

VISION 2026 STRATEGIC PLAN





Western DuPage Special Recreation Association (WDSRA) is proud to present its new multi-year strategic plan. The goal of this process was to build on the successes of past plans, and to incorporate current trends and community feedback to establish new priorities.

In implementing this plan, WDSRA will remain a focused and aligned organization. The plan will be embedded throughout the organization's operational practices and brought to life in our communities.

We are continually planning for the future while remaining grounded in our mission, vision and values. A shifting landscape demands a nimble, responsive organization. This strategic plan provides a framework through which staff and other stakeholders can fulfill our mission and deliver services for the benefit of our constituents.

WDSRA's core tenets remain unchanged – Service Excellence, Culture, Talent Management, Sustainability, and Partnerships. Our goals and yearly initiatives are guided by the desire to deliver best-in-class services within those tenets. Our nine board members provide governance and oversight to our stewardship of taxpayer dollars. WDSRA is built on the principle of collaborative programming to change lives and promote inclusion. We look forward to advancing that cause and positively impacting quality of life for all.

This plan is a dynamic document and changes may occur as WDSRA responds to new circumstances. We are excited to embark on a journey towards new goals and continuous improvement, while

Dan Leahy,

Executive Director

Mission

We enrich lives, connect communities and create fun through inclusive recreational opportunities.

Vision

A world of opportunities, belonging, and individuals reaching their full potential.

Core Values

RESPECT is our foundation.

We treat others with dignity and value every individual.

PASSION drives us.

We love what we do and who we serve.

INNOVATION energizes us.

We think creatively to adapt to changing needs.

INTEGRITY guides us.

We build trust through honest and transparent interactions.

COMMUNICATION connects us.

We listen, we learn, we take action.

COLLABORATION enriches us.

We accomplish more together than alone.

FUN is who we are.

We believe joy is a **FUNdamental** part of every day.



Tenets and Goals

Culture

We are committed to creating an environment of acceptance, founded on trust and respect, where we work together to serve others.

- Be a highly desirable place to work
- Bring core values to life in day-to-day operations
- Foster open communication

Partnerships

We create and cultivate lasting relationships with community partners that result in far greater service than we could provide independently.

- Increase awareness of WDSRA programs and services
- Strengthen and grow partnerships
- Tell our story

Service Excellence

We love to serve and are committed to providing excellence in all that we do.

- Expand service offerings to reach new audiences in new locations
- Meet highest levels of industry standards in IPRA and PDRMA
- Initiate service excellence strategies

Sustainability

We are innovative and conscientiously use our resources to guarantee the future success of our families, the association, and our community.

- Maintain fiscal strength and plan for future growth
- Commit to strategies which increase revenue
- Identify and maximize collaborative opportunities with member districts

Talent Management

We retain a talented team of staff and volunteers who are passionate to serve and pride themselves on their ability to bring out the best in others.

- Attract and retain a stable workforce
- Foster a well-trained staff
- Develop tomorrow's stars



The Process

Discovery

The Strategic Planning Team, which included one representative leader from each member park district, WDSRA Superintendents, and the WDSRA Executive Director, kicked off the planning process with a discovery meeting. The discovery meeting outlined the planning process, helped define shared expectations, and explored desired outcomes.

Engagement

Full- and part-time WDSRA staff members, community members, WDSRA Board of Directors (Board), and WDSRA Foundation Trustees shared their opinions about WDSRA's strengths, weaknesses, opportunities, and threats in a series of engagement meetings. In-person and virtual options were available for the community focus groups. The community was also invited to provide feedback using an online engagement platform, through survey questions and an ideas wall.

Strategy Development

Using the feedback gathered through the engagement phase, the Strategic Planning Team, Board, and full-time staff started the strategy development process by re-examining the mission and vision statements. A workshop series helped to refine updated mission and vision statements and establish key goals and initiatives.

Implementation

The resulting strategic plan is designed to serve as a guidepost, directing staff through day-to-day activities that lead to the vision's achievement. On an annual basis, the staff will adjust the plan's initiatives and tactics to respond to the ever-changing landscape and simultaneously achieve the plan's goals.



Acknowledgments

WDSRA BOARD OF DIRECTORS

Joe Potts, Bloomingdale Park District
Jim Reuter, Carol Stream Park District
Dave Harris, Glen Ellyn Park District
Brad Wilson, Naperville Park District
Lynn McAteer, Roselle Park District
Tim Reinbold, Warrenville Park District
Gina Radun, West Chicago Park District
Mike Benard, Wheaton Park District
Mark Pawlowski, Winfield Park District

STRATEGIC PLAN TEAM

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Karen Spandikow, West Chicago Park District
Vicki Beyer, Wheaton Park District
Tom Bower, Winfield Park District
Beth Gunther, Volunteer
Scott Karll, Volunteer

WDSRA FOUNDATION TRUSTEES

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Thank you to everyone who helped with the Strategic Plan Process!

WDSRA FULL TIME STAFF

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Soumya Dasharath
Julie Evans
Deb Gronowski
Mary Pat Hamilton
Bob Harrison



Two reasons to
celebrate in 2026 - this
plan's completion and
WD turns 50!