



BERRIEN COUNTY
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Berrien County Commission Strategic Planning Definitions

Vision Statement
Mission Statement
How We Govern
SWOT
Prioritize



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Vision Language (Where we want to be in five to ten years)

- committed to being recognized as an innovative and strategic partner in providing high quality public services and public works in a fiscally sustainable manner to all residents and visitors
- enhanced accountability
- use of technology to better address taxpayer concerns
- not “best practices” but “next practices”
- continuous improvement, innovation, and adaptive capacity
- constantly improve performance and strive to be the best in everything we do, effectively, efficiently, and equitably provide justice, health, and safety services to improve the quality of life for residents and visitors



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Mission (What we are doing now)

- The County of Berrien strives to provide public services, works, and programs to county residents in an efficient, cost-effective, and cooperative manner**
- provision of programs and services to enhance the quality of life in the county**
- a safe, livable, and sustainable county for residents, future residents, and visitors**
- the county contributes to the maximization of opportunities for social and economic development while retaining an attractive, sustainable, and secure environment for the enjoyment of residents and visitors**
- The County of Berrien strives to be a healthy and progressive community that supports development opportunities, lifestyles, quality and transparent government**



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Mission Language Continued

-The County of Berrien strives to be an inclusive, thriving, and sustainable county that promotes harmony between rural and urban areas and fosters opportunities for current and future generations

-Berrien is a county that embraces change while respecting and preserving the rich heritage of the area. It is a county based on strong fiscal government with a durable economy that recognizes the rights of all citizens, respects the environment and amenities that afford residents and visitors a healthy and active quality of life

-Berrien is a county of communities each with a unique history representing a diversity of cultural backgrounds and a mix of urban, suburban, and rural opportunities. Berrien County promotes healthy lifestyles rooted in access to the natural beauty of our county's coastline, lakes, forests, and parks, a constantly improving environment and high quality public services



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Mission Language Continued

Berrien is a county with a sustainable, diversified economy incorporating both traditional resource-based activities and a spirit of innovation and entrepreneurship that capitalizes on new economic opportunities. Berrien's success is built on a strong work ethic and productive relationships with our communities and regional partners

-Berrien County puts people first by ensuring our county is a safe and healthy place to establish roots; we promote sustainable development, active lifestyles, and our treasured location

-Berrien County strives to create positive changes for residents by promoting self-sufficiency through affordable housing, community beautification, education, economic development, and neighborhood reinvestment



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Mission Language Continued

-Berrien County is accountable to its residents in providing innovative and high quality public services and programs in an economical, fair, professional, and courteous manner to enhance the health, welfare, and safety of those who work and live in Berrien County.



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Formal Statement of the Values Promoted by Berrien County Government

***Values represent the core beliefs that an organization wishes to foster through its actions and in pursuit of its mission.
Values shape the culture of the county and inform the practices and strategies we choose.***



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Values Statement Language Options

We promote our Constitution and we recognize we are the level of government closest to the people and we shall be relentless in our drive to abide by their wishes and to represent their best interests.

We promote ethical government and we strive to act and speak truthfully and honorably. Berrien County Government seeks to magnify transparent use of taxpayer dollars as a means of building, maintaining, and enhancing public trust.



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Values Statement Language Options

We promote the importance of services as the primary role of government. Taxpayers have choices and we resolve to treat our taxpayers as valued customers with all appropriate efforts to meet requests for services.

We promote our employees as our greatest resource and together, we pursue excellence, integrity, accountability, and honesty. Berrien County encourages employee development and encourages continuous improvements in the deployment of services and facilities to our residents.



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Values Statement Language Options

We promote and respect the diversity of the Berrien County family and we strive to produce equal opportunity for all and to be particularly solicitous of the aspirations of people of color, low income, and other underrepresented and underserved communities.

We promote conscientious stewardship of tax dollars in the implementation of county governance. We discharge our stewardship in a transparent, responsible and cost effective way, remembering and respecting the sources of county funding.



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General Observations

While there is clearly a “North/South Divide”, it does not obscure a common vision, mission, and values statement on behalf of the entire county.

Geoeconomic considerations prevent a traditional economic development cash flow analysis

Two areas of comparative advantage have been identified so far: Alternative Education and Beach resiliency



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Alternative Education

The success of the Berrien Springs Public Schools in developing and providing alternative education curricula offers the possibility of monetizing the curriculum and taking it well beyond Michigan to parts of the country where educational redesign and reform are taking place.

The Province of New Brunswick in Canada monetized many different curricula enroute to building a lucrative learning industry.



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Beach Resiliency

Considerable expertise has been built in the areas of high water, beach nourishment, impacts of piers, harbors, etc.

**The cyclical nature of Great Lakes water levels creates ongoing management issues for Great Lakes beaches, wetlands, and tributaries
Can a water management research institution be established in the New Buffalo Area?**

Lake Biwa water management experts have been contacted. The Consulate General for the Netherlands is located in Chicago.



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Immediate Future

Will continue research and interviews with those who wish to be helpful

Would like to conduct a countywide survey under the auspices of Berrien County Commission

Will develop a priorities list to consider when Recovery/Infrastructure money funnels down from federal and state governments