

Vision, Mission, and Strategic Focus Areas - FY 2017/18

Vision: Provide the best quality of life educationally, economically, and environmentally.

Mission: Rockingham County Government will strive to provide the highest quality of life and the opportunities to achieve it.

Strategic Focus Areas: To accomplish the vision and mission, the Board of Commissioners adopted seven strategic focus areas to serve as a guidepost for which departments and agencies can base their individual strategic and operational plans.

Target Accomplishments: The Board of Commissioners' specific target accomplishments are shown under each strategic focus area. Often, more than one County department can work towards these target accomplishments.

Economic Development

- Create ready economic development sites.
- Examine local government regulations.
- Continue to explore options to increase the County's attractiveness to investors, including modeling our program around successes in other counties and/or states.
- Create enhancement and implementation plan for water and sewer infrastructure.
- Focus on commercial development.
- Enhance retention and expansion plan of business.
 - Identify ways to showcase local businesses on website, etc.

Organizational Efficiency and Effectiveness

- Complete the HHS (Health and Human Services) consolidation.
- Accelerate implementation of the Sungard ERP (including Central Permitting and Human Resources / Payroll).
- Effectively utilize County owned space and property.
 - Promote disposal of unused County properties.
 - Develop timber management plan that includes selective cuts.

Public Safety

- Continue to seek a solution for EMS shortage.
- Schedule EMS transport calls where possible.
- Protect the safety of law enforcement officers by exploring Mobile Data Terminals and Automatic Vehicle Locators (MDT/AVL) for patrol cars.

Citizen Engagement / Communication

- Increase the number of ways/improve ease of access for citizens to communicate with the County.
 - Increase the County's digital presence.
 - Promote volunteerism.
- Inform citizens about what we have in the County.

County Appearance / Environmental Enhancement

- Create an educational campaign around littering.
- Seek ways to enforce anti-littering laws or regulations.

Quality of Life

- Encourage internships and volunteerism.
- Explore recreational opportunities for our rivers.
- Expand outdoor recreational opportunities.

Education

- Promote all educational opportunities in the County.
 - Smart Start
 - Head Start
 - Primary education opportunities
 - Rockingham Community College
 - Work Readiness