

CCI 2016 Strategic Planning Process

Summary Results of Member Survey & Identification of Critical Issues

Strengths:

- Focus on issues of statewide importance
- Provide a forum to discuss and resolve common issues
- Very good staff and interaction with members
- CCI provides “one voice” at the state level to advocate for “county friendly” positions on legislation
- Conferences provide networking opportunities, education, training and communication

Weaknesses:

- Political, geographic and urban/rural polarity
- Legislative relationships are negatively impacted when there is division among members
- Pander too much to complainers
- Conference workshops need to appeal to a broader audience
- Not every member feels heard and or are intimidated by the voice of a few
- There is a need for more transparent processes
- Organization is perceived and acts like a partisan organization
- There is a perception by those outside of our membership that all of our decisions are made on a partisan basis

Opportunities:

- Recognize the diversity of concerns from our counties and try to find when CCI can be most effective
- Educate membership on the politics of contentious issues, but do not force positions to be taken
- Expand opportunities for interaction with the private sector
- Build stronger relationships with allied organizations (especially Sheriffs)

Threats:

- Unfunded mandates and erosion of local control
- The threat of a schism and the formation of a second progressive county or other county organization
- The growing economic divide between counties
- The diminishing respect for county government

Critical Issues:

- Mission: Ensure policy differences among members do not diminish CCI's capacity to represent all counties
- Leadership: Enhance the process to elect board members, district officers and steering committee chairs to ensure all counties are fairly represented and heard no matter their size or party affiliation so as to promote effective advocacy of county issues consistent with CCI's mission
- Civility: Create a safe environment where issues and positions can be discussed and taken in a respectful and caring manner without retribution
- Education/Communication: Improve the educational component of conferences, events, district and steering committee meetings and determine the type of information that would