

Strategic Planning

*Committee Meeting #2
Wednesday, January 31, 2024*

4:00 PM - 6:00 PM



Strategic Planning Meetings/Agenda

Meetings 4:00 – 6:00 pm

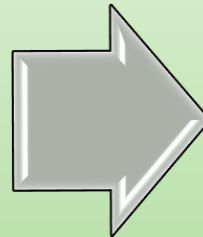
~~Wednesday, January 17~~

Wednesday, January 31

Wednesday, February 21

Wednesday, March 6

Wednesday, March 20



Agenda - Meeting #1

Review Meeting #1

Strategic Planning Overview

Current Park District Initiatives

Desired Outcomes Exercise

Survey and Focus Group Review

Discussions about Mission, Vision, Core Values

THE WHY



Clarify
Organizational Direction



Align and Unify
Mission, Vision, Values, Beliefs,
and Strategic Priorities



Goal Setting and
Prioritization



Enhanced
Decision
Making

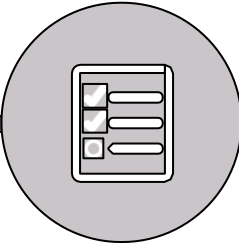


Improve
Performance
Measurements



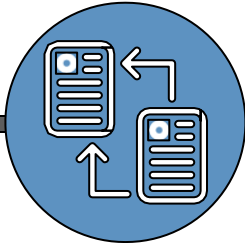
Long Term
Sustainability
and Growth

STRATEGIC PLAN TIMELINE



NOV 2023

**External/ Internal
Stakeholder
Surveys and
Focus Group**



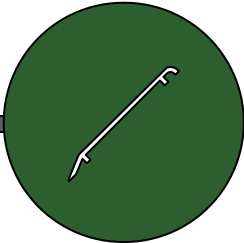
DEC 2023

**Finalize
Committee and
Pre-Planning
Data Collection**



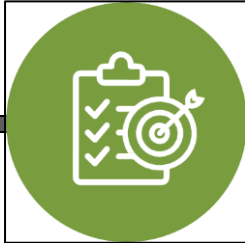
**JAN - MAR
2024**

**Conduct
Strategic
Planning
Committee
Meetings**



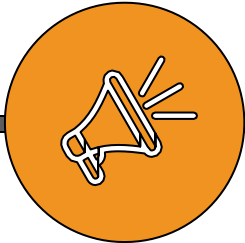
**MAR - APR
2024**

**Writing Team
Meetings**



MAY 2024

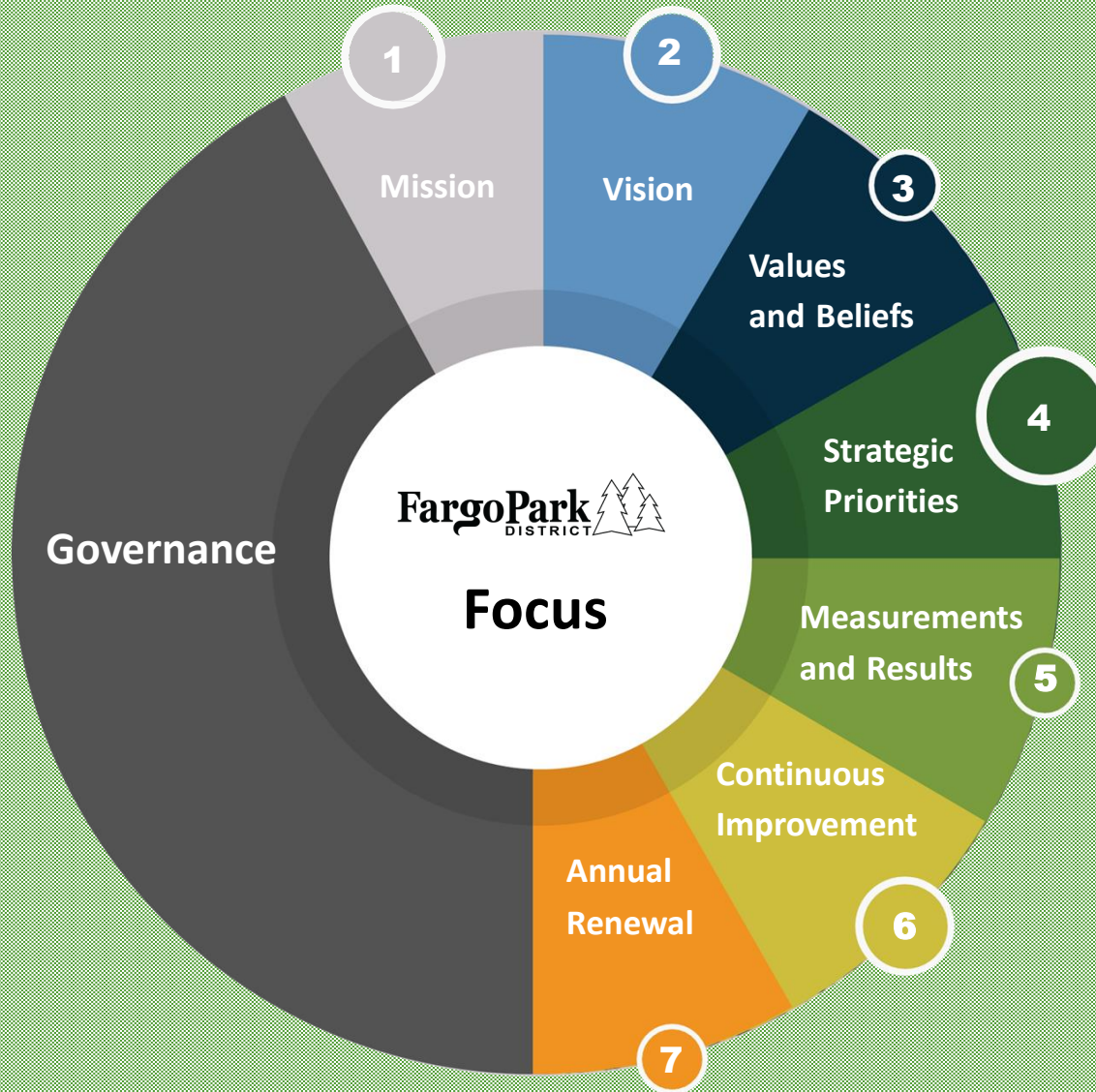
**Create Draft
Plan for
Review**



JUNE 2024

**Finalize Draft
and Present to
Board for Final
Approval**

Elements of a Strategic Plan



Current Fargo Park District Initiatives



Strategic Plan and Governance Model



Fargo Parks Sports Center



Island Park Pool Project



Park System Masterplan



Redefining Long Range Plans



Increase Community Engagement



Increase Collaboration with other Civic Entities, i.e., Fargo Public Schools, the City of Fargo, and Cass County

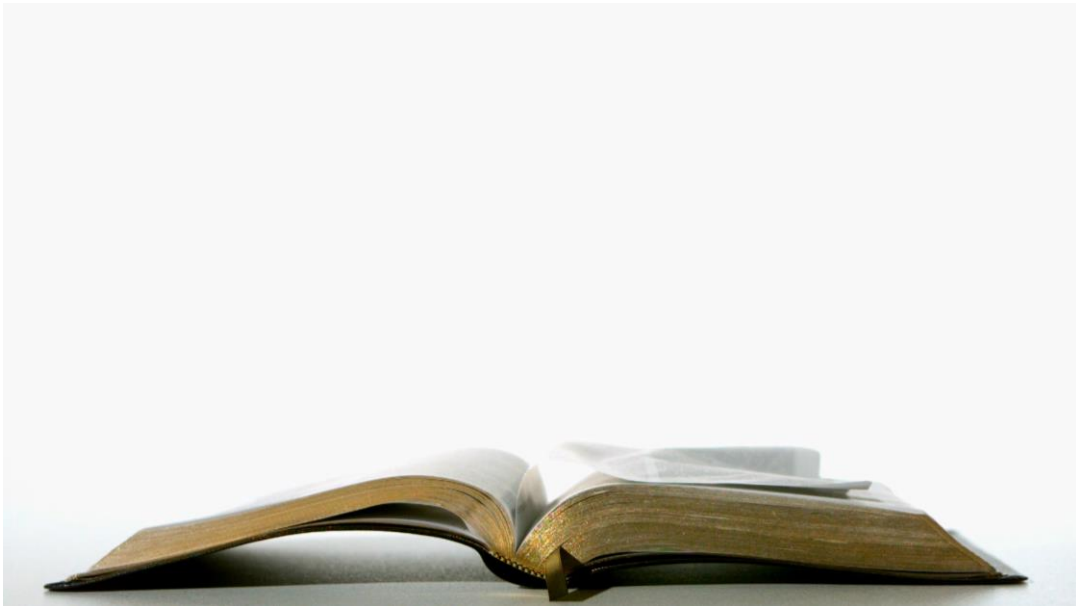


Internal Staff Engagement, setting expectations and standards

At a glance ... refer
to Handout



At a Glance Document Review



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Desired Outcomes

Review and provide feedback on a Desired Outcome Statement – refer to Handout
Agenda Item #1



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A large group of skydivers in various colorful suits (red, blue, green, yellow, black) are falling against a clear blue sky. They are scattered across the frame, with some in the foreground and others further away, creating a sense of depth and movement. The skydivers are in various poses, some with arms outstretched, others in more compact positions.

Current Mission, Vision, and Values Statements

Current Website Version

Mission

The Fargo Park District improves the lifestyle of the community through a comprehensive system of parks and programs.

Vision

The Fargo Park District strives to be a top-performing park district in the United States.

Core Purpose

The Fargo Park District passionately serves our community to make lives better!

Core Values

- **Intentional Leadership:** We are relentless about getting great results while helping the people around us reach their full potential.
- **Passion:** We are committed to being the best at radically serving our community.
- **Sincerity:** We show genuine care and concern for our teammates and the people we serve.
- **Solution Engineers:** We don't let barriers stand in our way, we figure out ways to deliver excellence for people of all ages, backgrounds and abilities.

Most Recent Version – BerryDunn Planning

Mission

We provide year-round, quality parks, facilities, and affordable recreational activities to create a strong, healthy community where all are welcome.

Vision

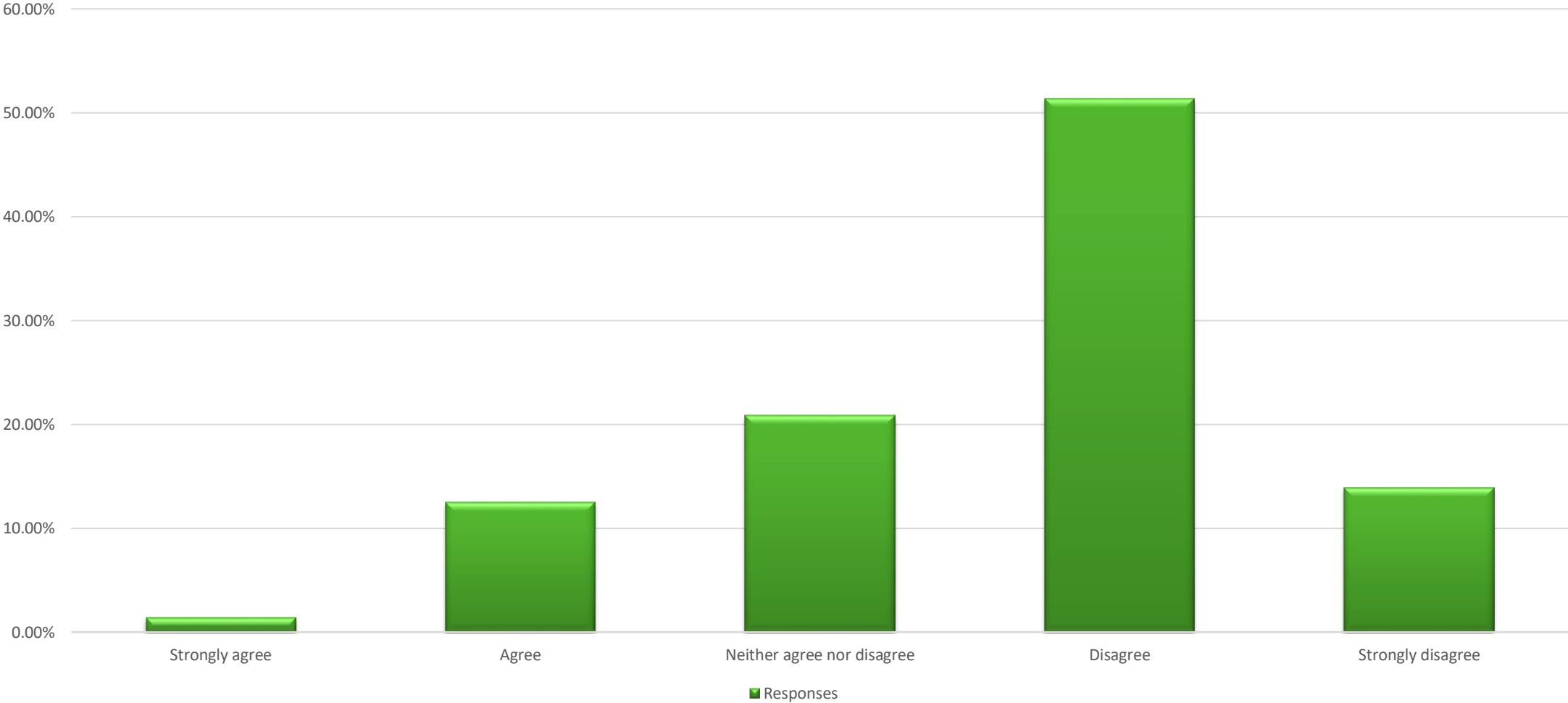
We enrich lives in our community by providing a wide range of parks, facilities, and recreational activities.

Values

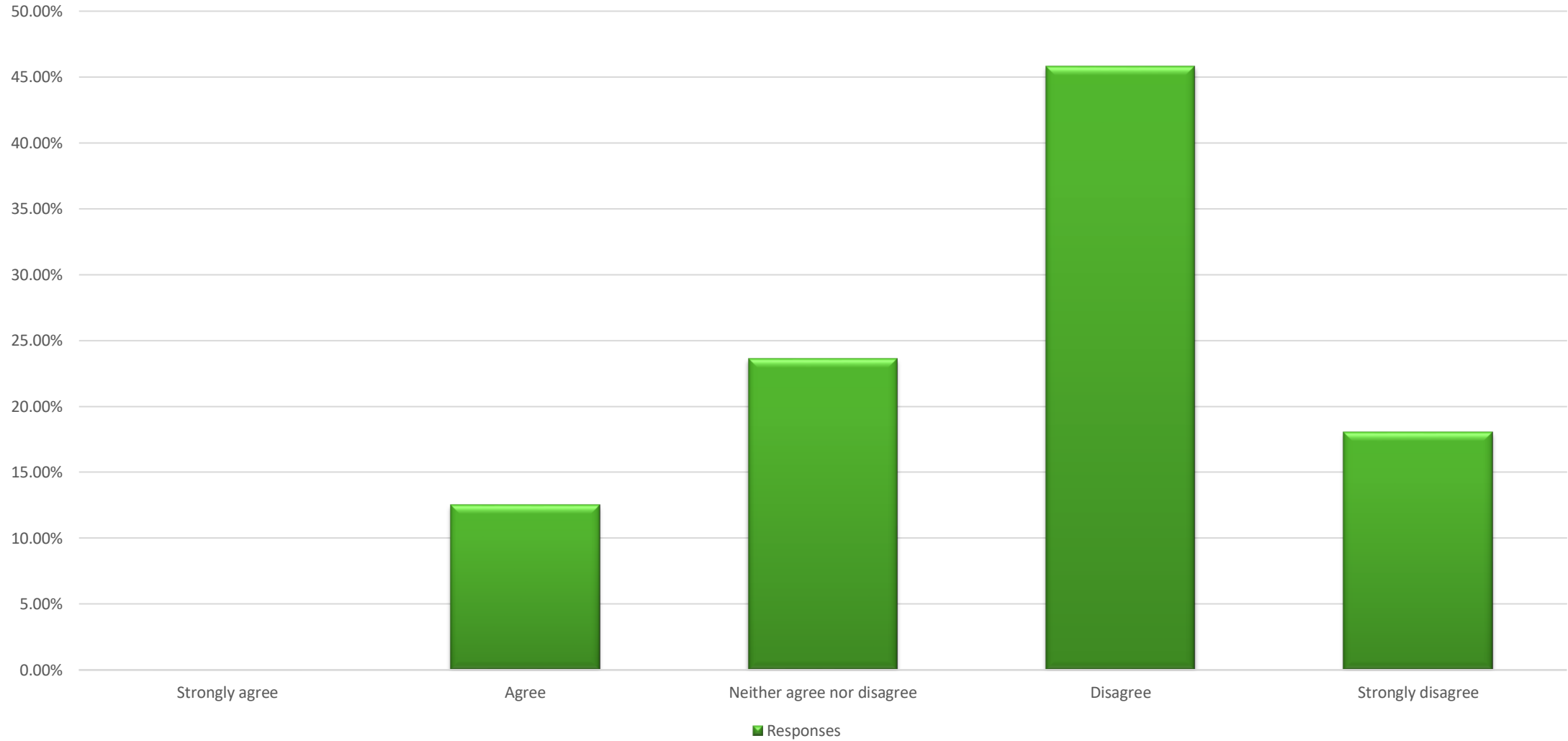
- **Intentional Leadership** - We inspire the people around us to reach their full potential.
- **Collaboration** -We partner with stakeholders to provide a variety of parks, facilities, and recreational activities.
- **Service** -We are committed to serving the community with passion and sincerity.
- **Stewardship** -We work to protect and preserve all of our resources.
- **Inclusion** -We strive to make our parks, facilities and recreational activities welcoming to all.
- **Solution Focused** -We find ways to solve problems.

The Park Districts current mission statement is: **Improving the lifestyle of the community through a comprehensive system of parks and programs.**

Question: The Fargo Park District's core mission is focused and known by everyone in the organization.

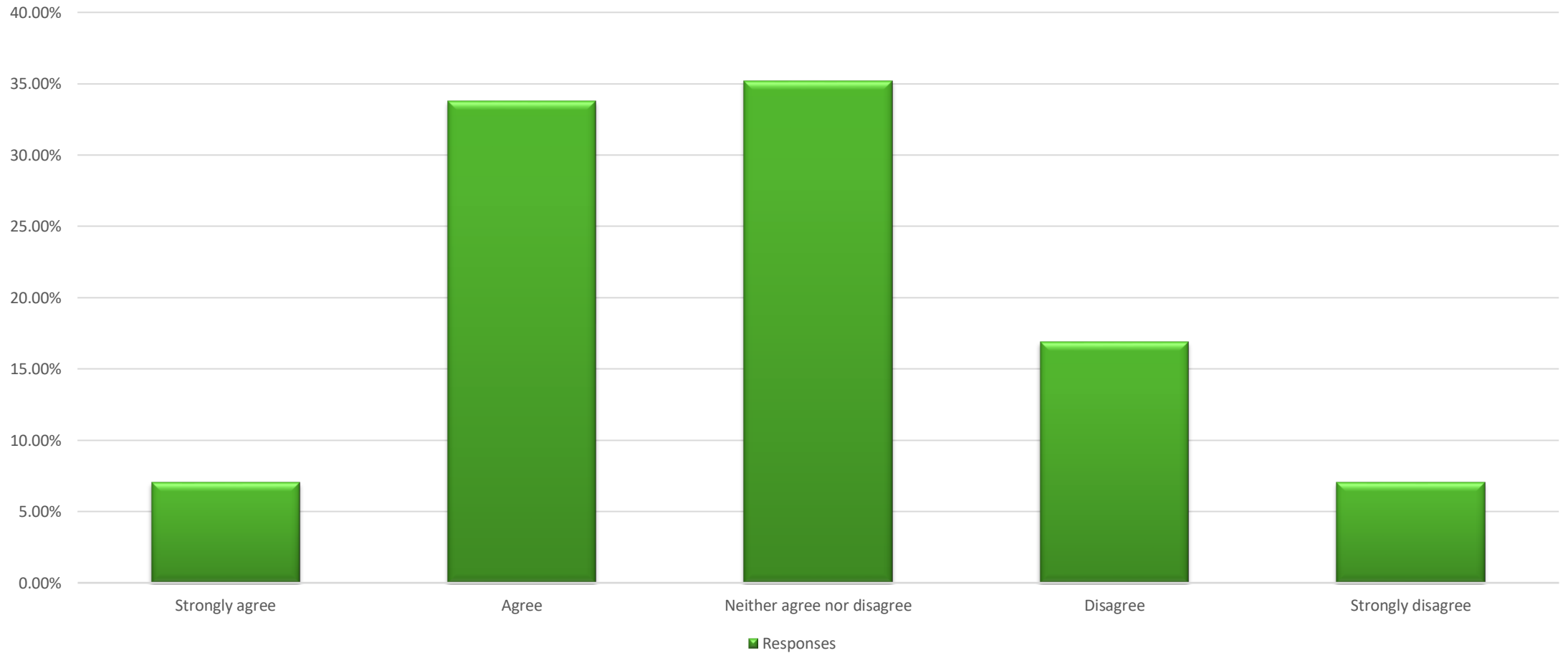


The Fargo Park District has a clear vision that has been adequately communicated and shared by everyone in the organization.



The Park Districts current beliefs/values are: Intentional Leadership, Passion, Sincerity and Solution Engineers.

Question: The Fargo Park District has a clear set of values that drive the organization's work.



Strategic Planning Survey and Focus Group Main Themes Review

#Content



Content to
- Time (user)
- Logo (design)
- (high) design

Modular
- user - content
- user - content
- user - content

Survey Main
Themes
Feedback



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Mission Statements

Mission Statements focus on today and contains important information about an organization.

All mission statements have three elements: **CAUSE**, **ACTIONS** and **IMPACT**

OUR CAUSE

Who? What? Where?

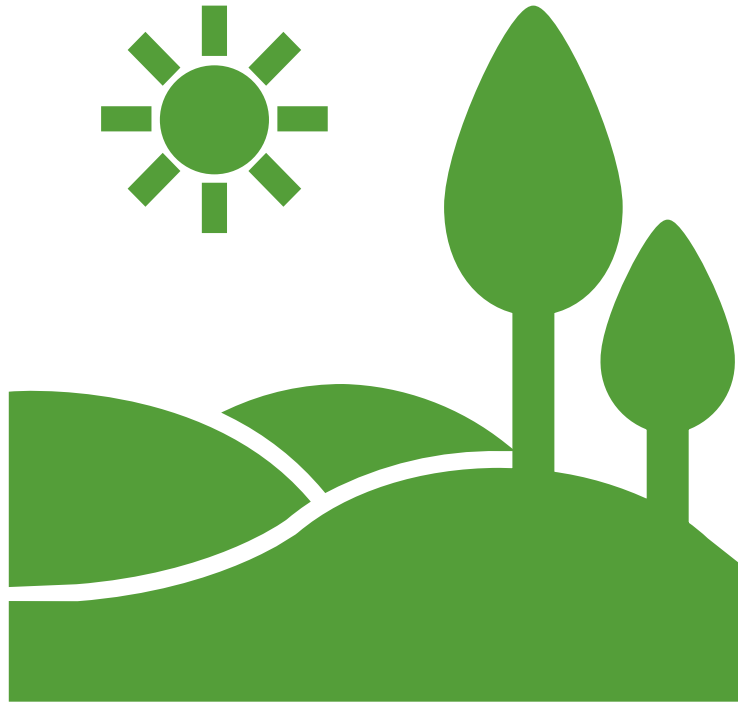
OUR ACTIONS

What we do

OUR IMPACT

Changes for the better

A good definition for a Mission Statement is a sentence or short paragraph that is written to reflect an organization's core purpose, identity, values, and principal organizational aims.



Current Mission Statements

The Fargo Park District improves the lifestyle of the community through a comprehensive system of parks and programs.

We provide year-round, quality parks, facilities, and affordable recreational activities to create a strong, healthy community where all are welcome.

Examples of Other Park District Mission Statements

- Bismarck Parks and Recreation District: Work to make the community a better place to live, learn, work, and play.
- Williston Parks & Recreation District: Provide superior parks, facilities, and programs for all to enjoy an active life.
- West Fargo Park District's Mission is to provide opportunities for its citizens to enjoy their leisure time in our public programs, facilities, and parks that:
 - ✓ Contribute to our citizens' physical, mental, and social development.
 - ✓ Contribute to the quality of community life.
 - ✓ Meet citizen's needs and interests through quality services at a reasonable price.
- Grand Forks Park District: to provide the best parks, programs, facilities, forestry services, and other services possible to promote a healthy and enjoyable lifestyle for all citizens of Grand Forks.

Examples of Other Park District Mission Statements (Cont.)

- City of Duluth: The city's mission is to "promote the health and well-being of our community, environment and economy by facilitating recreational opportunities and coordinating the enhancement of our parks, facilities and natural resources now and into the future".
- Minneapolis Park and Recreation: The mission is to preserve, protect, maintain, improve, and enhance natural resources, parkland, and recreational opportunities for current and future generations.
- Bloomington: To cultivate an enduring and remarkable community where people want to be.

Mission
Statement
Feedback



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Values or Beliefs

Non-negotiable characteristics which represent the core culture of an organization. Represent "what we do around here" and ultimately, serve as a guiding force providing a sense of direction for an organization.

Statements should begin with introductions such as: "we always", "we believe" or "we value". You can also use a "kick-off" statement which summarizes your core beliefs followed by a list of words that identify your core values or beliefs.

Current Values Statements

| Current Values #1 | Current Values #2 |
|--|--|
| <p data-bbox="112 529 1243 615">Intentional Leadership: We are relentless about getting great results while helping the people around us reach their full potential.</p> <p data-bbox="112 672 1243 758">Passion: We are committed to being the best at radically serving our community.</p> <p data-bbox="112 815 1243 901">Sincerity: We show genuine care and concern for our teammates and the people we serve.</p> <p data-bbox="112 958 1243 1086">Solution Engineers: We don't let barriers stand in our way, we figure out ways to deliver excellence for people of all ages, backgrounds and abilities.</p> | <p data-bbox="1284 529 2440 615">Intentional Leadership - We inspire the people around us to reach their full potential.</p> <p data-bbox="1284 672 2440 758">Collaboration -We partner with stakeholders to provide a variety of parks, facilities, and recreational activities.</p> <p data-bbox="1284 815 2440 901">Service -We are committed to serving the community with passion and sincerity.</p> <p data-bbox="1284 958 2440 1086">Stewardship -We work to protect and preserve all of our resources. Inclusion -We strive to make our parks, facilities and recreational activities welcoming to all.</p> <p data-bbox="1284 1143 2440 1186">Solution Focused -We find ways to solve problems.</p> |

Values Statement: Review current Values – refer to the handout. Word cloud feedback



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Values
Statement
Feedback



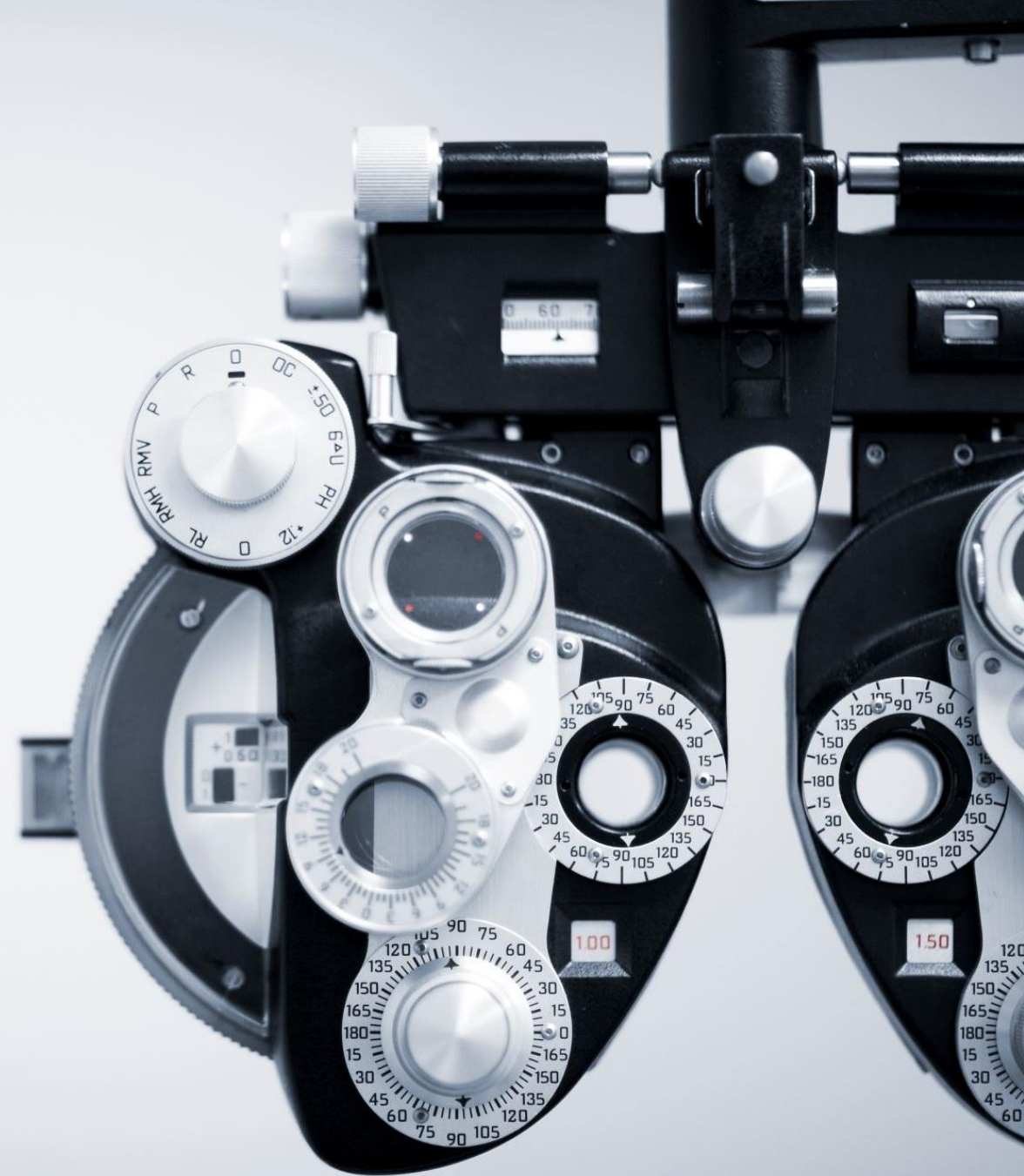
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Current Vision Statements

| Current Vision #1 | Current Vision #2 |
|--|---|
| <p><i>The Fargo Park District strives to be a top-performing park district in the United States.</i></p> | <p><i>We enrich lives in our community by providing a wide range of parks, facilities, and recreational activities.</i></p> |

Vision Statements

A vision statement is a public declaration that organizations use to describe their high-level goals for the future. Vision statements articulate the What – Our Purpose, the Why – the Reason; and How we Plan to get there – Our Outcomes.



Vision
Statement
Feedback



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Final Comments – Next Steps



Next Meeting
Wednesday, February 21
4:00 – 6:00 pm

Agenda

- **MVV Finalize**
- **Strategic Priority and Goals Discussions**



Thank You!

