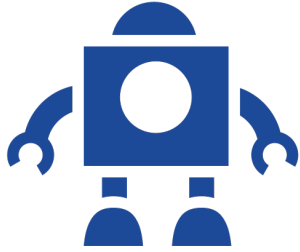


The background is a complex digital landscape. It features a dark green grid overlaid on a black field. A network of glowing blue and green nodes is connected by thin lines, creating a web-like structure. In the center, there are faint, glowing patterns that resemble a circuit board or a data visualization. The overall aesthetic is high-tech and futuristic.

Digital Brown County

So What Is Digital?



Some people define digital by the use of technology. Some people define it as a new way to engage with customers, and finally others see it as an entirely new way to conduct business.

Karel Dorner and David Edelman, McKinsey & Company

What Does Digital Evolution Mean to Brown County?

Digital Evolution is a rethinking of how an organization, uses technology, people and process to pursue new business models and revenue streams that better meet the evolving expectations of our residents for services that municipal government provides.

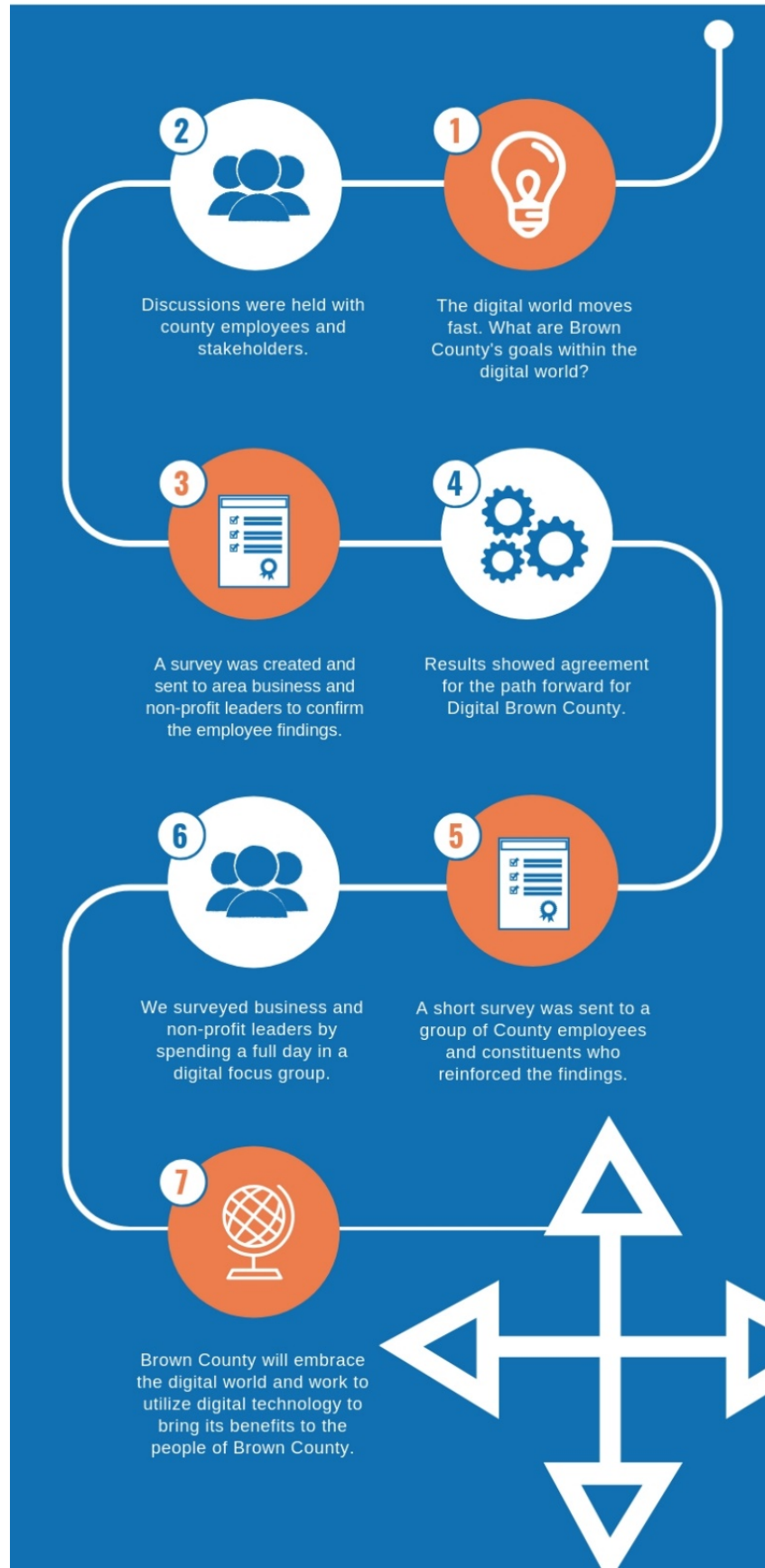
Why do we need a Digital Vision Statement?

Brown County recognizes that Digital Evolution is happening all around us, touching every aspect of our personal and professional lives. Brown County will adopt a Digital Vision so that we may:

- Foster collaboration within government and the community.
- Capture opportunities for Brown County to prosper and grow.
- Position Brown County as a leader in Wisconsin and the Upper Midwest.



The Journey to the Brown County Digital Vision Statement



Brown County Digital Vision Statement.

Brown County will reimagine the services we provide by embracing digital technology in a way that is inclusive and respectful to everyone's personal and professional information and needs.

Brown County Digital Mission.

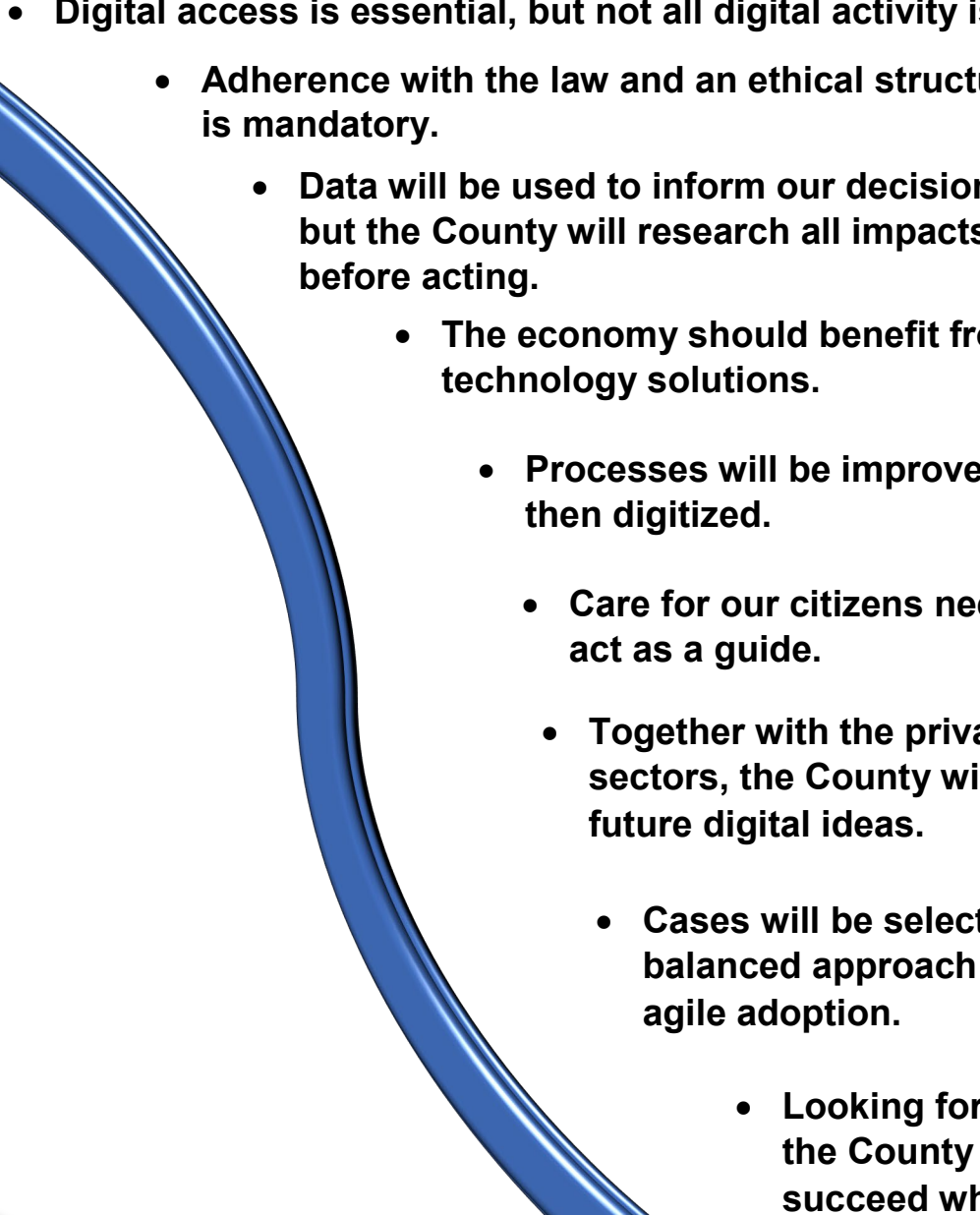
Brown County will set a new standard in Wisconsin by providing the infrastructure necessary to empower everyone to create digital opportunities, educate our community on how to handle the Digital Evolution, and further ideas on how to support small entrepreneurs, narrow the digital divide, innovate government processes, and grow the economy in all the right ways.

How to Live THE Brown County Digital Way.

We will...

- Teach the community how to manage the digital evolution.
- Respect the citizen's wants and needs.
- Support and build a community that welcomes digital entrepreneurs.
- Utilize innovative thinking to showcase Brown County as a regional leader.

The Way Forward

- 
- **Digital access is essential, but not all digital activity is essential.**
 - **Adherence with the law and an ethical structure is mandatory.**
 - **Data will be used to inform our decisions, but the County will research all impacts before acting.**
 - **The economy should benefit from technology solutions.**
 - **Processes will be improved then digitized.**
 - **Care for our citizens needs will act as a guide.**
 - **Together with the private and education sectors, the County will be the anchor for future digital ideas.**
 - **Cases will be selected through a balanced approach allowing for agile adoption.**
 - **Looking forward optimistically, the County will focus on how to succeed when adversity arises.**

“One small step for man, one giant leap for mankind”.

-Neil Armstrong



Brown County's Next Steps

- Create digital ethical guidelines
- Develop a communications plan
- Update County processes to ensure success
- Analyze the potential digital opportunities
- Work collaboratively to create a project plan
- Share progress and educate the community
- Continue the cycle