



CUMBERLAND
COUNTY
NORTH CAROLINA

Board of Commissioners

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Marshall Faircloth, Vice-Chairman
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County Management

Amy H. Cannon, County Manager
James E. Lawson, Deputy County Manager
Melissa Cardinali, Assistant County Manager for Finance
and Administrative Services
Tracy Jackson, Assistant County Manager for Support Services
Sally Shutt, Governmental Affairs Officer

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CUMBERLAND
COUNTY
NORTH CAROLINA

STRATEGIC PLAN

2015 – 2016

MISSION

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

VISION

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

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, AND
EXCELLENT CUSTOMER SERVICE.

STRATEGIC PLAN

2015 - 2016

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.

Objective 5 Collaborate with community partners to improve programs and services to reduce homelessness.

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.

Objective 4 Develop a flexible, proactive approach to the expansion and contraction of the military.

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 advisory board applications, meeting attendance and program participation.

Objective 2 Enhance communications systems and transparency so citizens can readily access information.

Objective 3 Improve internal communications.

Objective 4 Improve communication and collaboration between the County and other governmental entities, including boards, committees and commissions.

GOAL 5

EMPLOY MOTIVATED, PROFESSIONAL AND WELL-TRAINED PERSONNEL WHO OFFER EXCELLENT CUSTOMER SERVICE WITH PRIDE.

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 Support the development and maintenance of a competitive pay and position classification system.

Objective 6 Recognize the importance of the employee's health and fitness for the benefit of the employee as well as the entire organization.