

Vision, Mission, and Strategic Focus Areas



Rockingham
County NC

YOU'RE IN A GOOD PLACE

Vision: Provide the best quality of life educationally, economically, and environmentally.

Mission: Rockingham County Government will strive to provide the highest quality of life and the opportunities to achieve it.

Strategic Focus Areas: To accomplish the vision and mission, the Board of Commissioners adopted seven strategic focus areas to serve as a guidepost for which departments and agencies can base their individual strategic and operational plans.

Target Accomplishments: The Board of Commissioners' specific target accomplishments are shown under each strategic focus area. Often, more than one County department can work towards these target accomplishments.

Economic Development

- Create ready economic development sites.
- Examine local government regulations and ordinances.
- Continue to explore options to increase the County's attractiveness to investors, including modeling our program around successes in other counties and/or states.
- Create enhancement and implementation plan for water and sewer infrastructure.
- Focus on commercial development.
- Enhance retention and expansion plan of business.
 - Identify ways to showcase local businesses on website, improve web integration, etc.
- Promote and support small business development.
- Collaborate effectively with municipalities.

Organizational Efficiency and Effectiveness

- Complete the HHS (Health and Human Services) consolidation.
- Effectively utilize County owned space and property.
 - Promote disposal of unused County properties.
- Implement a new fleet management system to increase the County's ability to effectively manage these resources.

Public Safety

- Continue to seek a solution for EMS shortage.
- Schedule EMS transport calls where possible.
- Encourage participation in volunteer fire departments and rescue squads.

Citizen Engagement / Communication

- Increase the number of ways/improve ease of access for citizens to communicate with the County.
 - Increase the County's digital presence.
 - Promote volunteerism.
- Inform citizens about what we have in the County.
- Enhance and promote the County's website.

County Appearance / Environmental Enhancement

- Create an educational campaign around littering.
 - Partner with schools and County libraries.
- Investigate options to address blighted properties.
- Seek ways to enforce anti-littering laws or regulations.

Quality of Life

- Encourage internships and volunteerism.
- Explore recreational opportunities for our rivers.
- Expand outdoor recreational opportunities.
- Promote the development of broadband and cellular service, especially in unserved or underserved areas.

Education

- Promote all educational opportunities in the County.
 - Smart Start
 - Head Start
 - Primary education opportunities
 - Rockingham Community College
 - Workforce Development