TAYLOR COUNTY

STRATEGIC PLAN

2025-2030

SUMMARY

In April 2023 the Taylor County Board of Supervisors passed a resolution to commit to the development of goals through a strategic plan.

The Strategic Plan Committee Members:

Scott Mildbrand*
Lorie Floyd*
Rodney Adams
Catherine Lemke
Sue Swiantek
Raymond Soper
Lester Lewis
Bud Suckow
Nicole Hager
Andria Farrand

Ad-Hoc Members:

Ben Stanfley
Suzanne Stanfley
Michelle Cahoon
Kyle Noonan
Larry Brandl
Daniel Gellert

Facilitated by University Wisconsin Extension:

Michelle Grimm
Art Lersch

MISSION & VISION

Mission:

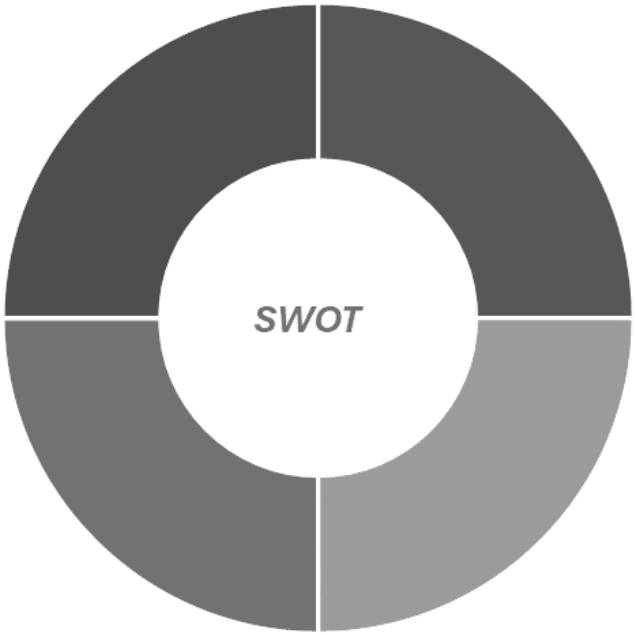
Taylor County Government strives to provide exceptional public services, in a fiscally responsible way, while continually working to promote a healthy, safe and prosperous community for all to work, live and play.

Vision:

Our vision is to be responsive to the needs and concerns of our community while delivering quality services and access to resources that create opportunities to lead healthy and productive lives.

SWOT ANALYSIS

A SWOT (Strengths, Opportunities, Weaknesses, Threats) analysis was conducted with feedback from County Board Supervisors and County Department Heads as the foundational element of the strategic planning process. This analysis was critical in providing a structured understanding of Taylor County's internal strengths and weaknesses, as well as the external opportunities and threats we face.



GOALS & OBJECTIVES

Attracting and Retaining Experienced, Knowledgeable Staff

- Objective: How can Taylor County Government attract and retain experienced and knowledgeable staff to continue providing excellent service to the community?
- Future State: Taylor County creates a supportive work environment, professional development opportunities, and work/life balance, resulting in high employee satisfaction and low turnover rates.
- Potential Strategies to Achieve This Goal:
    - Offer professional and personal development training to enhance employees' skills.
    - Maintain a balance between excellent service delivery and employees' work/life needs.
    - Provide competitive benefits, including considerations for childcare assistance.
- Performance Measures:
    - Employee satisfaction scores (annual surveys)
    - Employee turnover rates
    - Participation rates in professional development programs

Improving Public Relations and Communication

- Objective: How can Taylor County Government improve public relations and communication, both internally and externally, over the next three to five years?
- Future State: Taylor County promotes transparent communication and strong public relations, fostering a well-informed and engaged community.
- Potential Strategies to Achieve This Goal:
    - Conduct surveys to determine optimal times and days for committee and county board meetings, ensuring greater participation.
    - Educate County Board Supervisors and the public about county departments while celebrating and promoting the government's achievements.
    - Foster collaboration through joint training sessions and consistent communication among county leadership, including department heads and county board supervisors.
- Performance Measures:
    - Meeting attendance rates and public participation
    - Public awareness and perception (measured through surveys)
    - Frequency and quality of internal communications

Enhancing Fiscal Resilience

- Objective: How can Taylor County Government develop strategies to enhance fiscal resilience?
- Future State: Taylor County promotes fiscal resilience, with a well-managed budget and supplemental revenue sources.
- Potential Strategies to Achieve This Goal:
    - Monitor and assess budget variances, both overspends and underspends, to maintain financial stability.
    - Ongoing development of supplemental revenue sources
    - Develop plans for timely equipment repair and replacement, ensuring proper budgeting.
    - Address employee retention and turnover, as these factors significantly impact fiscal resilience.
    - Support broadband and other infrastructure to support long-term economic stability.
- Performance Measures:
    - Budget education, monitoring and accountability
    - Expand revenue sources
    - Reduce unexpected expenditures by anticipating expenses and repairs
    - Employee retention rates and their impact on financial stability

Improving Government Efficiency and Operational Effectiveness

- Objective: How can Taylor County Government improve its efficiency and operational effectiveness over the next three to five years?
- Future State: Taylor County operates with streamlined processes and clear governance structures, leading to increased efficiency and effective service delivery.
- Potential Strategies to Achieve This Goal:
    - Research and implement policies and roles that streamline administrative functions within the county government.
    - Consider revising the committee structure, including potential consolidation, to improve efficiency.
    - Develop comprehensive onboarding processes for newly elected officials and department heads to ensure smooth transitions and effective governance.
- Performance Measures:
    - Successful implementation of streamlined processes
    - Onboarding satisfaction and effectiveness (feedback from new officials and department heads)

CONCLUSION

The goals outlined are designed to address the most pressing challenges and capitalize on the opportunities that lie ahead. By focusing on attracting and retaining skilled staff, enhancing communication, ensuring fiscal resilience, and improving government efficiency, Taylor County can be well-positioned to foster a vibrant and prosperous community.

However, the success of this plan hinges on the collaborative efforts of all stakeholders—government officials, employees, community members, and partners. It is through our collective action that we will turn these strategic goals into tangible results that benefit every resident of Taylor County.