (RecTrac) are there simpler, faster, more efficient POS, such as Square on an iPad that might be better. A large factor would be to consider what data/statistics are needed in the area before deciding.
- Examples: Areas that this could benefit is places that take admissions/daily fees or food/concessions
- Resources: Work with IT Department and Superintendents.

6. Social Media Posts/Contests

- Recommendation: Continue to increase in this area. Consider creating posts/contests related to specific programs or rental areas to help build database of photos and build excitement.
- Examples:
 - Post/contest pre soccer season - "show us your best soccer pictures from last season"
 - Bartlett Aquatic Center – "post your best zipline videos"
 - Follow the turtles before they race in the Turtle Race (library, LIFECENTER, etc.)
- Resources: Contact the Marketing Department for additional support.

7. Virtual Presentations and Recordings

- Recommendations: Consider opportunities to virtually present classes, trainings, recitals, etc. or offer hybrid versions
- Examples: Recorded Preschool Parent Night Information, Zoom classes and Zoom winter sports staff training. New ideas: fitness classes, part-time orientation, captains meetings and coaches meetings.
- Resources: Contact IT Department or Superintendent for additional support.

8. Outdoor Options

- Recommendations: Continue to build on the trend of outdoor services.
- Examples: Promote shelters, add outdoor birthday parties (combine shelter and activity), emphasize: playgrounds, trails, tennis courts, golf, winter sports, etc.
- Resources: Contact Superintendent for additional support.

9. Improve ease of entry to facilities

- Recommendation: Consider ways to expedite entry to facilities/programs/events and provide a near contactless experience. Can membership cards be added to a cell phone wallet to eliminate carrying a card? Look at installing self-scan kiosks: outside BCC fitness studio, at Bartlett Aquatic Center, at ticketed events such as Nutcracker.
- Areas where online registrations are already implemented: Self-scan membership cards at AO Golf, LIFECENTER, Bartlett Aquatic Center, etc.
- Resources: Contact IT Department or Superintendent for additional support.

Conclusion:

So just like many areas throughout the district we must continue to evolve. This report will be shared with Managers and key staff to continue building on successful programs and service operations from 2020 - today. Reviewing 2020 definitely brought some unique challenges and new areas to grow as we adapted to our ever changing environment.

For programming operations the focus should be outdoor programming, online class options and skill based/specialized classes.

For service operations: Promote the benefits of online registrations and payments, use QR Codes, have fillable forms be the standard, use marketing initiatives to keep users engaged, incorporate virtual presentations & recordings, add/expand outdoor activities and improve areas to the facilities.

This goal took a path that we had not anticipated with some great new ideas for “Customer Service” improvements including more online purchases/rental options, creating education campaigns, investigate live streaming, and investigate a Bartlett Park District App.

We are looking for Board input to see if the board has any priority areas that they would like to see staff begin with as we take the next steps.

