

# WELCOME

**Host: Dr. Gregory Killough, Roanoke County Public Schools  
Superintendent**

Lead Staff: Dr. Kenneth Nicely, Roanoke County Public Schools  
Director of Secondary Education

Rebecca Owens, Roanoke County Director of Finance

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STRATEGIC PLAN  
ROANOKE COUNTY, VA  
*Focus Groups*

# Vision Statement

Roanoke County is a vibrant, innovative, and scenic community that values our citizens, heritage and quality of life.

Established by the Board of Supervisors, January 30<sup>th</sup>, 2016

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# Community Strategic Plan Process

Dates	Activities
December 2015	Telephone Survey
January 30, 2016	Board Retreat <ul style="list-style-type: none"><li>• Developed Vision Statement</li><li>• Created Focus Areas</li></ul>
February 29 & March 3	Focus Group Meetings, Week #1
March 14 & 17	Focus Group Meetings, Week #2
<b>April 4 &amp; 7</b>	<b>Focus Group Meetings, Week #3</b>
April 25 & 28	Focus Group Meetings, Week #4
June 1	Draft Community Strategic Plan available for Public Comment (30 days)
Mid-June TBA	Community Meetings to review and comment on the Draft Community Strategic Plan
June 30	Public Comment period closes
July 19	Board of Supervisors Work Session on the Community Strategic Plan
August 9	Board of Supervisors Public Hearing and Adoption of the Community Strategic Plan

# Focus Group Meeting Deliverables

Topic A

*Meeting 1*

Topic B

Goal A1

Objective A1a  
Objective A1b  
Objective A1c

Goal A2

Objective A2a  
Objective A2b  
Objective A2c

Goal A3

Objective A3a  
Objective A3b  
Objective A3c

Goal B1

Objective B1a  
Objective B1b  
Objective B1c

Goal B2

Objective B2a  
Objective B2b  
Objective B2c

Goal B3

Objective B3a  
Objective B3b  
Objective B3c

*Meeting 2*

*Meeting 3*

# Topics, Goals & Objectives

**TOPICS** are broad subjects or themes

**GOALS** are what you want to do

**OBJECTIVES** are specific steps to achieve the goal

## *Example*

**TOPIC:** *A clean County for future generations*

**GOAL:** *Improve the County recycling program*

**OBJECTIVE:** *Complete a feasibility study to determine viability of curbside recycling*

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# Tonight's Agenda

1. Focus Area Goals Review
2. Small Groups Identify Objectives for each Goal to be addressed through the Community Strategic Plan
3. Prioritize Objectives
4. Outline Meeting #4
5. Concluding Remarks
6. Adjournment

**Deliverable – Consensus on group's work to move forward**

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# Focus Group Meeting Ground Rules

Demonstrate mutual respect

Be open to new ideas

No negative criticism

Limit disruptions (silence phones)

If you disagree, propose a solution

Value the strength of diverse input

Be concise, stay on topic

Listen to others and respond thoughtfully

# Goals

Developed 3/14/2016

## 1. Paths to Success

- Goal 1. Educate public, schools, parents and students on skill gaps and job information (i.e. job needs, salaries, etc.) in Roanoke Valley
- Goal 2. Rebranding image of community colleges and technical education
- Goal 3. Create and promote diverse methods of technical / career / art training and academics

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# Goals

Developed 3/14/2016

## 2. Community Involvement and Partnerships

- Goal 1. Promote / introduce students of challenges to community activities and service learning opportunities
- Goal 2. Create public / private / education partnerships
- Goal 3. Adequate funding

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# Goals

Developed 3/14/2016

## 3. Continuum of High Quality Education

- Goal 1. Promote education opportunities in the Roanoke Valley
- Goal 2. Attract and retain high quality teachers
- Goal 3. Emphasize career counseling (K-Adult)

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# Small Group Activity

## Identify Objectives For Each Topic Area Goal

Paths to Success

*rotate*

Community Involvement and Partnerships

*rotate*

Continuum of High Quality Education

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# Prioritize Objectives

For each goal, place a dot next to the three objectives most important to you.

*Rotate to vote on all three topics!*

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# Summary

- Let's achieve consensus on moving forward with this Focus Area's Topics, Goals and Objectives
- Meeting 4: Presentation of Proposed Strategic Initiatives across all Focus Areas
- The presentation and results from tonight's meeting will be posted online in the next few days at [www.roanokecountyva.gov/cspfocus](http://www.roanokecountyva.gov/cspfocus)

# THANK YOU!

*Next Meeting:*

Monday April 25<sup>th</sup>, 7:00 p.m. *OR* Thursday April 28<sup>th</sup>, 7:00 p.m.

South County Library

Vinton War Memorial

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