

# BARREN RIVER



AREA DEVELOPMENT DISTRICT

## BRADD's Mission

To preserve and advance the quality of life and economic well-being for the citizens of the BRADD through regional collaboration.

## Core Values

A commitment to service that is transparent, professional, and efficient by upholding the highest degree of integrity.

Enable innovation and differentiation with new processes that create regional efficiencies.

# AGENCY-WIDE STRATEGIC PLAN

**1** Goal 1: Inform and educate all stakeholders and the general public about our mission and core values.

- Create an outreach plan to ensure stakeholders are informed on BRADD vision and mission.
- Continue to brand our agency as a “no wrong door” Area Development District.
- Implement standard operating procedures to improve internal efficiency and effectiveness.
- Evaluate strategies for internal and external effectiveness on an annual basis.

**Result:** Capacity Building, Regulatory Compliance, Brand Success

**2** Goal 2: Train staff to provide quality services in all areas of programming.

- Develop a comprehensive staff training program(s) to include new resources and innovative services for our region.
- Monitor and evaluate the effectiveness of current and new training across all divisions, to include leadership development opportunities.

**Result:** Highly Skilled/Trained Staff, Stronger Member Governments, Above Average Quality Services

**3** Goal 3: Nurture and expand quality services to meet the needs of the elderly and disabled population in our region.

- Develop needs based solutions to address service gaps in the BRADD region.
- Expand programming to foster new partnerships and collaborations.
- Monitoring and training to ensure a continuum of quality services throughout the BRADD region.

**Result:** Improved Quality of Life, Services without Silos

**4** Goal 4: Enhance member regional resilience through maintenance of regional CEDS and mitigation initiatives.

- Provide Grant Administration for local and state stakeholders.
- Serve as a Knowledge Clearinghouse for funding and process information.
- Continue to provide loans for disadvantaged businesses.

**Result:** Resilient & Informed Communities, Continuity of Services

**5** Goal 5: Provide efficient, fair and transparent fiscal management.

- Present financial reports timely to board, funders and public.
- Cross train finance staff to ensure long range succession planning.
- Create detailed job descriptions of financial staff with how to guide for implementation.

**Result:** Data Driven Decision Making, Financial Health

**6** Goal 6: Align Information technology with agency strategy.

- Develop an IT strategy that aligns with the agency goals and objectives.
- Invest in new technologies, processes, and products that create value, efficiencies, and security.
- Provide ongoing IT training to staff.

**Result:** Secured Network, Enhanced IT Efficiencies and Operations, Cyber-informed Staff & Board