

Polk County Strategic Planning Process-2007

September 18th, 2007

Ad Hoc Strategic Planning Committee:

County Board Supervisors:

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

Staff Members:

- Bob Kazmierski
- Gail Peavey

Honorary Member:

- Former interim County Supervisor-Fred Grimm

Special Thanks:

- Groups that provided meals:
 - Aging Program-coordinated sample of home delivered meals (March session)
 - Home Care Educators-provided meal (April)
 - Kinship of Polk County-provided meal (May)
 - 4-H Youth Federation-provided meal (June)
 - UWEX-Polk County-coordinated meal (August)

Special Thanks:

- Thanks to speakers:
 - Mark Kinders-UW-River Falls
 - Kelly Cain-UW-River Falls
 - Historical Society
 - Steve Jensen
 - Rose Bratz
 - Rosalie Kittelson
 - Clayton Jorgenson
 - Joann Hallquist
 - Fred Grimm-guest facilitator and resource

Step 1: Plan to Plan

- Plan to Plan developed in January, 2007
- 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..."*
- *Develop:*
 - *3-5 directional statements*
 - *10-15 goals*
 - *Create useable and mutually owned vision and mission statements*

Expectations of Process:

- Both a process and product
- Not any one's plan
- Not a list
- Not a book
- Not an impediment to current programs
- Paper not stone

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
 - Luck, Osceola and Amery- Three Public Forums
 - Saint Croix Falls City Council, Town Board of Apple River
 - County Employee Forum
 - 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

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

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"*

-Source: Polk County Tourism Council, 1993

Directional statements/objectives

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

Promote Quality Education For All

Goals:

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

Directional statements/objectives

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

Preserve and Enhance the Environment

Goals:

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

Responsive Transportation System

Goals:

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

Next Steps...

- Formally adopt final vision, mission and slogan statements
- Hire a professional facilitator to lead day retreat for department heads to process directional statements and identify how goals will be achieved

How to Implement Mission/Plan

- Through departmental initiatives/plans
- Department heads identify barriers, obstacles and opportunities that exists in directional statements and goals
- Impact studies/research
- Separate initiatives
- Comprehensive land use planning

How to Implement Mission/Plan

- Display mission, vision and slogan statement
 - In County Board Room
 - On Web-site
 - On Letterhead, etc.
 - County-wide logo/symbol contest

Notable items:

- Of \$15,000 allocation...
 - Approximately \$10,000 remains as balance
- Polk County is only county in State of Wisconsin engaged in Strategic Planning without hired assistance from a consultant
- Polk County is the only county engaged in Strategic Planning without a full-time county executive/administrator
- 57 of 159 (36%) Polk County organizations provided feedback to County Survey
- 142 surveys submitted on-line



Questions?