



**ELGL**

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**WORK  
HARD,  
BE  
KIND**

**STRATEGIC PLAN**

FY 2020-22

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# WELCOME!

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Whether you've been a member of Engaging Local Government Leaders (ELGL) since its beginning in 2012 as the brainchild of a local-government-minded husband-and-wife duo from Oregon, or are just starting your ELGL journey today, we are glad that you're a part of ELGL.

If you have been with us for a while, you've probably noticed that ELGL has undergone a big transformation (and we're not just talking about our name change from the "Artist Formerly Known as 'Oregon Emerging Local Government Leaders Network'" either).

ELGL has grown from a group of 16 local government professionals to more than 4,800 members in all 50 states and six countries. Today, ELGL is a growing, robust organization dedicated to serving the brightest minds in local government.

ELGL members represent all parts of the local government field; whether you're a college student, a seasoned manager, or a business partner, you are important, and ELGL is for you.

As ELGL looks toward the next decade and beyond, we have the opportunity to shape ELGL's path. Through input from ELGL's membership, Board of Directors, and staff, we've created ELGL's first-ever strategic plan.

We're embarking into new territory, but together we can make ELGL indispensable for local government leaders.



The scope of this plan covers ELGL's Fiscal Years 2020, 2021, and 2022 (July 2019-July 2021). We will incorporate the vision, mission, and goals established in this document into future long-range planning tools .

The first step in the strategic planning process was to understand the current status of ELGL and where we want to see the organization go. ELGL's mission was already in place, but by developing a vision and setting goals, we have created a more comprehensive roadmap to guide ELGL moving forward. This strategic plan shares ELGL's six central commitments and associated goals. Together, these commitments and goals build the foundation for our future.

Thank you,  
**ELGL Board of Directors**  
Joey Garcia  
Ben Kittelson  
Bridget Kozlowski  
Dan Weinheimer  
Christian Williams  
Kent Wyatt

**ELGL Staff & Volunteers**  
Kirsten Wyatt, Co-founder & Executive Director  
Emily Edmonds, Membership & Program Director  
Jordan Lester, ELGL Member & Strategic Planning Volunteer

# ELGL TODAY



**4697**

TOTAL MEMBERS



**2681** INDIVIDUAL MEMBERS



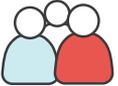
**702** STUDENT MEMBERS



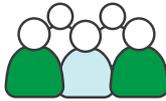
**42** VETERANS' LOCAL GOVERNMENT MANAGEMENT FELLOWS



GIFT MEMBERSHIPS



**2** SMALL COMMUNITIES ALL-IN MEMBERSHIPS



**285** ALL-IN MEMBERSHIPS



**15** SUPERSIZE MEMBERSHIPS

**4** SUPERSIZE ACADEMIC MEMBERSHIPS



## DISTRIBUTION:

All 50 States, Puerto Rico, Canada, Israel, Mexico, and Spain

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# AT ELGL, WE HAVE FUN

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## SUPPER CLUBS

National Day of Supper Clubbing: first day held on February 6, 2019 and included 400+ people from 30+ cities across the nation.

[elgl.org/supper-clubs](http://elgl.org/supper-clubs)



**12 EVENTS**  
IN 2018-19

**14 EVENTS**  
IN 2019-20

## #ELGLINSPIRE

At these unique events held on college campuses, ELGL members share information about local government careers to inspire students to pursue careers in public service. [elgl.org/elglinpire](http://elgl.org/elglinpire)



## TOP RANKED LOCAL GOVERNMENT PODCAST

ELGL produces the **GovLove podcast**, the top-ranked local government podcast. Episodes are released weekly and feature interviews and storytelling about the people, policies, and professions in local government.

[elgl.org/govlove](http://elgl.org/govlove)

## JOYRIDE

At #ELGL19 we hosted a mobile recording studio for GovLove episodes in a modified VW Bus. Stories told by conference attendees are featured as special bonus episodes on the pod.

## JOB BOARD

ELGL hosts the most diverse local government job board, featuring jobs from local governments across the country. [elgljobs.com](http://elgljobs.com)



**CITY HALL  
SELFIE**

[#CityHallSelfie](https://twitter.com/CityHallSelfie)

**#CityHallSelfie day** is a worldwide celebration of local government service. It showcases pride in local government institutions on August 15 each year. In 2018, more than 6,000 selfies were shared from around the world, including one from the Queer Eye cast in Kansas City, MO.

[elgl.org/cityhallselfie](http://elgl.org/cityhallselfie)

**25,000** SOCIAL MEDIA INTERACTIONS IN 2019

## WEBINARS

We believe that professional development and learning strengthens local government and shouldn't be limited to pricey conferences that happen once a year. Our webinar series brings local government learning on-demand to our members on a variety of topics all year long.



### BIRTHDAY & BOOKS

ELGL members connect with each other on their birthdays with a book exchange to share what they're reading and to celebrate each other's big days.

## DIVERSITY DASHBOARD

We collect and array demographic data about the chief administrative officers and assistant chief administrative officers to measure the diversity of local government leadership. "What gets measured gets improved" and we believe showcasing what leadership looks like, will move the needle to get more women and people of color into local leadership. [elgl.org/diversity-dashboard](http://elgl.org/diversity-dashboard)

## NATIONAL #ELGL19 CONFERENCE

**323** PRE-REGISTERED

**58** DAY-OF REGISTRATION

**381** TOTAL ATTENDANCE



## #ELGLMUGS

Every holiday, ELGL members connect with each other and exchange a mug with another member. It's a small gesture with big meaning: connecting communities and making new friends.

## CONTENT



BLOGS



PODCASTS



WEBINARS



INNOVATION  
TWITTER CHATS

## DUES

\$20/year • Students

\$40/year • Individual

\$360/year • All-In

\$720/year • Supersize

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# VISION, MISSION & STRATEGIC GOALS

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## **VISION**

ELGL amplifies the good in local government.

## **MISSION**

ELGL engages the brightest minds in local government.

## **STRATEGIC GOALS**

- Providing timely, relevant, real and useful content
- Fostering authentic, meaningful connections
- Promoting equity and inclusion
- Encouraging joy in public service
- Welcoming new ideas and technology
- Create exceptional membership value

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# ACTION ITEMS

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## **Content: Provide timely, relevant, real content**

- Create easy, low-barrier ways to volunteer and participate in ELGL.
- Post timely content on a variety of issues and topics on the ELGL website.
- Expand the number of topics and episodes on the GovLove Podcast.
- Share content and news via the ELGL social media channels.
- Expand our digital offerings of content, i.e. webinars and videos.
- Improve ways for members to access content by category, geographic area, and specific topic.

## **Equity & Inclusion: Promote equity and inclusion**

- Reflects membership diversity on the ELGL board.
- Support the Diversity Dashboard.
- Encourage local government careers via on campus programming, mid-career changes and support to keep people in the profession.
- Champion diversity, equity, and inclusion in local government agencies.
- Foster a sense of inclusion and belonging at ELGL events.

## **Connections: Foster authentic, meaningful connections**

- Maintain and grow the membership database
- Maintain and develop partnerships with other organizations to provide value to ELGL members and the local government profession.
- Host national events that allow members from across the country to interact and learn.
- Host online events that provide regular learning opportunities and interaction for members across the country.
- Provide volunteering opportunities to allow members to get professional development experience.
- Expand the ELGL Job Board so that members can learn about opportunities from other members.

## **Joy: Encourage joy in public service**

- Recognize the top influencers, places, and organizations in local government (Awards).
- Create opportunities for members to host ELGL events in their communities.

## **Innovation: Welcome new ideas and technology**

- Create opportunities for members to work together on innovative ideas and pilot tests.
- Create and expand the Innovation Wiki.
- Storytell about innovation in local government.
- Complete the Big Ideas, Small Places Cohort.
- Continue work on challenges from the Innovation Summit.

## **Organization: Create exceptional membership value through a strong organization**

- Attract and retain the best staff to carry out the ELGL mission.
- Develop clearly defined roles for Board Members and volunteers.
- Develop a recruitment and succession plan for Board Member positions.

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# **AMPLIFYING THE GOOD IN LOCAL GOVERNMENT**

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