



ELGL

**ENGAGING
LOCAL
GOVERNMENT
LEADERS**

Quarterly Report




















Q1-2020























Strategic Plan Alignment

Strategic Plan


[Home](#)

[Strategic Goals](#)


Strategic	Strategic Goals	Measures	Action Item
Content	 Providing timely, relevant, real and useful content	 Number of episodes on the GovLove Podcast	 Create easy, low-barrier ways to volunteer and participate in ELGL
		 Number of ELGL.org posts	 Post timely content on a variety of issues and topics on the ELGL website
		 Number of webinars and videos	 Expand the number of topics and episodes on the GovLove Podcast
		 Number of ELGL.org pageviews	 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 and Inclusion	 Promoting equity and inclusion	 Number of Diversity Dashboard responses	 Reflects membership diversity on the ELGL board
		 Number of #ELGLInspire events, participants, and speakers	 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

Strategic	Strategic Goals	Measures	Action Item
Connections	 Fostering authentic, meaningful connections	 Number of active members	 Maintain and grow the membership database
		 Number of lapsed members	 Maintain and develop partnerships with other organizations to provide value to ELGL members and the local government profession
		 Partnerships formed	 Host national events that allow members from across the country to interact and learn
		 Number of job board posts	 Host online events that provide regular learning opportunities and interaction for members across the country
		 Job board revenue	 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	 Encouraging joy in public service	 #ELGLKnope program nominations and voting updates	 Recognize the top influencers, places, and organizations in local government (Awards)
		 Number and location of Supper Clubs and #NDOSC events	 Create opportunities for members to host ELGL events in their communities
Innovation	 Welcoming new ideas and technology	 Number of meetup and training opportunities for cohort members	 Create opportunities for members to work together on innovative ideas and pilot tests
		 Innovation wiki entries & text messages sent	 Create and expand the Innovation Wiki

Strategic	Strategic Goals	Measures	Action Item
			● 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		↑ 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

 **Providing timely, relevant, real and useful content**
Strategic Plan

Owner

 Kirsten Wyatt

Analysis

Q1-20


The first quarter of 2020 showed us on pace with blog posts, online learning, and podcast episodes. The last three weeks of the quarter showed an uptick in content produced in response to COVID-19.


Recommendations


Q1-20

Heading into Q2, we anticipate much higher numbers for all of our content measures to reflect the increased amount of content, podcasts, and online events in response to COVID-19.

Measures







 [Number of episodes on the GovLove Podcast](#)
Strategic Plan





 [Number of ELGL.org posts](#)
Strategic Plan

 [Number of webinars and videos](#)
Strategic Plan

 [Number of ELGL.org pageviews](#)
Strategic Plan



- ### Action Item
- 
Create easy, low-barrier ways to volunteer and participate in ELGL
 Strategic Plan | 1/1/20 - 1/31/20
 - 
Post timely content on a variety of issues and topics on the ELGL website
 Strategic Plan | 1/1/20 - 1/31/20
 - 
Expand the number of topics and episodes on the GovLove Podcast
 Strategic Plan | 1/1/20 - 12/31/20
 - 
Share content and news via the ELGL social media channels
 Strategic Plan | 1/1/20 - 1/31/20
 - 
Expand our digital offerings of content, i.e. webinars and videos
 Strategic Plan | 1/1/20 - 1/31/20
 - 
Improve ways for members to access content by category, geographic area...
 Strategic Plan | 1/1/20 - 1/31/20

Action Item	Action Item Analysis	Action Item Recommendations
<p> Create easy, low-barrier ways to volunteer and participate in ELGL</p>	<p>Q1 includes the National Day of Supper Clubbing, plus #ELGLKnpe. Historically, these are great ways for members to easily volunteer with ELGL. However, #ELGLKnpe was postponed due to COVID-19. NDOSC did occur in the two weeks prior to COVID shutdowns. With the shift to WFH, ELGL has shifted our content sharing and online learning to include as many people as can attend, or lead virtual hangout sessions.</p>	
<p> Post timely content on a variety of issues and topics on the ELGL website</p>	<p>The number of posts remained steady until COVID-19, when ELGL made a focused pivot to produce and share as much content on COVID-19 as possible to provide members with information and resources they need.</p>	
<p> Expand the number of topics and episodes on the GovLove Podcast</p>	<p>We produced 17 episodes in the first quarter of 2020. Episode titles included below:</p> <ul style="list-style-type: none"> • Technology & Public Safety with Matt Polega, Mark43 • Trends in Human Resources with Kylie Bayer, McMinnville, OR • Enhancing Public Services with the Google.org Fellowship • Mobility and Infrastructure in Pittsburgh, PA with Karina Ricks • Reducing Evictions in Newark with Khabirah Myers • Putting People First in Birmingham, AL with Ed Fields • Creative Placemaking in Local Government with Lyz Crane • Leadership and Hartford FireStat with Chief Reginald Freeman • State Chief Data Officers Network with Tyler Kleykamp • Advocating for Public Records with Ginger McCall • Performance Auditing to Kansas City Mayor with Mark Funkhouser • Local Politics is the Best Politics with Professor Emily Farris • Building Inclusive Communities with Juan Carlos Gonzalez, Oregon Metro • Engagement, Arts, and Cities with Lynn Osgood, Civic Arts • Fiscally Sustainable Planning with Kevin Shepherd & AJ Fawver • Public Health and COVID-19 Response with Sarah Martin, mySidewalk • Digital Communications & COVID-19 Response in King County, WA 	<p>Looking ahead to the second quarter of 2020, we anticipate continuing the pace of podcast production, with a focus on COVID-19 topics.</p>
<p> Share content and news via the ELGL social media channels</p>	<p>ELGL continues out frequent posting on Facebook, Twitter, LinkedIn, and Instagram. We've opened and begun using a TikTok account, but that has been less successful because we haven't had many live events that lend themselves well to video.</p>	



Expand our digital offerings of content, i.e. webinars and videos

ELGL's increase in webinars and trainings coincides with the outbreak of COVID-19. Here's an overview of the events we hosted in the first quarter of 2020:

January


1. January 16 - #CityHallShelfie noon discussion on "How to Win Friends & Influence People"
2. January 16 - #CityHallShelfie evening discussion on "How to Win Friends & Influence People"
3. January 28 - Webinar: "Improve Your Development Review Process With Online Engagement"


February

1. February 6 - Strategic Planning Virtual Hangout
2. February 12 - Webinar: "How to Build an Innovation Culture" with the Oak Park Parks & Recreation District
3. February 13 - Webinar: "Count All Kids" with the US Census Bureau
4. February 20 - #CityHallShelfie noon discussion on "The Art of Gathering"
5. February 20 - #CityHallShelfie evening discussion on "The Art of Gathering"
6. February 26 - Webinar: "Forklift Danceworks & Creative Placemaking 101"

March

1. March 5 - Webinar: "Using Data in Dayton, OH"
2. March 10: Webinar: "How Women Are Advancing Local Government" in partnership with Envisio
3. March 13: 3 Virtual Hangouts in response to COVID-19
4. March 20: 2 Virtual Hangouts in response to COVID-19 - topics: working from home, and parenting
5. March 20: Virtual Happy Hour
6. March 24: Webinar: "Local Water Systems & COVID-19"
7. March 25: Virtual Hangout on local economic impacts and COVID-19
8. March 26: Webinar: "Free Digital Tools for Local Government" in partnership with Qualtrics
9. March 27: 2 Virtual Hangouts in response to COVID-19 - topics: communications & technology tools
10. March 27: Virtual Happy Hour

 <p>Improve ways for members to access content by category, geographic area, and specific topic</p>	<p>In Q1, the "Exclusives" page was updated to show content not only by the most recent content created, but also by category so the information is easier for people to find. In addition, very old content was deleted from the site to ensure that search results include only the most relevant information.</p>	
--	--	--

 **Fostering authentic, meaningful connections**
Strategic Plan

Owner

 Kirsten Wyatt

Analysis

Q1-20


Membership continues to grow, and our renewal rates remain steady. Our total number of members increased by 300 members since January. Beginning in Q1, we also began tracking the number of job board posts and revenue to further report out on this goal. Q1 also included the National Day of Supper Clubbing, which occurred right before shutdowns started from COVID-19.

Recommendations


Q1-20

In Q2, we would anticipate any effects of COVID-19 on membership and renewals. Notably, in the month of April we did not see anyone taking advantage of our offer to defer renewals until after COVID-19. We also extended free job posts on the job board to all members (previously, one- and two-year members paid \$25 for job posts, and free job posts were only for All-In member agencies).


Measures

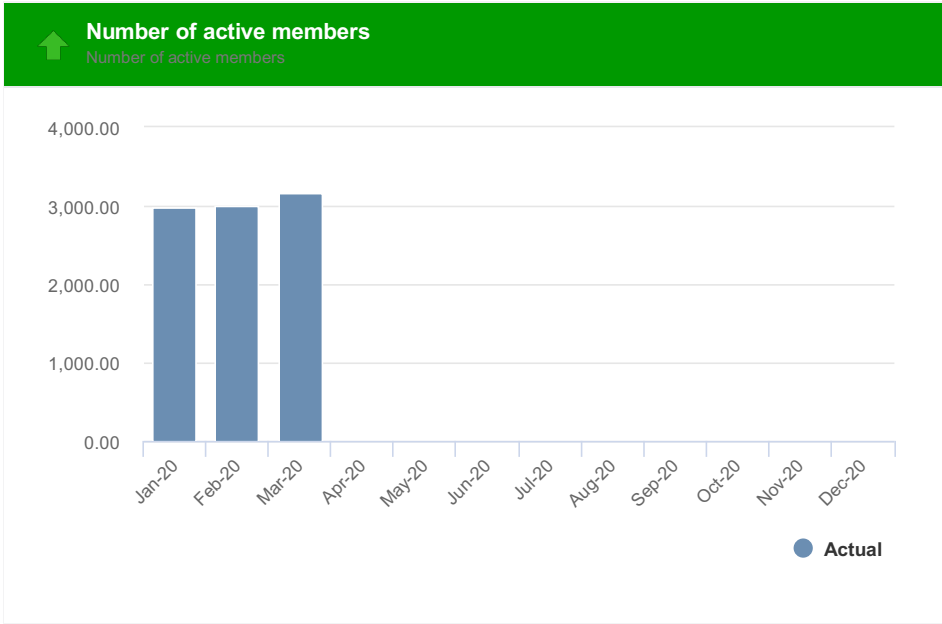
 **Number of active members**
Strategic Plan







 **Number of lapsed members**
Strategic Plan





 **Partnerships formed**
Strategic Plan



 **Number of job board posts**
Strategic Plan

 **Job board revenue**
Strategic Plan



- ### Action Item
- 
Maintain and grow the membership database
 Strategic Plan | 1/1/20 - 3/31/20
 - 
Maintain and develop partnerships with other organizations to provide val...
 Strategic Plan | 1/1/20 - 1/31/20
 - 
Host national events that allow members from across the country to intera..
 Strategic Plan | 1/1/20 - 1/31/20
 - 
Host online events that provide regular learning opportunities and interact..
 Strategic Plan | 1/1/20 - 1/31/20
 - 
Provide volunteering opportunities to allow members to get professional d...
 Strategic Plan | 1/1/20 - 1/31/20
 - 
Expand the ELGL Job Board so that members can learn about opportunities..
 Strategic Plan | 1/1/20 - 1/31/20

Action Item	Action Item Analysis	Action Item Recommendations
 <p>Maintain and grow the membership database</p>	<p>In Q1, we cleaned the old imports to remove any non-renewing members. We also built and did a beta launch of the new member directory that was made available on May 1. We also rolled out new custom reports for a weekly overview of membership and renewal numbers. And we began analysis of membership and renewal months for budget purposes for FY21.</p>	
 <p>Maintain and develop partnerships with other organizations to provide value to ELGL members and the local government profession</p>	<p>We have formed nine strategic partnerships in the first quarter of 2020. These partnership vary from very long range content and information sharing, to event sponsorships:</p> <p>January</p> <ul style="list-style-type: none"> • CivicArts - Creative Placemaking partnership + cohort learning • Clearpoint Strategy - Content & event sponsorship <p>February</p> <ul style="list-style-type: none"> • Novak Consulting / Raftelis - Content & event sponsorship • Qualtrics - Content & event sponsorship • Bang the Table - Content & event sponsorship + cohort learning <p>March</p> <ul style="list-style-type: none"> • Envisio - Event sponsorship • POLCO/NRC - Event sponsorship • CityGrows - Event sponsorship • Public Input - Event sponsorship <p>Also in the first quarter: the ELGL Board of Directors had a valuable discussion about the varying levels of partnership and support, and what that means for the organization, for decision making, and for financial planning. We developed a continuum of these partnerships as well as record keeping for financial contributions.</p>	
 <p>Host national events that allow members from across the country to interact and learn</p>	<p>NDOSC was a national event that organized members at local Supper Clubs for their continued connections. Planning for #ELGL20 was full throttle in Q1 until we made the decision to postpone it.</p>	
 <p>Host online events that provide regular learning opportunities and interaction for members</p>	<p>In March, we dramatically increased our webinar offerings in response to COVID-19.</p>	

across the country		
 <p>Provide volunteering opportunities to allow members to get professional development experience</p>	<p>#ELGLInspire and #NDOSC events in Q1 were organized and managed by ELGL volunteers. The Morning Buzz writing rotation has 60 writers each quarter. In Q1 we did not miss a weekday Morning Buzz post thanks to our volunteers planning ahead and filling in for each other when needed.</p>	
 <p>Expand the ELGL Job Board so that members can learn about opportunities from other members</p>	<p>The number of job posts and revenue from the job board remained steady in Q1. In March, we decided to open up the job board to all ELGL members (previously, posting jobs was only available to All-In members). And we've also opened up a service on the job board to post resumes for potential employers to review.</p>	

Owner

 Kirsten Wyatt



Analysis Q1-20

Plans to roll out the Diversity Dashboard survey at the end of Q1 were stalled due to COVID-19. We anticipate distributing the survey to our network and via university partners in Q2. Many #ELGLInspire events were also cancelled due to COVID-19; we hosted a virtual #ELGLInspire event that was well attended and included more speakers than an in-person event would normally host.






Recommendations Q1-20

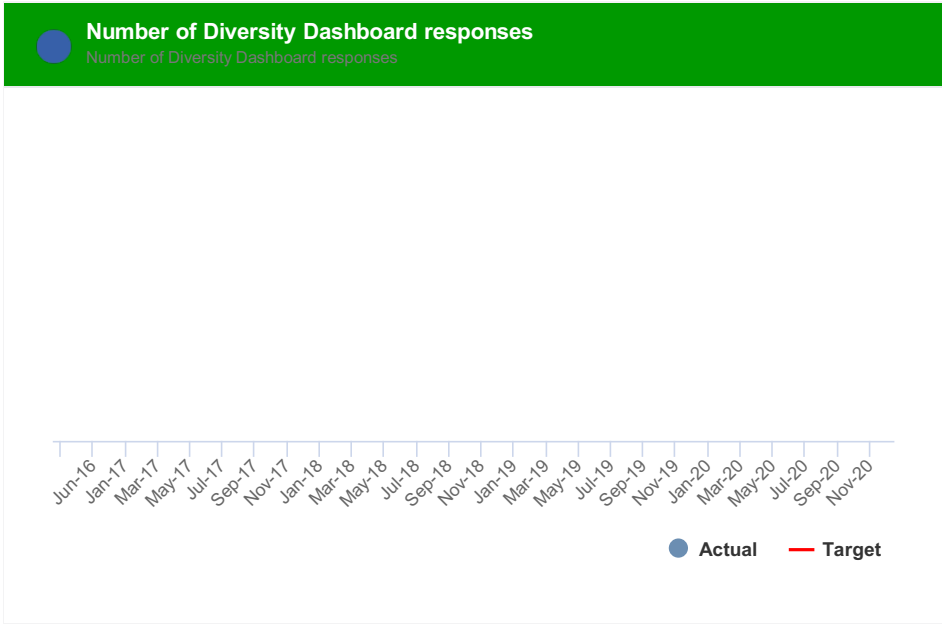
Full efforts to get a great response rate on the Diversity Dashboard should be a priority area in Q2 from board, staff, and members. The board should consider when and how to plan for fall #ELGLInspire events given uncertainty from COVID-19, and the chance that some states may be reopened, while others remain closed.






Measures

-  **Number of Diversity Dashboard responses**
Strategic Plan
-  **Number of #ELGLInspire events, participants, and speakers**
Strategic Plan

Action Item

-  **Reflects membership diversity on the ELGL board**
Strategic Plan | 1/1/20 - 1/31/20
-  **Support the Diversity Dashboard**
Strategic Plan | 1/1/20 - 1/31/20
-  **Encourage local government careers via on campus programming, mid-care.**
Strategic Plan | 1/1/20 - 1/31/20
-  **Champion diversity, equity, and inclusion in local government agencies**
Strategic Plan | 1/1/20 - 1/31/20
-  **Foster a sense of inclusion and belonging at ELGL events**
Strategic Plan | 1/1/20 - 1/31/20



Action Item	Action Item Analysis	Action Item Recommendations
 Reflects membership diversity on the ELGL board	Ensuring a diverse ELGL board of directors was a key factor of the 2020 recruitment effort, which was completed in March with the selection of three new board members.	
 Support the Diversity Dashboard	Please note: while the Diversity Dashboard survey is ready for distribution, we have paused outreach on this topic while are members are focused on COVID-19 response.	
 Encourage local government careers via on campus programming, mid-career changes and support to keep people in the profession	<p>We hosted four #ELGLInspire events this year, before cancelling the remainder of the scheduled events due to COVID-19.</p> <p>January</p> <ul style="list-style-type: none"> January 30: Johnson C. Smith University in Charlotte, NC (this was our first event at an HBCU) <p>February</p> <ul style="list-style-type: none"> February 19: University of Texas, Arlington (in partnership with TCMA and GFOAT) <p>March</p> <ul style="list-style-type: none"> March 4: Milwaukee Area Technical College in West Allis, WI (this was our first event at a technical college) March 6: Clemson University in Clemson, SC <p>Cancelled Events</p> <p>We cancelled events at:</p> <ul style="list-style-type: none"> University of Rochester Colorado State University - Pueblo University of Texas - Rio Grande Valley University of Wisconsin - La Crosse 	
 Champion diversity, equity, and inclusion in local government agencies	Behind the scenes work on the Diversity Dashboard survey and data array continued in Q1 of 2020, despite not launching the survey in mid-March due to COVID-19. Notably, we started outreach to colleges and universities that are potential partners for survey distribution and completion to increase the response rate on this year's collection.	
 Foster a sense of inclusion and belonging at ELGL	NDOSC events welcomed anyone to attend and we partnered with the US Census Bureau to get more people to attend and learn about the	

events

importance of complete count. When #ELGL20 planning was in progress, we planned a unique approach to the conference social event by planning 10 different social opportunities to align with the varying interest of our members. While this event has been postponed, we anticipate using this approach at future ELGL conferences.

Owner

Kirsten Wyatt

Analysis

Q1-20

Nominations and voting for #ELGLKnope started in March, but were put on hold because of COVID-19. Similarly, we are holding on Q2 awards programs. National Day of Supper Clubbing occurred in early March, and was very successful.

Recommendations

Q1-20

ELGL should discuss and consider if/how awards programs should continue as our members grapple with COVID-19 reopening and work environments. Similarly, Supper Clubs may need to be put on hold until the ability for small groups to meet is allowed in various states. ELGL will continue to provide engaging opportunities via remote connection (e.g. Zoom Pictionary, happy hours, etc.).

Measures

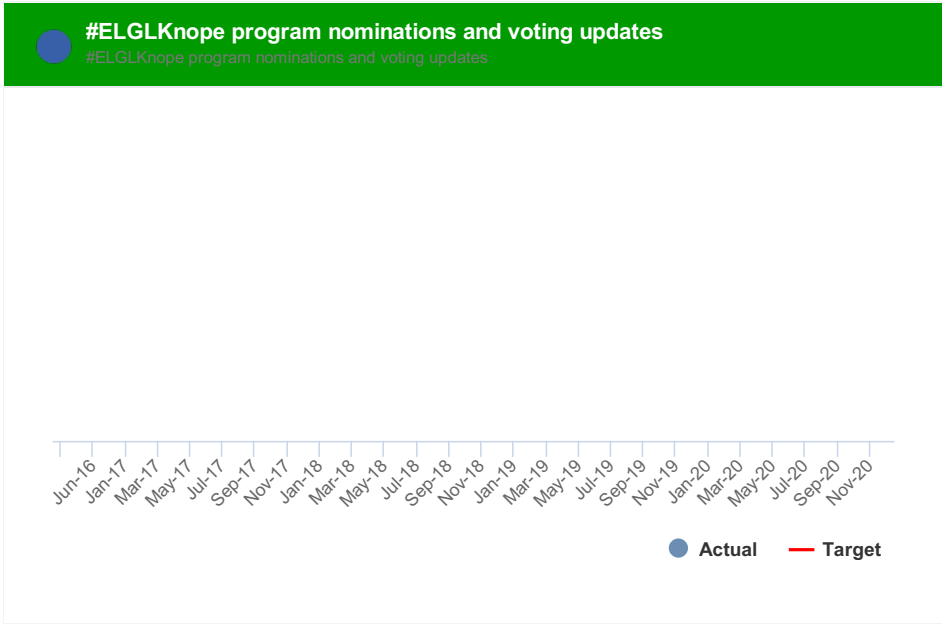
#ELGLKnope program nominations and voting updates
Strategic Plan



Number and location of Supper Clubs and #NDOSC events
Strategic Plan

Action Item


Recognize the top influencers, places, and organizations in local government.
Strategic Plan | 1/1/20 - 1/31/20

Create opportunities for members to host ELGL events in their communities
Strategic Plan | 1/1/20 - 1/31/20



Action Item	Action Item Analysis	Action Item Recommendations
 <p>Recognize the top influencers, places, and organizations in local government (Awards)</p>	<p>#ELGLKnope was postponed because of COVID-19.</p>	
 <p>Create opportunities for members to host ELGL events in their communities</p>	<p>We hosted 36 Supper Clubs in the first quarter of 2020. Please note that the "National Day of Supper Clubbing" or #NDOSC occurred on March 5, 2020.</p> <p>January</p> <ol style="list-style-type: none"> 1. Raleigh, NC 2. Brighton, CO 3. Fort Worth, TX (in partnership with Clearpoint Strategy) <p>February</p> <ol style="list-style-type: none"> 1. St. Louis, MO 2. Lawrence, KS 3. Fort Lauderdale, FL (in partnership with Clearpoint Strategy) <p>March</p> <ol style="list-style-type: none"> 1. Little Rock, AR 2. Scottsdale, AZ 3. San Diego, CA 4. Los Altos, CA 5. Long Beach, CA 6. Boulder, CO 7. Colorado Springs, CO 8. Washington, DC 9. Belleair, FL 10. Athens, GA 11. Palatine, IL 12. Edwardsville, IL 13. Arlington, MA 14. Sterling Heights, MI 15. Kansas City, MO 16. Raleigh, NC 17. Concord, NC 18. Asheville, NC 19. Durham, NC 	

20. Jersey City, NJ
21. Minden, NV
22. Swanton, OH
23. Tigard, OR
24. McMinnville, OR
25. Collierville, TN
26. San Antonio, TX
27. Denton, TX
28. Christiansburg, VA
29. Brandon, VT
30. Spanaway, WA

 **Welcoming new ideas and technology**
Strategic Plan

Owner

 Emily Edmonds

Analysis

Q1-20



ELGL upgraded our online meeting presence by investing in two Zoom accounts (to focus on trainings and cohorts) and Moodle for cohorts. Staff continues working on integrations for JointI, Eventbrite, Mailchimp, Zoom, etc. Work in both Innovation Cohorts continues, with expansion of the cohort program expected in Q2. Work on the Innovation Wiki has resumed and will be moved to a shared Google doc for easier access.

Recommendations

Q1-20

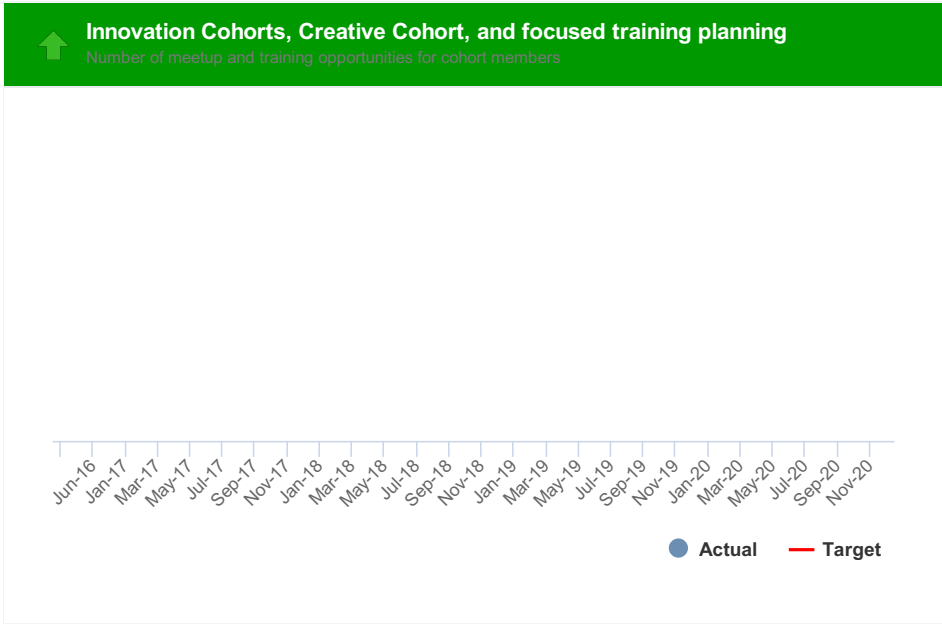
With the shift to all-online content and events, Q2 will include an increased use of our technology and digital connection tools to continue providing ELGL content and interactions.






Measures

-  **Number of meetup and training opportunities for cohort members**
Strategic Plan
-  **Innovation wiki entries & text messages sent**
Strategic Plan

Action Item

-  **Create opportunities for members to work together on innovative ideas an...**
Strategic Plan | 1/1/20 - 12/15/20
-  **Create and expand the Innovation Wiki**
Strategic Plan | 1/1/20 - 1/31/20
-  **Storytell about innovation in local government**
Strategic Plan | 1/1/20 - 1/31/20
-  **Complete the Big Ideas, Small Places Cohort**
Strategic Plan | 1/1/20 - 1/31/20
-  **Continue work on challenges from the Innovation Summit**
Strategic Plan | 1/1/20 - 1/31/20




Action Item	Action Item Analysis	Action Item Recommendations
 <p>Create opportunities for members to work together on innovative ideas and pilot tests</p>	<p>ELGL is working with UrbanLeap to introduce Innovation Cohorts that addresses issues within communities. The first cohort was called "Small Places, Big Ideas" and specifically worked with small local government agencies. Members' pilots have been gauging improvement in community engagement with different partners. Our second cohort is working to find solutions for community and economic development issues. We will soon be looking for RFPs, and will hopefully have a successful implementation phase.</p>	
 <p>Create and expand the Innovation Wiki</p>	<p>This project will commence in Q2.</p>	
 <p>Storytell about innovation in local government</p>	<p>Need more blogs and posts to be shared by those in the innovation cohorts.</p>	
 <p>Complete the Big Ideas, Small Places Cohort</p>	<p>Both the 2019 Small Places, Big Ideas Cohort and 2020 Innovation Cohort are well on their way through the innovation process. The Small Places, Big Ideas Cohort is currently working through their pilots. They are working with Polco, Popvox, and Bang the Table to improve their community engagement. The 2020 Innovation Cohort is currently addressing issues in their community and economic development. At the moment they are considering what they would like to work on, and the pilot process going forward.</p>	
 <p>Continue work on challenges from the Innovation Summit</p>	<p>The projects and concepts from the Innovation Summit continue, both at the staff, board, and Innovation Cohort levels. We anticipate hosting an "Innovation Summit 2.0" at #ELGL20, either in person or virtually.</p>	

Create exceptional membership value

Strategic Plan

Owner

 Emily Edmonds

Analysis

Q1-20

Staff completed a membership database upgrade to provide a Member Directory, which will be released in Q2. Staff and board began working with an ASU MPA student on her capstone project to evaluate and look at board member roles in the organization and how onboarding and training can be enhanced and improved. The Board conducted outreach, applications, and interviews for new board of directors members and selected three new members.

Recommendations

Q1-20

Q2 will focus on onboarding for the three new board of directors members.

Measures

Action Item



[Attract and retain the best staff to carry out the ELGL mission](#)

Strategic Plan | 1/1/20 - 1/31/20






[Develop clearly defined roles for Board Members and volunteers](#)

Strategic Plan | 1/1/20 - 1/31/20



[Develop a recruitment and succession plan for Board Member positions](#)

Strategic Plan | 1/1/20 - 1/31/20

Action Item	Action Item Analysis	Action Item Recommendations
 <p>Attract and retain the best staff to carry out the ELGL mission</p>	<p>Staffing levels remained the same in Q1:</p> <p>Kirsten Wyatt - 1.0 FTE</p> <p>Emily Edmonds - .80 FTE</p> <p>Allie Breyer - .50 FTE</p> <p>Hallee Haygood - .30 FTE</p> <p>TOTAL STAFF: 2.60 FTE</p>	
 <p>Develop clearly defined roles for Board Members and volunteers</p>	<p>The onboarding process for new members is being evaluated and fine tuned before the new board members join. We continue to think about and work through the best ways to allow members to become as involved in ELGL as they'd like to be, with minimal barriers and bureaucracy for participation.</p>	
 <p>Develop a recruitment and succession plan for Board Member positions</p>	<p>The Board put together an application, outreach, and interview process in Q1, and selected three new board members to join effective July 1, 2020.</p>	