

# SWOT Analysis Barron County

## Strategic Planning

2020 - 2025

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The Mission of Barron County is: To enhance life by providing services in a fiscally responsible manner through leadership, collaboration and innovation, that is responsive to all Barron County citizens

Vision: A sustainable, vibrant community

Motto: A great place to visit, a better place to live

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>❖ Fiscally responsible</li> <li>❖ Recreational opportunities including our parks, natural resources and agricultural land</li> <li>❖ Coordination and collaboration of our government employees, departments and Board of Directions leading to fiscal efficiencies</li> <li>❖ Skills, knowledge and experience of our staff</li> <li>❖ Strong partnerships with municipalities</li> <li>❖ Creating innovative programs</li> </ul>	<ul style="list-style-type: none"> <li>❖ Affordable housing and transportation</li> <li>❖ Underutilized technology available in the county</li> <li>❖ Outreach of Barron County's achievements, successes and tell "our" story</li> <li>❖ Broadband coverage</li> <li>❖ Opioids: meth and heroin</li> <li>❖ Mental health resources and available bed space</li> <li>❖ Attracting skilled workforce</li> <li>❖ Managing a growing workload with current resources</li> </ul>	<ul style="list-style-type: none"> <li>❖ Implement technological efficiencies</li> <li>❖ External and internal cross training</li> <li>❖ Cooperation with other entities</li> <li>❖ Technological advancement</li> <li>❖ Create controlled recycling manned program</li> <li>❖ Willingness to change and improve</li> <li>❖ Embrace diversity and reach out to diverse populations as a potential workforce</li> </ul>	<ul style="list-style-type: none"> <li>❖ Aging population</li> <li>❖ Lack of housing</li> <li>❖ Levy limit</li> <li>❖ Federal/ State mandates without funding</li> <li>❖ Lack of mental health resources</li> <li>❖ Rising costs</li> <li>❖ Unfunded mandates</li> </ul>

**2020 – Updated – Responses:**

Weakness to Strength: 2020 increased usage of technology for meetings, and daily use

Opportunity to Strength: Continues work on manned recycling sites

**2021/2022 – Updated Responses:**

Opportunities: ARPA/Neighborhood Block Grant/CDBG Grant/Infrastructure Grants/Broadband

Opportunities: Solar webinar training ICMA

Weakness: Housing shortage, workforce shortage, community development, relocation/recruitment of families

**2023 - Updated Responses:**

Threats: Supply Chain, Inflation, Lack of skilled/qualified work force, Cyber-security

Opportunities: GPS broadband infrastructure mapping, Higher education assistance program for employees, Being cognizant of how work is completed today and how work will be completed differently in the future.

Strengths: Aging/ADRC breakfasts, Living and working in Barron County

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Updated: 2023-3-4, 2023-4-8,