

**GOALS AND OBJECTIVES 2022**  
**MARKETING DIVISION - LINDA LOVALLO 4/14/22**

	GOAL	STRATEGY	OBJECTIVES	ASSIGNMENT	TIMETABLE	STATUS
1	Driving Web traffic and building lists	Communicating Vision Demonstrating Results Expanding Professional Competencies	Increase homepage signups Increased use of direct marketing (eblasts) PRC destination Reciprocal links with third-party sites Building and maintaining mailing lists	All marketing staff	Jan. - Dec.	Ongoing
2	Rollout Golf website	Expanding Resources Communication Vision Expanding Professional Competencies	Dynamic layouts Organize information for ease of use	Linda, Carol, Deslyn	June	
3	100th Year Anniversary Naturally Essential Campaign	Communicating Vision Demonstrating Results	Special promotions Special events	All marketing staff	May-Dec	Ongoing
4	PRC Website	Communicating Vision Expanding Resources Documenting Best Practices	Greater functionality and ease of use	Keith, Linda		
5	Continue Social Media expansion	Documenting Best Practices Expanding Resources Communicating Vision	Increased interesting feed and links Inter-department message sharing Expand visual presentation of parks Fan and follower growth Continue careful use of targeted sponsored posts	Laurie, Mike, staff	April - Dec.	Ongoing
6	Awards nominations	Demonstrating Results	NACPRO Awards NYSRPS Awards	Loria	April	
7	Westchester Residents Recreation Preferences Survey	Communicating Vision Demonstrate results Impacting Public Policy	Gather information regarding the usage of our Parks facilities and the needs/wants of our residents.	Loria, Linda	April-Dec.	Ongoing

**\* Examples of Strategy:**

Communicating Vision

Expanding Professional Competencies

GOAL	STRATEGY	OBJECTIVES	ASSIGNMENT	TIMETABLE	STATUS
Demonstrate results	Expanding Resources				
Documenting Best Practices	Forming Partnerships				
Expanding Professional Competancies	Impacting Public Policy				