



FLORIDA COUNTIES FOUNDATION

MISSION AND PURPOSE

The mission of the Florida Counties Foundation, through information, education, training and other resources, is the following:

- To enhance the leadership skills of elected and appointed county officials;
- To facilitate innovative thinking and action by those leaders;
- To enable counties to prosper as communities in the 21st century;
- To prepare, promote, publish and distribute educational materials;
- To conduct educational forums, discussions, lectures and seminars;
- To conduct education research and establish an educational database for elected and appointed local government officials and interested members of the public; and,
- To provide expert advice and technical assistance.

The purposes of the Foundation are as follows:

- To assist elected and appointed county officials to develop the leadership skills required for the 21st century.
- To provide educational forums where the intellectual resources within and external to county government come together to address critical policy concerns, and to develop new structures and strategies to solve today's and tomorrow's problems.
- To provide training and technical support, as counties, in collaboration with their customers, redefine their roles, service priorities and methods of funding those priorities.
- To provide a mechanism for the development of new public/private partnerships and networks to address Florida's critical issues.
- To improve Florida counties' technical, human and information management systems to better serve their customers, the public.



Educating County Leaders

FLORIDA COUNTIES FOUNDATION

STRATEGIC PLAN – 2018/19

In April 2017, FAC Executive Director Ginger Delegal proposed recommendations to the FCF Board of Directors on how to reinvigorate the work and impact of the Florida Counties Foundation. Over the next several months, the FCF Board reviewed and discussed the plan until it became known as the Foundation's "Four Pillars." These Four Pillars were adopted and used by the FCF Board as guiding principles during a day-long, facilitated Strategic Planning Session in January 2018.

Four Pillars

- Expansion of Educational Activities
- Fundraising and FCF Public Relations
- Research and Data
- Signature Projects and Partnerships

At the conclusion of the January 2018 planning session, participants prioritized a set of goals for 2018-19 that would support the intent of each of the Four Pillars. FCF Staff was asked to identify a plan of action (Tasks) to accomplish these goals.

Expansion of Educational Opportunities

GOALS:

- Develop a new county leadership training program for ACC graduates.
- Develop a new training course for members seeking higher office.
- Attract broader county participation by developing course offerings that are relevant to more medium and large counties, as well as county staff.
- Provide forums for dialogue and knowledge sharing that give counties the tools and resources to effectively address current and emerging challenges.
- Explore the feasibility of developing a civics education curriculum under the FCF brand.

TASKS:

- Identify 3-4 contemporary leadership training programs; conduct background research; interview program directors; present options and recommendations to the FCF Board at FAC's Annual Conference.
- Work with the FCF consultant to develop and deliver two separate Political Candidate classes; the first to be held at FAC's Annual Conference; the second at the FAC's Innovation and Policy Conference in September.
- Develop and manage at least one stand-alone summit each year on a trending topic.
- Complete education needs survey of FAC membership by end of 2018.

Fundraising and FCF Public Relations

GOALS:

- Grow and diversify revenue streams to help underwrite current and future FCF activities.
- Raise FCF's level of influence and visibility by expanding current networks and developing partnerships with organizations that share FCF's mission.

TASKS:

- Develop a new brand that reflects the expanded role of the FCF: "*The Florida Center for County Leadership, Research and Education.*"
- Develop a process that encourages former county commissioners, particularly those who were in leadership positions, to participate and consult with the FCF.
- Utilize new FCF brand to develop partnerships with other organizations, including those that could underwrite FCF activities.
- Utilize the FoundationSearch.org subscription service to identify foundations whose missions are compatible with, and furthered by, the FCF's mission; evaluate and pursue funding opportunities from those foundations.
- Develop a process that allows commissioners (past and present) to donate to the Foundation (one example might be commissioners donating a portion of surplus campaign funds).
- Explore amending FCF Bylaws to include a limited number of former county commissioners on the FCF Board as members.
- Evaluate the feasibility of "add-on" contributions from existing FAC Corporate Partners who may also want to take advantage of the FCF's tax-exempt status.
- Expand sponsorship opportunities for the FCF Leadership Dinner at FAC's 2018 Annual Conference.

Research and Data

GOALS:

- Become the most trusted resource for Florida county data and information.
- Produce and publish credible, reliable research on issues facing Florida's counties under the FCF brand.
- Produce and provide expert public policy analysis to Florida's counties, county stakeholders, state and federal government partners, and the public.

TASKS:

- Develop the "*FCF Knowledge Center*" on the FAC website to host primary and secondary research data, studies, and reports.
- Produce 2 - 3 research reports each year with input on topics from the FCF Board.
- Use FAC research staff to track and post trending issues impacting Florida's counties under the FCF brand.
- Solicit research interests from FCF Board and FAC membership
- Monitor nationally trending issues that can benefit counties and distribute under the FCF brand.
- Explore potential research partnerships at the University of Florida, outside of IFAS.
- Initiate a competitive "County Best Practices" program under the FCF; recognize counties during FAC's Innovation and Policy Conference in September.
- Ensure FCF-branded research is incorporated into workshops held at FAC events.
- Evaluate options to monetize research.

Signature Projects and Partnerships

GOALS:

- Secure alternative funding sources to underwrite projects under the FCF brand.
- Serve as a clearinghouse for grant resources for counties.
- Strengthen the current partnership with UF/IFAS and develop new partnerships with organizations that will further the mission of the FCF.

TASKS:

- Explore funding opportunities from state agencies that have funded FAC education programs in the past.
- Determine grant eligibility requirements of existing corporate partners; pursue qualifying grant opportunities.
- Continue to represent the FCF on NOAA's Digital Coast Advisory Committee; determine potential project funding opportunities through 2020.
- Under the "*FCF Knowledge Center*," compile and host state and federal grant resources that are available to counties; provide bi-weekly notifications through FAC News & Notes
- Initiate discussions with UF/IFAS and other UF colleges regarding signature project opportunities.
- Identify and meet with other organizations, including non-profits and universities to identify partnership opportunities.