



County of El Dorado

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Title: Chief Administrative Officer submitting the proposed El Dorado County Vision, Mission, and Customer Service Statement for discussion and approval by the Board. (Cont'd 10/31/06, Item 29)

Sponsors:

Indexes:

Code sections:

Attachments: 1. Vision, Mission Statement.pdf

Date	Ver.	Action By	Action	Result
11/7/2006	2	Board Of Supervisors	Approved	Pass
10/31/2006	1	Board Of Supervisors	Approved	Pass

Chief Administrative Officer submitting the proposed El Dorado County Vision, Mission, and Customer Service Statement for discussion and approval by the Board. (Cont'd 10/31/06, Item 29)

BUDGET SUMMARY:		
Total Estimated Cost		\$
Funding		
Budgeted	\$	
New Funding	\$	
Savings	\$	
Other	\$	
Total Funding Available	\$	
Change To Net County Cost		\$

Fiscal Impact/Change to Net County Cost: Approval of the proposed vision, mission, and customer service statements will not have a fiscal impact.

Background:

Included in the Board of Supervisors goals for 2006 is the completion of a County strategic plan. An integral part of a strategic plan is the formulation of a vision statement and a mission statement to set the strategic direction for the organization. Please note that the County has neither a vision statement nor mission statement, although each County department has a mission statement.

Another goal of the Board of Supervisors for 2006 is the development of "a Countywide reputation for

providing excellent customer service to all external and internal customers.” A task team of county employees has studied this issue and provided recommendations for improvements. One of those recommendations is the formulation of a customer service statement to articulate the County’s intention to provide quality customer service.

Reason for Recommendation:

In their book *Built to Last*, authors James C. Collins and Jerry I. Portas analyze the characteristics of long-lasting, visionary companies. One characteristic that is common to these companies is a dedication to a "core ideology" consisting of the organization’s core values (its essential and enduring beliefs) and purpose (the set of fundamental reasons for an organization’s existence). The core ideology helps to guide organizational decision making and to develop a sense of purpose for employees. The proposed vision, mission, and customer service statements serve to articulate the County’s core ideology:

- A vision statement answers the question, “What does the County organization aspire to be in the future?”
- A mission statement answers the question, “What is the purpose of the County organization?”
- A customer service statement answers the question, “What should all customers expect from the County organization?”

This spring, the CAO met with department heads, divided into four groups based on function, to formulate draft vision, mission, and customer service statements. In addition, the two employee task teams, reviewing customer service and communications practices, also provided draft statements. The CAO then presented the draft statements to department heads, who revised them into the proposed statements that are attached to this memo.

Action to be taken following Board approval:

- The CAO will incorporate feedback from Board members into the vision, mission, and customer service statements into the document for approval on November 7.
- The vision, mission, and customer service statements (the strategic direction) will be integrated with the environmental scan (the strategic analysis) to produce a set of issues to be addressed in the strategic plan.

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Concurrences: