Elbert County Strategic Plan 2018-2027

24 OCTOBER, 2018

Outline

- Planning in Elbert County
- What is a strategic plan?
- Why is strategic planning important?
- Approach to the Elbert County Strategic Plan
- Vision/Mission/Values
- Goals

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Planning in Elbert County

- Elbert County currently has many “plans”.
- Two primary documents will guide much of what we do:
  - The Elbert County Comprehensive Plan
  - The Elbert County Strategic Plan
- Both documents involve staff and stakeholder input.

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Elbert County Comprehensive Plan

- Completed in April after a long, public involved process.
- Covers land use, growth, economic development, resources, housing, and transportation
- Will drive further planning with respect to water, transportation, economic development, and housing.

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Elbert County Strategic Plan

- Completed in October after a long internal and external process.
- Covers internal processes and resources (staff, capital, budget).

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What is a strategic plan?

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy.

A **strategic plan** is the document that captures the process in writing and provides leadership the vision, mission and goals to move an organization forward.

Why is strategic planning important?

Strategic planning is important to an organization because it provides a sense of direction and outlines measurable goals.

Strategic planning is a tool that is useful for guiding day-to-day decisions and also for evaluating progress and changing approaches when moving forward

Why Strategic Planning is Important

- Another way to say it
  - "If you don't know where you are going, any road will get you there."
    - The Cheshire Cat in *Alice in Wonderland*
  - Goal setting not only shows you the road, but gives you a map to get there.

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Why Strategic Planning is Important

- **"A goal without a plan is just a wish."**
  Antoine de Saint-Exupéry

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Why Strategic Planning is Important

- Having a plan focuses staff and leadership
- We can very easily default into day to day operational issues and lose sight of the big picture.
  - BECAUSE IT IS EASIER TO DO!
- Every successful person I know, every great leader I know, has more on his plate than he can get done.
  - Strategy is worth the effort

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Approach to the Elbert County Strategic Plan (1)

- Vision/Mission/Goals developed by Elected Officials and Directors during work study sessions, town halls, etc.
- Strengths, Weaknesses, Opportunities and Threats (SWOT) survey completed by staff and volunteers.
- Citizen Engagement Survey sent to all taxpayers and via social media and BOCC meetings (600 responses).

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Approach to the Elbert County Strategic Plan (2)

- Additional resources were reviewed, including growth projections, past budgets, our organizational chart, and other counties organizational charts, and strategic plans.
- Strategies and Strategic Objectives were then developed under each goal.

Strategic Plan Pyramid

Vision

- *OLD* - Elbert County is recognized by our citizens and employees as the best place to live, work, and conduct business in Colorado; led in a responsive, effective, transparent, and professional manner.
- *NEW* - Elbert County will be recognized by its citizens and employees as the best place to live, work and conduct business in Colorado through responsive, effective, transparent, and professional management.

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Mission

- *No Change* - Provide essential statutory services and supportive infrastructure to our citizens in a professional, respectful, cost-effective manner while creating a working environment that supports their endeavors, western lifestyle and rights as individuals.

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County Core Values *(No change)*

- Honesty, integrity, and respect for the rights of individuals
- Quality citizen/customer service
- Respect for its western culture and history
- Clear communication and transparency
- Efficiency and fiscal responsibility
- Recognition of employee and citizen contributions
- Seeking of partnerships and collaborations
- Organizational planning for future needs
- Cooperative leadership and professional development

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Goals

1. Maintain and promote a financially sustainable County government that is transparent and effective.
2. Ensure a qualified, trained, and efficient workforce.
3. Deliver plans, updates, and status to citizens via multiple channels while ensuring open two-way communications.
4. Plan for continuity of government in case of disaster, infrastructure failure, or economic impacts.
5. Support growth and economic activity in the County.

Goals are to be set by the Elected Officials in the County.

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Strategies and Strategic Objectives

- **15 Strategies** aligned with the Goals. Strategies set by Elected Officials and County Manager.
- **26 Strategic Objectives** aligned with the Strategies. Strategic Objectives set by County Manager, Directors, and leadership within Elected Official Departments.

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Closing

Strategic thinking, and therefore strategic planning, are critical to an organization's long term success. While it is much easier to focus on day-to-day tasks, looking forward into time is much harder to do. We believe that we have crafted a plan that accomplishes that, and allows for updates as we move forward.

- Expect transparency in our operations and future planning
- Expect annual updates and status reports that show our progress
- Expect us to reach out to citizens to find out how we are doing, and how to better communicate and plan for the future

We will strive to meet our mission and move the County toward the vision!