State of the Association Progress Report
Board of Directors ◇ 2012 Fall Meeting
Shelby County, Tennessee
Overview

- Purpose, Process and Context
- Visioning and Evaluation Framework
- Burning Imperatives
- Organizational Governance: Essentials 101
- Key Trends: Finances, Membership and Initiatives
- Board Engagement
ONE NACo Strategic Blueprint: Purpose, Process and Context
ONE NACo Strategic Blueprint

Shared Vision with Seamless Pursuit of Mission

- Refresh vision, mission, values and goals
- Identify and pursue key priorities and opportunities
- Align resources and staff to implement strategies & tactics
- Engage board, members, staff and partners
- Establish benchmarks and measure progress

DRAFT for DISCUSSION
Context for New Blueprint

Federal
- $16 trillion debt and $1+ trillion annual deficits
- Enacted 70% of Simpson-Bowles cuts in discretionary spending
- *Sequestration, Fiscal Cliff and Grand Bargain* – Medicaid, other social services entitlements, and tax reform-including tax-exempt bonds-on the table
- FY13 budget CR until late March 2013; MAP-21 back in 18 months; Farm Bill stalled

State
- Uneven economic growth / unemployment
- Complexities of Obamacare implementation, including state exchanges
- One party vs. split control of executive and legislative branches
- Unfunded and underfunded federal mandates
- Pension and health costs for employees
Context for New Blueprint

County

- Closest to the people so at the bottom of the hill
- Federal and state budget cuts result in increased local mandates
- State caps on local property taxes and other local revenue sources
- Downturn in housing prices and overall economy
- Increased public safety, infrastructure and health costs
- Rising pension and healthcare costs for employees
- Turnover of local elected officials; Staff cuts and retirements
Context for New Blueprint

NACo

- Setting priorities with diversity of county functions, priorities and policy goals
- Ability to offer pro-active, specific policy solutions to federal and state officials
- Turnover of elected and appointed county officials
- Research of facts and figures to support rhetoric, especially with unfunded and underfunded mandates and with growing complexities of federal regulations
- Translating local political connections into pro-county federal actions
- Raising public and policy maker awareness of counties, including with health, public safety, public lands and economic development (including infrastructure)
Framing of Urgency: Traits Needed to be Relevant

- Pro-active solutions: policies, programs and practices
- Status quo isn’t an option; *Lead change or be led*
- Know *politics*, understand *process* and tout *performance*
- Engage biz leaders, media and public in telling our story
- Communicate *NOW* with WH & U.S. House and Senate
- Build and expand *effective* coalitions immediately

**ONE NACo Strategic Blueprint**
ONE NACo Strategic Blueprint:
Visioning and Evaluation Framework
Evaluating Priorities and Landscape

1. 60-Day Executive Director Transition
2. Directors and Managers Retreat (or Advance)
3. National Council of County Assn. Executives
4. WIR, LUCC, RAC and Committees
5. Board of Directors December Board Meeting
6. Membership, Affiliate and Stakeholder Outreach

PLUS, Staff, Funder and Partner Engagement!
ADVOCACY

EDUCATION

RESEARCH

NETWORKING

Evaluating Relationships and Landscape

**SWOT Analysis of the 5 C's**

**Collaborators** - State associations, affiliates and coalitions

**Competitors** - National, regional and statewide

**Capabilities** - Skills, expertise and resources

**Conditions** - Political, fiscal and social environment

**Customers** - Members, funders and decision makers
Performance Framework

- Influence
- Innovate
- Involve
- Inform
- Integrate
- Invest

Return on Investment (ROI) and Value-Added Proposition
Performance Measurements

Foundation of the 5 R's

- RELATIONSHIPS - Internal and external
- RESEARCH - Facts and figures
- RESOURCES - Financial, human and intellectual
- RESPONSIVENESS - Speed of 24/7 world (with quality)
- RESULTS - Tangible and intangible benefits and outcomes
ONE NACo Strategic Blueprint: Burning Imperatives
SWOT Analysis

**Strength**
- Membership support and renewals
- FSC enterprise programs
- Scale and importance of members
- Collaboration of members, staff & funders
- Focus on public good and solutions

**Opportunity**
- Impact federal, state and local policy
- FSC solutions for counties
- Attract non-member counties
- County-to-county consulting
- County research and capacity building, including with state assns and affiliates

**Weakness**
- General awareness of counties
- Depth / issue expertise of staff
- Engagement of city-county areas
- Decline of conference attendance
- Quality and depth of research

**Threat**
- County budget pressures
- Increased partisanship of members
- Market changes with FSC programs
- Disengagement of younger leaders
- Complacency of senior staff
ONE NACo Strategic Blueprint

Burning Imperatives

- Enhance relevancy in federal policy arena
- Fix cracks in NACo’s financial foundation, both long-term structural and immediate annual projected shortfalls
- Expand and evolve membership services, including cost savings programs, county solutions, and training and peer exchanges
- Engage the board, committees, membership and partners
- Communicate in a more compelling and timely manner
- Breakdown internal NACo management and staff silos
Burning Imperatives – Federal Policy Agenda

- Enhance relevancy in federal policy arena
  - Engage more aggressively in federal fiscal cliff debate
  - Develop and implement updated advocacy game plan for grassroots, NACo board and staff, media and coalitions
  - Establish message and research priorities to support agenda
  - Reconnect with WH and Hill leadership on regular basis
  - Conduct outreach to 90+ new House and Senate members
  - Roll out timely legislative blog and new weekly ePublication
  - Host regular calls with members, NCCAE, affiliates & others

DRAFT for DISCUSSION
Burning Imperatives – Public Affairs

- Grow membership and increase levels of membership intensity
  - Improve data profiles of counties to micro-target interests
  - Expand benefits and services for members only
  - Engage more members (including NextGen) in activities
- Enhance social media and new media communication tools
  - Develop new tools to communicate in more timely and compelling manner with membership and stakeholders
- Align County News, new ePub and research with policy agenda
  - Expand “human interest” impact of county services and roles
  - Merge Leg Bulletin and eNews, with new online blog and site

DRAFT for DISCUSSION
Burning Imperatives–County Solutions and Innovations

- Major annual conferences
  - Tailor content and format to focus on county innovations, problem solving, and interactive peer exchanges
  - Develop ideas to increase member and partner participation

- Research
  - Develop internal and external capacity, including idea pipeline
  - Explore *New Counties Landscape Commission / Counties 2.0*

- Capacity building and special initiatives
  - Expand health, smart justice, green govt, and cyber security
  - Explore new and evolve practice areas for economic competitiveness and resiliency, county leadership skills, etc.

- Develop sustainable fundraising strategy to implement blueprint
ONE NACo Strategic Blueprint

Research
Expand and Develop Expertise in Key Practice Areas

• HEALTH AND SOCIAL SERVICES
• JUSTICE AND PUBLIC SAFETY
• ECONOMIC AND COMMUNITY DEVELOPMENT, INCLUDING INFRASTRUCTURE
• GOVERNANCE AND OPERATIONS
Burning Imperatives – Financial Services Corp.

- Enhance partnership with Nationwide Retirement Solutions
- Solidify partnerships and expand services with U.S. Communities
- Explore new opportunities in public sector retirement, health, IT and financial services
- Maintain and evolve partnership with Network of Care
- Explore and develop new business opportunities, including county-to-county consulting services
Burning Imperatives – Operations

- Align staffing resources with key priorities and goals
- Continue to diversify and grow revenue sources
- Enhance internal IT capacity (i.e. GIS, new media and apps)
- Continue to improve membership database and tracking
- Control administrative & overhead costs
- Expand federal policymaker & public awareness of counties

DRAFT for DISCUSSION
General Recap

- Determine and pursue key federal policy goals; *BUT, also ...*

- **Develop strategies and tactics** to advance policy priorities
  - Map key grassroots connections with key federal officials
  - Identify and produce research to support goals (data, maps and facts)
  - Target *and tailor* outreach to key decision makers
  - Implement media strategy tied to policy goals

- **Enhance capacity building activities** to support implementation of key policies, programs and practices

- **Pursue cost saving and innovative** member services
Organizational Governance: Essentials 101
Management Team

Matt Chase, Executive Director
Deborah Cox, Deputy Legislative Director
Karen McRunnel, Executive Assistant
Karen McRunnel, Human Resource Director
Bert Jarreau, IT Director
Debbie Stoutamire, CSI Director
Dan Gillison, CSI Director
Debbie Stoutamire, Human Resource Director
Stephanie Osborn, CSI Deputy Director
Bert Jarreau, IT Director
Peter Torvik, FSC CEO
Tom Goodman, Public Affairs Director
Ed Rosado, Legislative Director
David Keen, Chief Financial Officer
Debbie Stoutamire, Human Resource Director
Debbie Stoutamire, Human Resource Director
Debbie Stoutamire, Human Resource Director
Building Blocks for NACo’s Strategic Blueprint

VISION, MISSION, VALUES AND OBJECTIVES

1. STRATEGIES
2. TACTICS
3. PERFORMANCE
Vision

Healthy, vibrant, safe, and fiscally resilient counties across the United States.

Vision is all about what is possible.
Mission is what it takes to achieve the dream!
The National Association of Counties (NACo) assists America's counties in pursuing excellence in public service by advancing sound public policies, promoting peer learning and accountability, fostering intergovernmental and public-private collaboration, and providing value-added services to save counties and taxpayers money.

Founded in 1935, NACo provides the elected and appointed leaders from the nation's 3,068 counties with the knowledge, skills, and tools necessary to provide fiscally responsible, quality-driven, and results-oriented policies and services for healthy, vibrant, safe, and fiscally resilient counties.
Six Priority Goals

1. Promote sound public policies that advance the interests of counties
2. Empower county leaders with new skills, resources and ideas
3. Assist counties with first-class, cost-effective services for businesses, civic groups and residents
4. Provide timely, informative and value-added data, knowledge and programs
5. Enhance the public's understanding of county government
6. Exercise sound stewardship and management of NACo's financial, intellectual and human resources
Organizational Structure

Members = Owners

Staff = Stewards
Why Multiple Entities?

- **NACo** – A high degree of legislative activity is allowed under IRS rules and designation as 501(c)(4)

- **NACO Research Foundation (NACoRF)** – An entity must be a 501(c)(3) to receive charitable gifts and private grants

- **NACo Financial Service Corporation (NACoFS)** – Non-profits form taxable entities to protect an association’s non-profit status when there is significant income unrelated to exempt purposes
<table>
<thead>
<tr>
<th>Category</th>
<th>Members</th>
</tr>
</thead>
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<tr>
<td>State Association Nominees</td>
<td>69</td>
</tr>
<tr>
<td>Affiliate Representatives</td>
<td>25</td>
</tr>
<tr>
<td>WIR, LUCC, RAC Representatives</td>
<td>3</td>
</tr>
<tr>
<td>Presidential At-Large Appointments</td>
<td>10</td>
</tr>
<tr>
<td>Past Presidents</td>
<td>11</td>
</tr>
<tr>
<td>NACo Officers and Regional Representatives</td>
<td>8</td>
</tr>
<tr>
<td><strong>TOTAL MEMBERS of BOARD OF DIRECTORS</strong></td>
<td><strong>126</strong></td>
</tr>
</tbody>
</table>

*As of November 22, 2012*
Standing Committees

- Audit Committee (elected by the Board)
- Finance Committee
- Membership Committee
- Programs and Services Committee
- Information Technology Committee
Legislative Policy Process

11 POLICY STEERING COMMITTEES

NACo BOARD OF DIRECTORS (As the Resolutions Committee)

MEMBERS (At Annual Business Meeting)

AMERICAN COUNTY PLATFORM
Steering Committees

- Agriculture and Rural Affairs
- Community and Economic Development
- Environment, Energy and Land Use
- Finance and Intergovernmental Affairs
- Health
- Human Services and Education
- Justice and Public Safety
- Labor and Employment
- Public Lands
- Telecommunications and Technology
- Transportation

- NACo President appoints **Steering Committee leadership** (Chairs and Vice-Chairs) – *Appointments typically announced at Annual Conference in Summer*

- **Steering Committee members** are nominated by state associations of counties

- As many as **8 individuals from each state and 2 from each county** may be appointed to each committee
Steering Committees

Participation by State

* As of November 22, 2012
Roles and Responsibilities

- Identify and prioritize legislative issues
- Develop legislative policy recommendations for Board consideration and adoption by the membership
- Advocate for NACo’s legislative
- Develop research ideas and pipeline
- Organize federal project tours and peer exchanges
Linking Data to Policy Agenda

Use technology and new media to demonstrate roles and impact of counties

http://health.maps.arcgis.com/apps/OnePane/basicviewer/index.html?
appid=6b8edfa111534b84bd8c65486539f837
Linking Data to Policy Agenda

2012 Payment in Lieu of Taxes (PILT) Funding
Linking Data to Policy Agenda

2012 Community Development Block Grant Program Funding

- No Funding
- $1 - $1,000,000
- $1,000,001 - $5,000,000
- $5,000,001 - $10,000,000
- Over $10,000,000
Linking Data to Policy Agenda

2012 State Criminal Alien Assistance Program (SCAAP) Funding

[Map showing distribution of funding across states]
Key Organizational Trends: Finances

NACO National Association of Counties
The Voice of America’s Counties
Five-Year Budget Forecast

- Revenue
- Expense

---Numbers in Millions---
# Five-Year Forecast: Key Issues

<table>
<thead>
<tr>
<th></th>
<th>NRS</th>
<th>Caremark$^2$</th>
<th>NACo Shortfall vs. 2012 Baseline$^3$</th>
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<tr>
<td>2012</td>
<td>$7.8M</td>
<td>$650K</td>
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<tr>
<td>2013</td>
<td>$6.5M</td>
<td>$550K</td>
<td>- $737K</td>
</tr>
<tr>
<td>2014</td>
<td>$5.5M</td>
<td>-</td>
<td>- $1.77M</td>
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<tr>
<td>2015</td>
<td>$5.0M$</td>
<td>-</td>
<td>- $2.02M</td>
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<tr>
<td>2016</td>
<td>$3.6M$</td>
<td>-</td>
<td>- $2.71M</td>
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<tr>
<td>2017</td>
<td>$3.6M$</td>
<td>-</td>
<td>- $2.71M</td>
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* 2 basis point performance fee for growth in plan assets over 12/31/11

$^2$ This reflects the funding from the NACo Membership Initiative only.

$^3$ NRS revenue is shared with state association members of RMA, LLC., so shortfall estimates only reflect NACo’s share of declining royalties.
2013 Budget: Sources of Revenue

- FSC Royalties: 7%
- Membership Dues: 7%
- Conferences: 7%
- Grants and Contracts: 12%
- County Programs & Services: 29%
- Interest and Other: 1%
- Corporate: 37%
2013 Budget: Expenditures by Program

- Membership: 36%
- Conferences: 15%
- Grants and Contracts: 12%
- Legislative: 12%
- County Programs & Services: 13%
- Management and Administration: 4%
- NACo FSC: 4%
- Corporate Development: 4%
Five-Year Forecast: Strategy

- Balance the 2013 Budget
- Target 2016 for a surplus budget

Core Strategies to Fix Structural Imbalance:

- Align resources with priorities
- Grow existing FSC programs and pursue new FSC services
- Increase corporate program revenue and partnerships
- Jump start federal and philanthropic grant funded programs
- Increase member value proposition, including conferences
- Reduce office infrastructure & occupancy costs / add tenants
- Return to membership dues COLA
Key Organizational Trends: Membership
Member Benefits and Savings

CVS Member Initiative

- 2011 CVS Member Initiative Counties
- 2012 Members from 2011 Member Initiative

NACO National Association of Counties
Membership Trends

* Dollars in millions


Total: 1737 1704 1769 1729 1743 1793 1933 2001 2037 2075 2051 2042 2171 2301 2374 2378 2332 3068 2341

Special membership initiative with CVS Caremark

* Special membership initiative with CVS Caremark
Membership Trends

- Dollars in millions
- Special membership initiative with CVS Caremark

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<thead>
<tr>
<th>Year</th>
<th>New</th>
<th>Dropped</th>
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<tr>
<td>2000</td>
<td>131</td>
<td>63</td>
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<td>2001</td>
<td>95</td>
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<td>2002</td>
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<td>2003</td>
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<td>82</td>
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<td>2004</td>
<td>41</td>
<td>101</td>
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<td>2005</td>
<td>135</td>
<td>82</td>
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<td>2006</td>
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<td>2007</td>
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<td>2008</td>
<td>112</td>
<td>37</td>
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<td>2009</td>
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<td>60</td>
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<td>2010</td>
<td>37</td>
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<td>2011</td>
<td>58</td>
<td>83</td>
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<tr>
<td>2012</td>
<td>122</td>
<td>55</td>
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* Special membership initiative with CVS Caremark
Membership Dues Revenue

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<tr>
<th>Year</th>
<th>Revenue (in millions)</th>
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<tbody>
<tr>
<td>1995</td>
<td>$2,500,000</td>
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<tr>
<td>1996</td>
<td>$3,333,333</td>
</tr>
<tr>
<td>1997</td>
<td>$4,166,667</td>
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<tr>
<td>1998</td>
<td>$5,000,000</td>
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<tr>
<td>1999</td>
<td>$5,833,333</td>
</tr>
<tr>
<td>2000</td>
<td>$6,666,667</td>
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<tr>
<td>2001</td>
<td>$7,500,000</td>
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<tr>
<td>2002</td>
<td>$8,333,333</td>
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<td>2011</td>
<td>$15,833,333</td>
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<tr>
<td>2012</td>
<td>$16,666,667</td>
</tr>
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</table>

* Special membership initiative with CVS Caremark
Membership Dues Revenue

NACo Member Counties

NACo Member Revenue

* Special membership initiative with CVS Caremark
Member Benefits and Savings

NACo Prescription Discount Card Program Participation

* Currently, 46% of counties are participating
Member Benefits and Savings

Prescription Drug Discount Program Participants

http://esrifederal.maps.arcgis.com/apps/Compare/storytelling_tabbed/index.html?appid=e3fcdfb8d55e4295bc70bb633348fe13
Member Benefits and Savings

Dental Discount Program Participants

http://esrifederal.maps.arcgis.com/apps/Compare/storytelling_tabbed/index.html?appid=e3fdcfb8d55e4295bc70bb633348fe13
Member Benefits and Savings

1st Half of 2012 U.S. Communities Savings Per County

[Map showing savings per county with different shades indicating various savings ranges]
Conference Attendance Trends

![Graph showing paid county attendees trends over years for different cities with data URLs provided.](http://wdcstudioapps.esri.com/naco_atlas2/?t=1&m=10&x=-97.2&y=37.52&l=4)
2012 Western Interstate Region Conference Attendees
2013 Major Conferences

2013 Legislative Conference
- March 2-6, 2013 * Washington, D.C.
- Learn about key federal policy issues
- Network with Administration and Congress officials

2013 NACo Annual Conference
- July 19-22, 2013 * Tarrant County, Texas
- Network with your peers
- Explore new innovations, trends and emerging practices in county government
2012-2013 Board Meetings

Fall Board of Directors Meeting
Dec. 6-8, 2012
Shelby County (Memphis), TN
*Board meets Friday, Dec. 7, and Saturday, Dec. 8

NACo Legislative Conference
March 2-6, 2013
Washington, DC
*Board meets Monday, March 4

NACo Western Interstate Region Conference
May 22-24, 2013
Coconino County (Flagstaff), AZ
*Board meets Thursday, May 23

NACo Annual Conference
July 19-22, 2013
Tarrant County (Ft. Worth), TX
*Board meets July 21. The organizational Board meeting for 2013-2014 is July 22.
Key Organizational Trends: Key Funding Partners
Strategic Partners

Nationwide® Retirement Solutions

On Your Side®

NACo Prescription Discount Card Program
2012 Premier Corporate Members
## 2012 Premier Corporate Members

<table>
<thead>
<tr>
<th>America’s Natural Gas Alliance (ANGA)</th>
<th>Motorola Solutions, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT&amp;T Inc.</td>
<td>Netsmart Technologies, Inc.</td>
</tr>
<tr>
<td>Cisco Systems, Inc.</td>
<td>Oracle Corporation</td>
</tr>
<tr>
<td>Comcast Corporation</td>
<td>Parsons Corporation</td>
</tr>
<tr>
<td>Darden Restaurants, Inc.</td>
<td>PayPal, Inc.</td>
</tr>
<tr>
<td>Daston Corporation</td>
<td>SAIC, Inc.</td>
</tr>
<tr>
<td>Eastman Kodak Company</td>
<td>Siemens Corporation</td>
</tr>
<tr>
<td>Environmental Systems Research Institute, Inc. (Esri)</td>
<td>Symantec Corporation</td>
</tr>
<tr>
<td>Heery International, Inc.</td>
<td>Thomson Reuters Corporation</td>
</tr>
<tr>
<td>Hyland Software, Inc.</td>
<td>Unisys Corporation</td>
</tr>
<tr>
<td>International Business Machines Corporation (IBM)</td>
<td>Verizon Communications Inc.</td>
</tr>
<tr>
<td>Microsoft Corporation</td>
<td>Xerox Corporation</td>
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</table>

*As of November 22, 2012*
2012 Premier Corporate Members

Corporate Headquarters

* As of November 22, 2012
## Federal Funding Partners

<table>
<thead>
<tr>
<th>Department</th>
<th>Purpose of Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Department of Defense (DoD)</td>
<td>- Communication and planning approaches to address land use encroachment on military installations</td>
</tr>
<tr>
<td>U.S. Environmental Protection Agency (EPA)</td>
<td>- Five Star Restoration Program: Provides seed grants for wetlands and habitat restoration</td>
</tr>
<tr>
<td>U.S. Department of Health and Human Services (HHS)</td>
<td>- Help rural counties assess the economic impact of health care in their communities</td>
</tr>
<tr>
<td>U.S. Department of Housing and Urban Development (HUD)</td>
<td>- Promote sustainable community and economic development</td>
</tr>
<tr>
<td></td>
<td>- NACo is subcontractor to National Association of Development Organizations (NADO)</td>
</tr>
<tr>
<td>U.S. Department of Justice (DOJ)</td>
<td>- Help counties develop a network of Criminal Justice Coordinating Councils (CJCC’s)</td>
</tr>
<tr>
<td></td>
<td>- Partner with University of Chicago to conduct the census of indigent defense providers</td>
</tr>
<tr>
<td>U.S. Department of Transportation (DOT)</td>
<td>- Provided tools and approaches for low cost improvements to road safety on rural and isolated roads (completed 2012)</td>
</tr>
<tr>
<td></td>
<td>- Promote collaboration between counties and industry on land-use and safety issues associated with pipelines</td>
</tr>
<tr>
<td>NOAA (U.S. Department of Commerce)</td>
<td>- Digital Coast: Training and capacity building with GIS to assist coastal counties with hazard mitigation and resiliency planning (Includes two-year Coastal Fellow at NACo)</td>
</tr>
<tr>
<td></td>
<td>- Coastal Counties Restoration Initiative: Sub-grants and training for counties on coastal restoration</td>
</tr>
</tbody>
</table>

* As of November 22, 2012
<table>
<thead>
<tr>
<th>Foundation</th>
<th>Purpose of Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annie E. Casey Foundation</td>
<td>- Juvenile Detention Alternatives Initiative: Promoted this model of juvenile</td>
</tr>
<tr>
<td></td>
<td>justice reform \textit{(completed 2012)}</td>
</tr>
<tr>
<td>Freddie Mac</td>
<td>- Help counties address foreclosure prevention, manufactured housing and rural housing issues</td>
</tr>
<tr>
<td>Motorola Foundation</td>
<td>- Provide tools and resources to reduce impacts of traffic congestion and improve public safety</td>
</tr>
<tr>
<td></td>
<td>- Training and capacity building on flood preparedness and community resilience</td>
</tr>
<tr>
<td>Pew Center on the States</td>
<td>- Educated county officials about justice reinvestment initiatives at the state level \textit{(completed 2012)}</td>
</tr>
<tr>
<td>Public Welfare Foundation</td>
<td>- Training and capacity building on jail population management, pre-trial justice strategies and health access in the jails</td>
</tr>
<tr>
<td>Robert Wood Johnson Foundation</td>
<td>- Partner with Corp. for Supportive Housing to end the cycle of homelessness and incarceration in county jails</td>
</tr>
<tr>
<td></td>
<td>- Promote community health \textit{(proposal pending)}</td>
</tr>
</tbody>
</table>

* As of November 22, 2012
Key Organizational Trends: Special Initiatives
Presidential and Special Initiatives

Healthy Counties
Veterans Task Force
Next Generation NACo
Cyber for Counties

Counties Work
IT Summit
Smart Justice

Nationwide Retirement Solutions
U.S. Communities
Green Government

Prescription Drug and Dental Discount Cards
County Leadership Institute

Assisting America’s Counties in Achieving Excellence in Public Service
Healthy Counties Sponsors

About the Initiative

• Enhance public/private partnerships in local health delivery, improve individual and community health, and assist counties to effectively implement federal health reform

• Engage county officials and private sector partners across the country to:

• Take a leadership role in implementing health reform at the county level

• Enhance coverage, access to and coordination of health care for vulnerable populations in the community

• Promote community public health, prevention and wellness programs

• Participate in the national transition to health information technology and telemedicine

• Offer information, ideas and solutions for county government employee and retiree health benefits and programs

• [http://www.naco.org/programs/csd/Pages/HealthyCountiesInitiative.aspx](http://www.naco.org/programs/csd/Pages/HealthyCountiesInitiative.aspx)
Dental Care Discounts

- In partnership with Careington, NACo’s dental discount program allows residents to save 5% - 50% on dental care and 20% on orthodontics. The card is for people who are uninsured but can also complement health insurance plans or work with health savings accounts, flexible spending accounts and health reimbursement.

Prescription Discounts

- Partnership with CVS Caremark, FREE prescription discount card exclusively for NACo member counties to offer to your residents

- Discounts for residents who are uninsured, underinsured, seniors, and pet owners. More than $500 million in savings over the life of the program!
iCivics Partnership

- NACo developed an online game, in partnership with iCivics, to teach students about county government by letting them run their own county. In the first 12 months, more than 300,000 students have played the game.

- iCivics is a non-profit organization that was founded by former Supreme Court Justice Sandra Day O’Connor, who felt there was a need for students to learn about government and civics.

- The game, *Counties Work*, educates students, grades 6 through 12, about the important functions of county government and includes lesson plans and webquests for teachers.

- While playing the game, a student is a county official responsible for providing services, dealing with citizen requests, setting tax rates, raising revenues, and working within a budget.

- A player has to maintain citizen satisfaction, while not going over budget. The game is played in four-year cycles – like a normal term of office – with the goal of getting reelected. If the student maintains a citizen satisfaction rate above 50%, then he/she gets reelected.
Recent Publications

- Reapportionment – A State-by-State Report
- Volunteer Toolbox
- A Brief History of Municipal Bankruptcy
- Responding to the New Realities – Case Studies in County Governance
- Reshaping County Governance – A Look at City-County Consolidation Efforts
- 2011 Smart Governance Best Practices
- Looking for the Light at the End of the Tunnel – conducted by the National Center for the Study of Counties (NACo and U. of Georgia)
Emerging Practice Areas

Economic Innovation and Competitiveness Initiative

Disaster Preparedness and Resiliency
Burning Imperatives

- Enhance relevancy in federal policy arena
- Fix cracks in NACo’s financial foundation, both long-term structural and immediate annual projected shortfalls
- Expand and evolve membership services, including cost savings programs, county solutions, and training and peer exchanges
- Engage the board, committees, membership and partners
- Communicate in a more compelling and timely manner
- Breakdown internal NACo management and staff silos
Board Engagement

• NACo Strategic Blueprint: Preparing America’s County Leaders for Excellence in Public Service
  • New strategic visioning and goal setting process for NACo
  • Significant board, membership, and stakeholder engagement
  • Launching the initiative at December 2012 board meeting

• Members own the association so ask questions and give us your feedback!

• Thank you for your service and leadership
NACo SWOT Analysis

Strengths

Opportunities

Weaknesses

Threats
Board Member Feedback

Please Identify Your **Top 3 Goals and Accomplishments** for NACo in 2013
1. 
2. 
3. 

Please Identify Your **Top 3 Areas of Concern** for NACo in 2013
1. 
2. 
3.
Board Member Feedback

Please Identify Your Top 3 Goals for Your County in 2013

1. 
2. 
3. 

Please Identify Your Top 3 Areas of Concern for Your County in 2013

1. 
2. 
3.
How does NACo assist you in your work back in your county?
1.
2.
3.

What county issues keep you up at night?
1.
2.
3.
Board Member Feedback

What has NACo provided to you in the past that has made a positive difference for you or your county?

1.
2.
3.

What do you expect NACo to provide to you or your county going forward?

1.
2.
3.
What would you like to see NACo continue doing in the future?
1.
2.
3.

What would you like to see NACo start doing?
1.
2.
3.
NACo was named one of nine remarkable associations in the United States after a four-year study conducted by the American Society of Association Executives and The Center for Association Leadership because of its commitment to members and purpose.