



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2022.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.


PROGRAM INFORMATION

County: Dinwiddie
Program Title: STRIVE - An Unintentional Rebranding
Program Category: Organizational Development

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: W. Kevin Massengill
Title: County Administrator
Signature: 

Program Category: Organizational Development

The Situation:

When researching “unintended consequences” we came across this summary on Wikipedia: “In the social sciences, unintended consequences are outcomes of a purposeful action that are not intended or foreseen.” This is a great explanation of Dinwiddie County’s unintentional rebranding in 2019.

Each year, the Dinwiddie County Board of Supervisors holds a Strategic Advance. This Advance, which takes place prior to budget season and typically spans 2-3 days, is where the Board establishes priorities and goals for the coming year. Once established, this focus allows the County’s leadership team and staff to align projects and initiatives accordingly.

What began as a discussion of goals and priorities in 2019, ended with a rebranding of Dinwiddie County government.

Award Criteria: Collaboration & Model for Other Localities

Project Description:

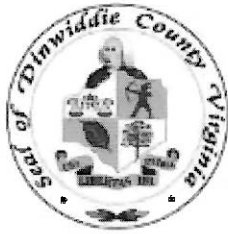
The Board Advance is facilitated by the County Administrator. During his opening remarks, he commented on how our values guide all that we do. He encouraged the Board to think about what they value as an organization as they develop priorities and set goals for the coming year. While it was not his intention, this encouragement prompted a **collaborative**

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discussion among Board members, the Leadership Team and key staff, which lasted several hours.

For many years prior, Dinwiddie County's Core Values were Integrity, Teamwork, and Value-Added Customer Service. These three values were shared with new employees during orientation and recognized by colleagues and peers when clearly exhibited in the workplace. During the 2019 Advance, these three values continued to be viewed as the foundation on which we serve, and two additional values were added to the list – Stewardship of the public trust, and a commitment to Excellence in all that we do.

At the end of the 2019 Advance, all were pleased that Dinwiddie County Government had added to its Core Values. The narrative, however, does not end here. The County Attorney went home that weekend and reviewed his notes from the Advance. From his Core Values doodles, an acronym emerged – S.T.R.I.V.E. He returned to work Monday morning and shared this with the County Administrator. From there a rebranding was born. Since Integrity is the most important Core Value and the one on which all others rest, it was decided that this would be highlighted in the logo.



STRIVE

Stewardship | Teamwork | Respect | Integrity | Value-added Customer Service | Excellence

- Stewardship -** The job of supervising or taking care of something.
- Teamwork -** Individuals sharing ideas and knowledge and uniting to work toward our mission and vision.
- Respect -** Regard for the feelings, wishes, rights, or traditions of others.
- Integrity -** Consistently providing responsible, ethical service on personal and professional levels.
- Value-Added Customer Service -** The practice of providing solutions to problems and questions, not just responses.
- Excellence -** The quality of being outstanding or extremely good.

These Core Values are important; and are posted prominently in County facilities. Further, each employee receives a copy of the “Commitment to Core Values”, which becomes a part of their personnel record.

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While Dinwiddie County leaders did not set out to conduct a rebranding, the process through which this was achieved is easily replicated and can serve as a **model for other localities**.

The cost of this project was minimal but the results will have a lasting impact on Dinwiddie County government, our employees, and the citizens we serve.

Executive Summary

When the Dinwiddie County Board of Supervisors convened their annual Board Advance in 2019, they had no idea the result would be a rebranding using the County's Core Values. The Board of Supervisors and their Leadership Team allowed the discussion to veer slightly off track and ended up with refocused core values that will guide Dinwiddie County for years to come. Through collaboration with staff, those Core Values were transformed into a new logo and brand for Dinwiddie County; which is a constant reminder to citizens and staff of what we

STRIVE for in all we do.

Brief Overview

In Dinwiddie County we STRIVE to provide the best local government experience possible. While this has always been the case, it was not until the 2019 Board Advance that we labeled it as such.

Each year, the Dinwiddie County Board of Supervisors holds a Strategic Advance. This Advance, which takes place prior to budget season and typically spans 2-3 days, is where the Board establishes priorities and goals for the coming year. Once established, this focus allows the County's leadership team and staff to align projects and initiatives accordingly.

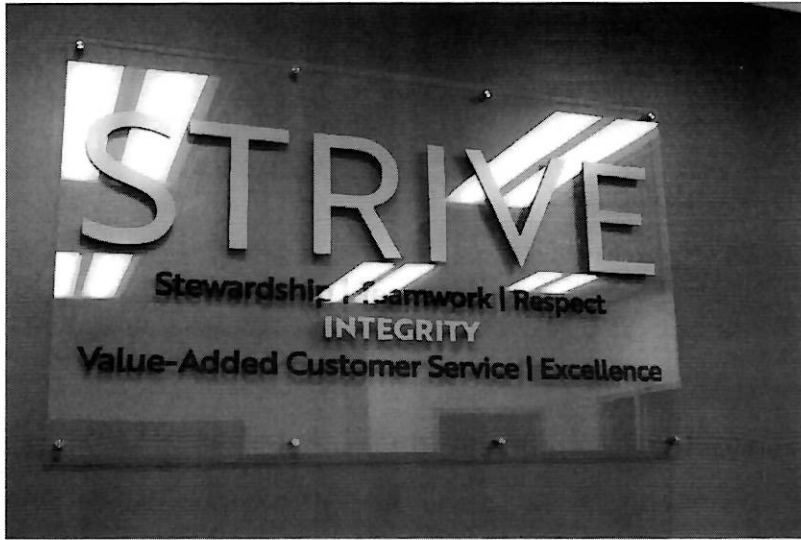
When encouraged by the County Administrator to consider what we value most as an organization when developing strategies for the coming year, the Board, key leaders and staff began brainstorming exactly what is valued. This hours-long discussion resulted in affirmation of the County's three existing values: Teamwork, Integrity, and Value-Added Customer Services, and added Stewardship and Excellence to the list.

When the County Attorney reviewed his notes following the Advance, he noticed amongst his doodles the acronym STRIVE. This was a springboard into the rebranding of Dinwiddie County. The new STRIVE logo, has been posted in County facilities and the Commitment to Core Values is a document received by all employees.

STRIVE is the result of collaboration, and is the guiding force behind all operations and interactions with Dinwiddie County Government. The process through which it developed,

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is easily replicated by other localities and is beneficial to many other facets of organizational planning.



STRIVE signage posted throughout County facilities as a continuous reminder of our approach to serving citizens.





STRIVE

Stewardship | Teamwork | Respect | INTEGRITY | Value-Added Customer Service | Excellence

Dinwiddie County Commitment to Core Values

The mission of Dinwiddie County government is to build our community through excellence in public service. This mission can only be achieved through a shared commitment to our core values. These values, which come together to form **STRIVE**, shall serve as the foundation for all that we do. Employees must **STRIVE** to adhere and demonstrate these values when representing the County; therefore, employees shall acknowledge the following commitment:

As a Dinwiddie County employee, I understand I am expected to demonstrate the following values in ways including, but not limited to, the following:

Stewardship – The job of supervising or taking care of something.

I am committed to:

- Providing the County an honest day's work, arriving at work on time, limiting time for personal conversation and activities, not exceeding the allotted break times, not leaving work early without prior authorization, and reporting work time accurately.
- Caring for and spending County funds in a conservative, responsible manner.
- Taking care of all County property entrusted to me.
- Protecting the County's reputation by not speaking ill of the County.

Teamwork – Individuals sharing ideas and knowledge and uniting to work toward one mission and vision.

I am committed to:

- Assisting my co-workers.
- Being a reliable employee, showing up for work and completing my job so that others do not have to compensate for me.
- Communicating and keeping others informed about relevant organizational matters.
- Refraining from gossiping, backstabbing, and creating friction amongst others.
- Encouraging, supporting, and recognizing others' contributions.
- Resolving conflict in a professional manner.

Respect – Regard for the feelings, wishes, rights, or traditions of others.

I am committed to:

- Listening and seeking to understand others.
- Speaking kindly to and about others without the use of harsh tones, sarcasm or profanity.

- Being polite, considerate, and appreciative.
- Treating others as I would like to be treated.
- Being accountable for my own actions and how they impact others.

Integrity – Consistently providing responsible, ethical service on personal and professional levels.

I am committed to:

- Being honest and truthful in all interactions.
- Doing the right thing at all times.
- Treating others fairly and consistently, while avoiding favoritism.
- Adhering to moral and ethical principles.
- Providing credit to others where merited.
- Not making commitments I am unable to uphold.

Value-Added Customer Service – The practice of providing solutions to problems and questions, not just responses.

I am committed to:

- Providing polite, timely, attentive, and friendly service to internal and external customers.
- Demonstrating professionalism and patience in all communications.
- Assisting internal and external customers in solving problems.
- Being flexible and available to better serve others.
- Attempting to anticipate and adapt to the needs of others.
- Providing clear, respectful communication.

Excellence – The quality of being outstanding or extremely good.

I am committed to:

- Seeking to provide superior quality work.
- Making a positive difference.
- Being resilient.
- Aiming for greatness.
- Growing and developing the County, others and myself.

Distribution of Commitment to Core Values; Employee Acknowledgement

A copy of the Commitment to Core Values shall be distributed to each County employee with an Employee Acknowledgement. Each employee shall acknowledge receipt of the commitment by signing the acknowledgement for filing in the respective employee's personnel file.

Approved by:



County Administrator

Date:

5.26.22