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County Executive



FOR IMMEDIATE RELEASE

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WAUKESHA COUNTY TO HOLD STRATEGIC PLANNING FOCUS GROUPS

WAUKESHA, Wis. – Waukesha County is in the process of updating its strategic plan. As part of the process, Waukesha County’s outside consultant, Baker Tilly Virchow Krause (Baker Tilly), will conduct a series of three focus groups to solicit feedback from Waukesha County residents on issues facing county government.

The three focus groups are: 1.) members of the business and non-profit community 2.) a group of randomly selected County residents, and 3.) a group of residents, whom have had direct contact with county government, selected by each of the 25 County Board members. The focus groups will be held on November 14 and 15.

Each meeting will begin with a presentation on the role of county government to help ensure all focus group members have a solid understanding of County operations. Following the presentation, members of the focus group will be asked to complete an opinion survey on a variety of issues facing county government. The important feedback gathered from this group will be used by the consultants from Baker Tilly and members of the steering committee to update our countywide strategic plan.

Residents selected for the focus groups will receive a letter via mail and are strongly encouraged to attend as their input will be extremely valuable in Countywide strategic planning. If you are contacted to participate in a focus group, please RSVP to the contact information provided on the request letter, or to the County Executive’s Office by calling (262) 548-7902.

Waukesha County has been using strategic planning tools for over a decade. This year, the County is updating the strategic plan by holding stakeholder focus groups, conducting an environmental scan and working with departmental strategic planning coordinators to update their plans.

Strategic Planning is a tool used by businesses and governments to set priorities for budgets and operations. Through the strategic planning process, the County establishes links between core business functions and measurable outcomes across all departments. Strategic planning ultimately helps the County identify and set budget priorities so that fiscal priorities match the needs of County residents.

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