



2030 Strategic Plan

Work Session #2

June 4, 2024

Strategy and Innovation



Today's Agenda

- Strategic Plan Overview
- Recap of community and staff input
- Participatory session work



Strategic Plan Overview



2030 Strategic Plan

- Alignment with the County's comprehensive plan
- Strategic plans and departmental business plans to be completed by Nov. 2024
- If a goal is in the plan, it must be measurable, and the data must be reported by adoption date
- Increase alignment with budget
- Strategic Plan stands alone
 - Has its own objectives and goals
 - No forced alignment to business plans



Vision

A caring community in harmony with its environment
where citizens succeed, thrive, and realize their potential

Values

Respect – Integrity – Collaboration – Honesty – Equity

Focus Area 1

Focus Area 2

Focus Area 3

Focus Area 4

Focus Area 5

Objectives
Two to Three

Objectives
Two to Three

Objectives
Two to Three

Objectives
Two to Three

Objectives
Two to Three

**SMART
Goals**
Two to Three
for each
Objective

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Focus Area 6
Operational/Foundational

NOTES: There may be more Focus Areas, as needed (showing 6 here as result of new “Operational/Foundational” and breaking up Resident Well Being). This structure results in a max of 54 goals. Each Objective must have 1 goal with an Equity component. Performance tracking rolls from goals to objective level, but does not go to Focus Area.

Structure Example



Focus Area

Music Appreciation

Objective

Ensure guests have quality musical experience throughout their visit

SMART Goals

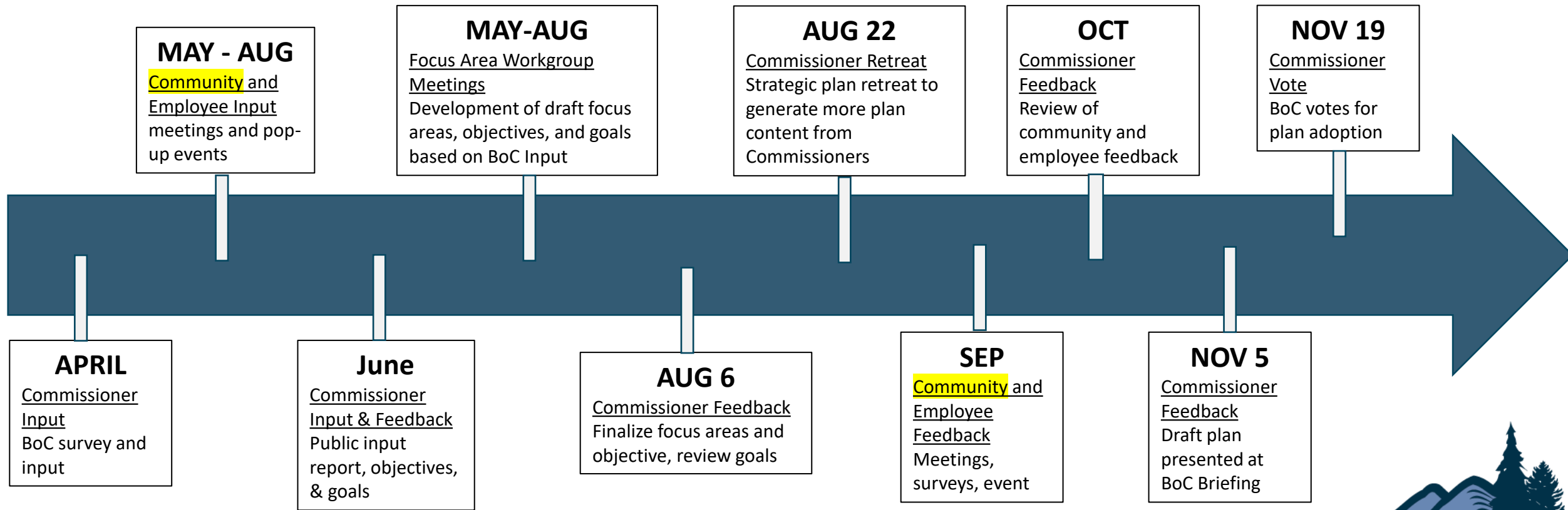
- Ensure time between musical acts are reduced to no longer than 10 minutes by 2030
- 50% of venue seating is refurbished with cushions by 2030
- At least 1 monthly performance of genre other than country or bluegrass by 2028

Objective – a broad statement of direction

SMART Goal – Specific, Measurable, Achievable, Relevant, Timebound



2030 Strategic Plan Development Timeline



Community Input Sessions

- Four versions of a facilitation with the public.
- 21 scheduled events and a Public Input Page in May.
- Partnership with CAPE and Equity Office on content, planning, outreach.
- Demographic information being collected.

Category	Total Responses	% of Total Responses	Equity Responses
Education	53	11%	40%
Environment & Energy	50	10%	10%
Economic Development	68	14%	49%
Growth & Development	162	33%	46%
Health & Public Safety	87	18%	60%
Other Responses	64	13%	42%
TOTAL	484		



Education Development Area Content



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Proposed 2030 Strategic Objectives - Education

- **Enhance Early Learning**
 - Providing Pre-K support
- **Strengthen Pathways to Adulthood**
 - Enhance opportunities for career pathing
- **Support Adult Learning**
 - Adult literacy and life-long learning
- **Holistically Improve Equity in Education**
 - Improve outcomes across demographic groups



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Enhance Early Learning

- Increase the number of youth participants in outdoor recreation activities sponsored by the County by X% annually from 2025 to 2030 (data source: Parks & Rec.)
- Partner with community organizations to increase the % of children age 0-5 in childcare from X% to Y% by 2030 (data source: NCDCDEE)
- Increase the % of kindergartners that meet/exceed readiness expectations from X% to Y% by 2030 (while reducing disparities by race/ethnicity) (data source: DPI/School Districts)



Strengthen Pathways to Adulthood

- Increase public school cohort graduation rates from X% to Y% by 2030 (data source: DPI)
- Increase paid internship programs at Buncombe County Government by X participants annually from 2025 to 2030 (data source: Human Resources)
- Decrease the percentage of youth ages 16-24 who are disconnected from school or work from X% to Y% by 2030 (data source: myfuturenc.org)



Support Adult Learning

- Increase the number of adult participants in outdoor recreation activities sponsored by the County by X% annually from 2025 to 2030 (data source: Parks & Rec.)
- Increase the percentage of adults 25-44 years old in Buncombe County that have a career credential or college degree from X% to Y% by 2030 (data source: myfuturenc.org)
- Increase percentage of adults in Buncombe County that can read at a basic level from X% to Y% by 2030 (data source: TBD – proliteracy publishes study every decade & working to find alternative)



Holistically Improve Equity in Education

- SMART goals TBD – additional work needed
- Parking lot / items for consideration
 - Establish a structure for public school and community college reporting to County (financial data & student outcomes)
 - Increase racial equity training for school resource officers / personnel that interact with youth
 - Establish United for Youth partnership agreements (shared data, professional learning, etc.)
 - Track racial / ethnicity demographics of non-profit org's
 - Routinely review disaggregated disciplinary data
 - Advance strategies to reduce inequities (dismantle harmful policies, increase culturally appropriate interventions)
 - Dismantle school to prison pipeline



Questions?



Appendix



2025 Strategic Objectives

