



# BLUEPRINT

Stronger Counties. Stronger America.

## VISION

**HEALTHY, SAFE AND VIBRANT COUNTIES  
ACROSS AMERICA.**

## MISSION

**STRENGTHEN AMERICA'S COUNTIES.**

**The National Association of Counties (NACo) strengthens America's counties,** serving nearly 40,000 county elected officials and 3.6 million county employees.

Founded in 1935, NACo unites county officials to:

- **Advocate county priorities** in federal policymaking
- **Promote exemplary county policies** and practices
- **Nurture leadership skills** and expand knowledge networks
- **Optimize county and taxpayer resources** and cost savings, and
- **Enrich the public's understanding** of county government.

# NACo BLUEPRINT: Stronger Counties. Stronger America.

**A**s the voice of America's county governments, the National Association of Counties (NACo) plays an instrumental role in our nation's intergovernmental partnership among federal, state, local and tribal government officials.

More than 19,000 elected county board members and executives nationwide set the general policies and budgets of the nation's 3,069 county governments, with nearly 18,500 independently elected county officials also playing key leadership roles for specific areas of county responsibilities. Counties also employ more than 3.6 million Americans dedicated to excellence in public service.

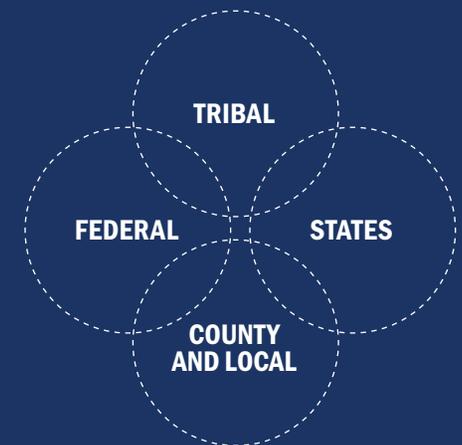
The *NACo Blueprint* is focused on harnessing the collective powers, knowledge and innovations of county officials to address issues affecting America's counties, ultimately helping people and places to thrive.

Since the founding days of America's first counties in 1634, the county landscape has changed significantly. Yet, the fundamentals remain the same: stronger counties are the building blocks for a stronger America.

**The *NACo Blueprint* is focused on harnessing the collective powers, knowledge and innovations of county officials**

## BASICS OF OUR INTERGOVERNMENTAL SYSTEM

Under America's form of Federalism, the intergovernmental system is about the balance, division and sharing of power and responsibilities between levels of government.





NACo Board of Directors, Dec. 2019

## VALUES

We are passionate about **advancing excellence in public service to help people and places thrive** across America.

We value our **diversity of thought, heritage and experience**. We sustain our **ingenuity and impact by harnessing our collective knowledge** and by **valuing teamwork and lifelong skills development**.

We are steadfast in our pursuit to **enrich our membership value exponentially**, guided by the belief that **stronger counties result in a stronger America**.

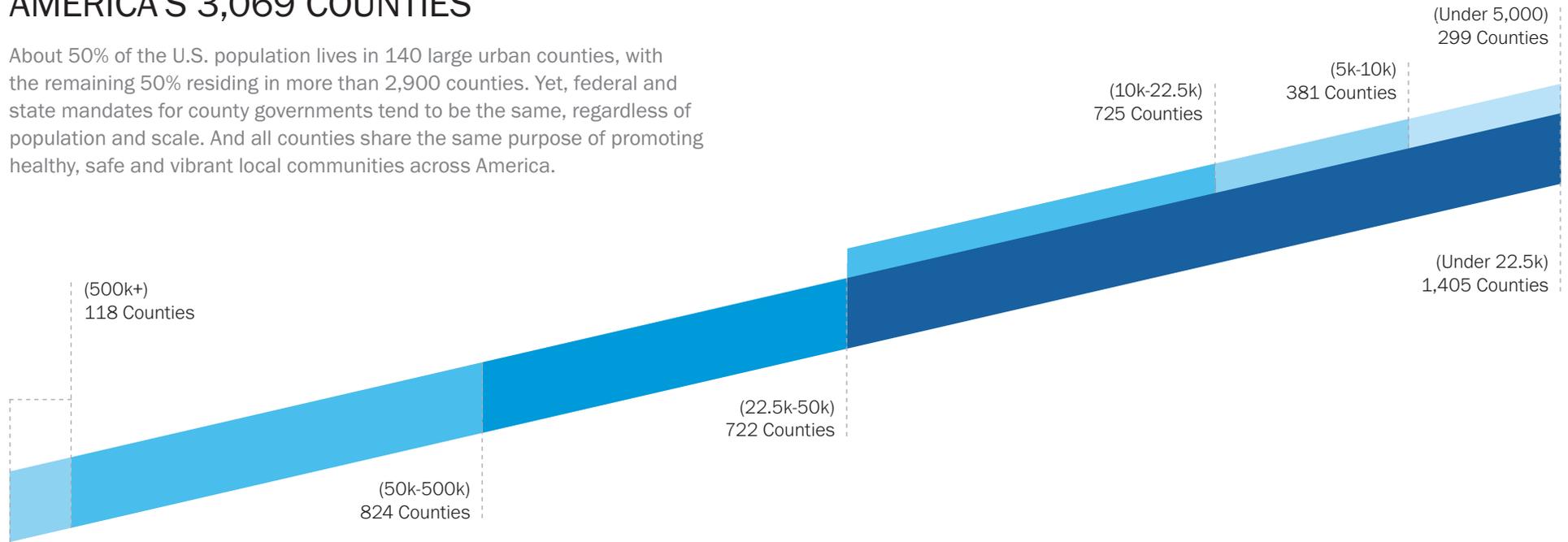
## CODE OF PRACTICE

As an extension of our NACo values, we are **guided by a shared commitment** to:

- **Be present and engaged** in a collaborative, sustained and respectful manner
- **Tell the county story** in a powerful, impactful way
- **Research and present facts, data and analysis** to support our positions
- **Anticipate, prepare and mobilize our members** and partners for success
- **Offer viable, practical solutions**, never simply oppose or criticize
- **Understand the political landscape**, yet never be partisan

# AMERICA'S 3,069 COUNTIES

About 50% of the U.S. population lives in 140 large urban counties, with the remaining 50% residing in more than 2,900 counties. Yet, federal and state mandates for county governments tend to be the same, regardless of population and scale. And all counties share the same purpose of promoting healthy, safe and vibrant local communities across America.



## NETWORKS OF NACo

Networks emerge when nodes connect to other nodes... NACo brings elected and appointed county officials together with a shared mission of strengthening America's counties.



- Commissioners and Elected Executives
- Constitutional/Row Officers
- State Associations of Counties
- National Affiliates and Affiliated
- County Administrators/Managers
- County CFOs, CIOs, Attorneys & Department Leaders

# FIVE PERFORMANCE PRIORITIES

The NACo Blueprint is focused on five performance priorities:

	PERFORMANCE	PRIORITIES	OBJECTIVES
1	<b>Member Engagement</b>	Inspire exemplary county leadership	<ul style="list-style-type: none"> <li>A. Intensify member participation and experiences</li> <li>B. Present world-class forums for peer networking and knowledge exchange</li> <li>C. Cultivate leadership skills development and lifelong learning</li> <li>D. Optimize alliances with state associations, affiliates and strategic partners</li> </ul>
2	<b>Policy Advancement</b>	Achieve county priorities in national policymaking	<ul style="list-style-type: none"> <li>A. Elevate the importance of counties in setting America's public policy</li> <li>B. Attain county policy priorities at the federal level</li> <li>C. Drive favorable national and state policy initiatives and models</li> <li>D. Produce definitive, actionable county research and data analytics</li> </ul>
3	<b>Thought Leadership</b>	Amplify county solutions in public service excellence	<ul style="list-style-type: none"> <li>A. Empower county leaders with evidence-based policies and practices</li> <li>B. Forge multi-sector partnerships for county innovation and impact</li> <li>C. Showcase and recognize county excellence</li> <li>D. Enrich the public's understanding of county government through civic and youth education</li> </ul>
4	<b>Financial Health</b>	Optimize county and NACo resources and cost savings	<ul style="list-style-type: none"> <li>A. Be impeccable stewards of the association's assets</li> <li>B. Secure and sustain the association's financial position</li> <li>C. Evolve existing enterprise programs for sustained member value</li> <li>D. Advance new value-added, cost-effective solutions for counties and the public</li> </ul>
5	<b>Talent and Wellbeing</b>	Perform as a preeminent association	<ul style="list-style-type: none"> <li>A. Embody NACo's Values and Code of Practice</li> <li>B. Thrive as a premier employer of choice</li> <li>C. Expand the skills, horizons and engagement of the NACo staff</li> <li>D. Assist counties in workforce attraction, retention and wellness</li> </ul>



**STRONGER COUNTIES. STRONGER AMERICA.**

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