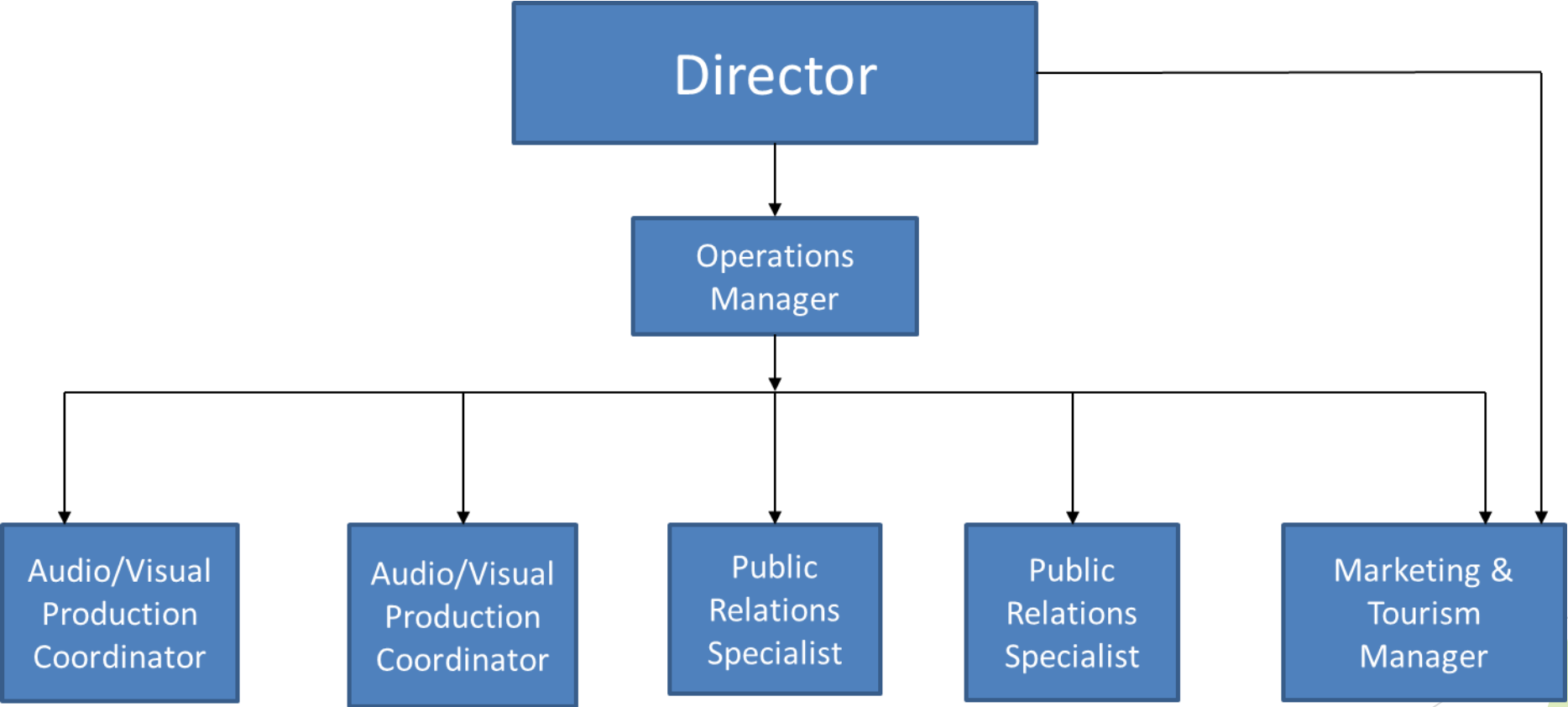


Vision and Mission

Our mission is to be a reliable, credible, and effective source of county information. We will provide innovative, timely, and accurate services for our constituents and visitors. We take pride in providing prosperous opportunities through excellent customer service, professional and ethical behavior, and accessibility to the community while growing Rockdale's interest around the globe.

Department Structure

Organizational Structure



Opportunities and Challenges

Successes	Opportunities	Challenges
Nationally, State, regionally and locally recognized as a department.	Opportunity to always think outside the box. Find creative approaches to get information to the community.	Meeting people where they are to share Rockdale County information with them.
Awards <ul style="list-style-type: none">• Telly Award• Digital Government Award top 10	Created Contactless Cleanup and looking to expand efforts through the county by recruiting hyperlocal stakeholders	<ul style="list-style-type: none">• News Releases• Newsletter• Website• Social Media• Rockdale 23
The ability to provide multiple opportunities for mutual engagement and discussion	Create new avenues on social media like YouTube. Looking to expand to other social avenues as well	Desire to reach most of our population as everyone lives life on demand.
Projects <ul style="list-style-type: none">• Cyber State of the County• Daily COVID-19 Report• Promoting positivity during COVID times		

Commissioners' Priorities - Envision Rockdale



Economic Development

- Create and implement a marketing strategy to promote tourism and day traffic.
- Launch Rockdale Works initiative with Conyers to promote job opportunities and key industries.



Social Investment

- Partner with the County Health Department and other organizations to increase mental health and addictive disease education in the community in order to raise awareness, reduce stigma, and provide treatment options.

Budget Summary

	2019 Actual	2021 Request
Salaries & Benefits	\$368,149	\$420,915
Total Operating Expenses	\$120,345	\$121,030
Total	\$488,494	\$541,945