New Hanover County Enterprise Strategy Map

**STAKEHOLDER**

**SUPERIOR PUBLIC HEALTH & PUBLIC SAFETY**
- Reduce and prevent crime
- Increase the safety and security of the community
- Reduce Health Risks and diseases

**SUPERIOR EDUCATION & WORKFORCE**
- Prepare all students to be successful in a 21st century world
- Enhance the self-sufficiency of individuals & families
- Improve community literacy & workforce readiness skills

**INTELLIGENT GROWTH & ECONOMIC DEVELOPMENT**
- Promote a strong diverse economy & high quality job growth
- Create and support a vibrant and culturally diverse community that encourages private investment
- Support a planned environment that enhances community & preserves and protects our natural resources

**EFFECTIVE COUNTY MANAGEMENT (GOOD GOVERNANCE)**
- Improve public awareness of NHC responsibilities & services
- Improve the customer experience and increase citizen satisfaction
- Deliver value for taxpayer money

**STRONG FINANCIAL PERFORMANCE**
- Control costs and manage to the budget
- Maintain competitive tax and fee rates
- Plan for long-term sustainability of County services

**INTERNAL BUSINESS PROCESSES**
- Manage risk & reduce liability
- Improve operational effectiveness and alignment (processes, services, & resources)
- Build & strengthen productive strategic partnerships
- Develop, recommend and implement policies that achieve desired outcomes
- Engage with citizens to understand and then act on citizen needs

**ORGANIZATIONAL CAPACITY**
- Pursue innovative technology solutions to maximize employee performance
- Build a culture of innovation & collaboration
- Hire & retain people committed to serving the public

**MISSION**
New Hanover County is committed to progressive public policy, superior service, courteous contact, judicious exercise of authority, and sound fiscal management to meet the needs and concerns of our citizens today and tomorrow.

**VISION**
A vibrant, prosperous, diverse coastal community, committed to building a sustainable future for generations to come.

**SHARED VALUES**
Professionalism, Integrity, Innovation, Stewardship and Accountability