



# News Release

FOR IMMEDIATE RELEASE –  
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## Strategic Plan Outlines Mission, Vision and Goals

FAYETTEVILLE, NC – Cumberland County has a new strategic plan with updated mission and vision statements, as well as core values. There are five main goals, each with separate objectives and action steps.

The county’s mission is “To provide quality services to our citizens while being fiscally responsible.”

The vision for the future is “to grow as a regional destination for employment, economic development, commerce and cultural pursuits.”

The core values reflect how the county wants to conduct the public’s business – serving our citizens with PRIDE:

- *Professionalism*
- *Respect*
- *Integrity with accountability*
- *Diversity*
- *Excellent Customer Service*

The goals focus on health and public safety; economic development; infrastructure; communications; and excellent customer service:

- Ensure a safe and healthy community by providing needed services to our citizens in a timely manner.
- Provide adequate infrastructure consistent with orderly growth of a dynamic county.
- Promote economic development by creating and retaining jobs, and providing career opportunities, quality education, cultural and recreational services.
- Educate, inform and engage employees, citizens, elected and appointed officials through effective and efficient communications.

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- Employ motivated, professional and well-trained personnel who offer excellent customer service with PRIDE – Professionalism, Respect, Integrity with accountability, Diversity and Excellent Customer Service.

“This plan will be our roadmap for the next year and into the future,” said Chairman Kenneth Edge. “We see the strategic plan as a well-developed priority guide that we have carved out with our management and department heads, but it is not set in stone. We realize we have to be flexible, and we will revisit it after we know more about the state’s budget and its impact on our county.”

Ed Emory, Dr. Stan Dixon and Dr. Wanda Sykes, who run their own consulting company, facilitated the strategic planning through a partnership with the Cooperative Extension and N.C. State University. They each retired from the N.C. Cooperative Extension.

The complete strategic plan including objectives and actions steps can be found on the county’s website at [www.co.cumberland.nc.us](http://www.co.cumberland.nc.us).

You can direct questions about the strategic plan to the Public Information Office at 437-1921.

A pdf of the plan is also available for download at [http://www.co.cumberland.nc.us/commissioners/downloads/strategic\\_plan/strategic\\_plan\\_flier\\_2011.pdf](http://www.co.cumberland.nc.us/commissioners/downloads/strategic_plan/strategic_plan_flier_2011.pdf)