

# NCACC LONG-RANGE PLANNING AND VISIONING INITIATIVE

## Action Planning Summary

(Revised November 2008)

<b>Goals</b>	<b>Strategies</b>	<b>2008 Board of Directors Objectives</b>
<p><b>Goal 1:</b> Educate the public and the media about the role of county government.</p>	<ol style="list-style-type: none"> <li>1) Help citizens understand county government and how it works.</li> <li>2) Share best practices in public information and media relations.</li> <li>3) Create a clearinghouse of county information.</li> </ol>	<ol style="list-style-type: none"> <li>1) Email newspapers with updates of new issues in county government; publicize mandates. Send letters to editors informing them of our goals and initiation of emails.</li> <li>2) Consider use of newer technologies.</li> <li>3) Create NCACC activity book. Include fact sheets, games, coloring book, etc.; put on website so it can be downloaded.</li> <li>4) Try to reach 4<sup>th</sup> graders while they are studying NC history; also focus on high school civics classes.</li> <li>5) Host a focus group of varying ages to explore different methods of online communication.</li> <li>6) Explore youth council models and best practices (Durham County model).</li> </ol>
<p><b>Goal 2:</b> Strengthen county leadership and board development.</p>	<ol style="list-style-type: none"> <li>1) Create a “board-building” leadership development program.</li> <li>2) Share board leadership and development “best practices.”</li> <li>3) Develop a continuing education program for commissioners.</li> <li>4) Sponsor regional seminars, workshops and training sessions.</li> </ol>	<ol style="list-style-type: none"> <li>1) Keep what we’ve got and evaluate it over time.</li> <li>2) Offer online courses with content geared towards various experience levels.</li> <li>3) Develop PowerPoint presentations on Best Practices and send them to each board (in addition to posting on website)</li> <li>4) Encourage participation: waive registrations for repeat attendees who bring new commissioners; consider retroactive credit for past attendance; provide housing assistance at conferences based on certification level; offer leadership positions based on certification level. (Make it mean something)</li> <li>5) Assign mentors; develop follow-through methods and practices.</li> <li>6) Use affiliates to provide education in regional meetings.</li> </ol>

<b>Goals</b>	<b>Strategies</b>	<b>2008 Board of Directors Objectives</b>
<b>Goal 3:</b> Enhance the state-county relationship through effective communication and the development of a working partnership.	<ol style="list-style-type: none"> <li>1) Engage county and state officials in joint sessions to discuss state and county roles, responsibilities, and relationships.</li> <li>2) Create a joint visioning process with the governor, general assembly, school boards, and municipalities for examining the future of North Carolina.</li> <li>3) Develop a proactive, collaborative advocacy process to supplement existing advocacy and lobbying efforts.</li> </ol>	<ol style="list-style-type: none"> <li>1) Engage county and state officials in joint sessions to discuss state and county responsibilities, key statewide issues, and relationships.</li> <li>2) Create a joint strategic process with the governor, General Assembly, school boards, and municipalities for improving the future of North Carolina.</li> <li>3) Engage in a proactive, collaborative advocacy and communication process.</li> </ol>
<b>Goal 4:</b> Enhance the ability of county officials to represent counties and NCACC on local, statewide, and national issues.	<ol style="list-style-type: none"> <li>1) Build a grassroots advocacy network using teams of county commissioners and managers.</li> <li>2) Inform and educate counties about advocacy issues.</li> <li>3) Recognize county diversity but maintain county unity.</li> <li>4) Strengthen state and county analysis of policy and legislative impacts.</li> </ol>	<ol style="list-style-type: none"> <li>1) Grow Legislative Liaison program to all 100 counties.</li> <li>2) Provide localized agenda items for Liaisons to present reports at commissioners' meetings.</li> <li>3) Get 100% participation in County Essentials classes.</li> <li>4) Consider whether continuing education credits should be mandatory.</li> <li>5) Put District Director notes online.</li> <li>6) Develop a marketing plan for Speaker's Bureau and provide packets online.</li> <li>7) Expand website. Tap into SoG, affiliates, and Chambers of Commerce.</li> </ol>
<b>Goal 5:</b> Facilitate regional and intergovernmental collaboration.	<ol style="list-style-type: none"> <li>1) Model collaboration by organizing and convening regular meetings of regional stakeholders.</li> <li>2) Forge regional partnerships to strengthen counties' economic health and quality of life.</li> <li>3) Provide information, education, training, and technical assistance to counties in collaborative planning, visioning, and problem-solving.</li> </ol>	<ol style="list-style-type: none"> <li>1) Theme: "Plan together to grow together."</li> <li>2) Double the number of forums - schedule in both the East and West. Subject matter of forums must be pertinent to all counties and should consider urban and rural distinctions. Solicit input for topics (include school capital finance, transportation, water, growth, and an economic summit).</li> <li>3) Achieve 100% participation in forums - have District Directors visit each county they represent through joint travel with NCACC Outreach staff.</li> <li>4) Consider creating a listserv for each district.</li> <li>5) Keep members updated on county specific statistics.</li> <li>6) Board involvement should include keeping up with the pulse of Washington.</li> <li>7) Resource partners – business leaders, school boards, Chambers of Commerce, citizens, state officials, non-profits, faith community, COG.</li> </ol>