



CUMBERLAND
COUNTY
NORTH CAROLINA

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County Management

James E. Martin, County Manager

Amy H. Cannon, Deputy County Manager

James E. Lawson, Assistant County Manager

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CUMBERLAND
COUNTY
NORTH CAROLINA

STRATEGIC PLAN

2013 - 2014

OUR MISSION

TO PROVIDE QUALITY SERVICES TO OUR CITIZENS
WHILE BEING FISCALLY RESPONSIBLE.

OUR VISION

TO GROW AS A REGIONAL DESTINATION FOR
EMPLOYMENT, ECONOMIC DEVELOPMENT, COMMERCE
AND CULTURAL PURSUITS.

OUR CORE VALUES

SERVING CUMBERLAND COUNTY CITIZENS WITH PRIDE:

PROFESSIONALISM

RESPECT

INTEGRITY WITH ACCOUNTABILITY

DIVERSITY

EXCELLENT CUSTOMER SERVICE

RECOGNIZING THAT ALL PEOPLE ARE DIFFERENT,
WE TREAT EVERYONE WITH DIGNITY AND SERVE OUR
DIVERSE POPULATION WITH PROFESSIONALISM,
RESPECT, INTEGRITY, DIVERSITY AND EXCELLENT
CUSTOMER SERVICE (PRIDE).

STRATEGIC PLAN

2013 - 2014

GOALS AND OBJECTIVES

GOAL 1:

ENSURE A SAFE AND HEALTHY COMMUNITY BY PROVIDING NEEDED SERVICES TO OUR CITIZENS IN A TIMELY MANNER.

- **Objective 1:** Provide youth development program opportunities that promote good citizenship.
- **Objective 2:** Assist with efforts to reduce crime by repeat offenders.
- **Objective 3:** Improve emergency response services to citizens.
- **Objective 4:** Promote a healthy community by providing educational, health and human services programs and resources to citizens.

GOAL 2:

PROVIDE ADEQUATE INFRASTRUCTURE CONSISTENT WITH ORDERLY GROWTH OF A DYNAMIC COUNTY.

- **Objective 1:** Explore strategies to address the County's need for more office space, and ensure facilities are well-maintained.
- **Objective 2:** Strengthen the County's green and energy-efficiency initiatives.
- **Objective 3:** Advance the County's automation and technology capabilities.
- **Objective 4:** Increase gateway and other beautification efforts to create a more aesthetically appealing community.

GOAL 3:

PROMOTE ECONOMIC DEVELOPMENT BY CREATING AND RETAINING JOBS, AND PROVIDING CAREER OPPORTUNITIES, QUALITY EDUCATION, CULTURAL AND RECREATIONAL SERVICES.

- **Objective 1:** Ensure effective economic development incentives and practices are in place to attract and retain business and industry.
- **Objective 2:** Promote economic development through the preservation of natural resources, farmland and the county's agricultural industry.
- **Objective 3:** Provide quality cultural and recreational services.

GOAL 4:

EDUCATE, INFORM AND ENGAGE EMPLOYEES, CITIZENS, ELECTED AND APPOINTED OFFICIALS THROUGH EFFECTIVE AND EFFICIENT COMMUNICATIONS.

- **Objective 1:** Increase citizen engagement as evidenced by increased applications for county boards and committees and attendance at public forums and meetings.
- **Objective 2:** Enhance communications systems and transparency so citizens can readily access information.
- **Objective 3:** Improve internal communications.
- **Objective 4:** Enhance collaboration between county government and other boards, committees and commissions.

GOAL 5:

EMPLOY MOTIVATED, PROFESSIONAL AND WELL-TRAINED PERSONNEL WHO OFFER EXCELLENT CUSTOMER SERVICE WITH PRIDE — PROFESSIONALISM, RESPECT, INTEGRITY WITH ACCOUNTABILITY, DIVERSITY AND EXCELLENT CUSTOMER SERVICE.

- **Objective 1:** Optimize service delivery through innovation, automation and technology to enhance current services and create new service opportunities.
- **Objective 2:** Encourage citizen engagement and provide feedback opportunities through various outlets as it relates to service delivery.
- **Objective 3:** Implement staff development and training programs.
- **Objective 4:** Recognize employees for their achievements.
- **Objective 5:** Explore competitive pay based on labor market analysis and update classification system.