

# Polk County Strategic Planning Process-2007

September 18<sup>th</sup>, 2007

Ad Hoc Strategic Planning Committee:

County Board Supervisors:

- Robert Blake
- Brian Beseler
- Larry Jepsen
- Keith Rediske
- Patricia Schmidt

Staff Members:

Bob Kazmierski  
Gail Peavey

# Step 1: Plan to Plan

- Ad Hoc committee developed process, timeline and expected outcomes
- Designed survey instruments and community input strategies
- Hear...listen...speak...
- Create productive dialog between County members and County Leaders

# Step 1: Plan to Plan (cont.)

- *Articulated a big picture view to guide short-term decisions and long-term initiatives*
- *"30,000 foot fly-over..."*
- *Developed:*
  - *3-5 directional statements*
  - *10-15 goals*
  - *Create useable and mutually owned vision and mission statements*

# Step 2: Implement Process

## *Asked Four Questions:*

1. Where have we been? - *Back to the future!*
2. Where are we now? - *Current assessment*
3. Where do we want to go? - *Preferred future!*
4. How will we get there? - *Shape the path*

# Step 2 Implement Process (cont.)

- Public
  - Elicit public opinion through a series of community forums
  - Collected input through mailing/survey of all units of government, civic groups and local organizations
- Facilitated monthly discussions with Supervisors/Department Heads

# Step 3: Program Products

- Developed 5 directional statements
- Developed 14 objectives/goals
- Drafted Vision Statement
- Drafted Mission Statement
- Drafted County Slogan

# Directional statements/objectives

## **Directional Statement: Foster a Diverse Economic Base**

### Goals:

- Support and enhance Polk County Economic Development Corporation – county wide
- Lobby for state incentives that support area main street businesses
- Provide hard-skills training to everyone through trade schools/workforce development programs

## **Directional Statement: Promote Quality Education For All**

### Goals:

- Explore post-secondary campus
- Make technology available to everyone
- On-going assessment of needs

# Directional statements/objectives

## **Directional Statement: Design Good land Use Practices That Recognizes Distinctions**

### Goals:

- Create opportunity with protections
- Balance between public and private interests
- Create fair policy to include local input

## **Directional Statement: Preserve and Enhance the Environment**

### Goals:

- Preserve and protect water quality
- Identify and implement environmental best management practices

## **Directional Statement: Responsive Transportation System**

### Goals:

- Investigate alternative fuels
- Upgrade roads
- Develop local transportation options

Vision defined:

"A vision is like a lighthouse, which illuminates rather than limits, giving direction rather than destination."

-James J. Mapes  
Foresight First

# Drafted Polk County Vision Statement

*“Improve the quality of life for  
all who live, work and play in  
Polk County.”*

# Mission defined:

The mission statement tells how we are going to do business in order to fulfill the vision. In other words, the vision is the place we want to go to; the mission is the means for traveling.

# Drafted Mission Statement

*"The mission of Polk County Government is to serve and represent the public with integrity."*

# Drafted County Slogan

*"Polk County-Gift of the  
Glaciers"*

# Next Steps...

- Discussion of drafted vision and mission statements
- Formally adopt final vision and mission statements
- Gap analysis-hired facilitator identifies obstacles during day retreat with department heads

# How to Implement Mission/Plan

- Through departmental initiatives/plans
- Barriers/Obstacles that inhibit plan implementation will be identified in GAP analysis
- Impact studies/research
- Separate initiatives
- Comprehensive land use planning

# How to Implement Mission/Plan

- Develop a county-wide logo/symbol
  - Contest to build capacity
- Incorporate slogan on all county products
- Display mission statement
  - On County Board Wall
  - Web-site
  - Letterhead, etc.

# Notable items:

- Of \$15,000 allocation...
  - \$10,341 remains as balance
- Polk County is only county in State of Wisconsin engaged in Strategic Planning without hired assistance from consultant
- Other fun facts???



Questions?