



ELGL

**ENGAGING
LOCAL
GOVERNMENT
LEADERS**

Quarterly Report




















Q1-2020























Strategic Plan Alignment







Strategic Plan


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[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	 Reflect 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	 Award program nominations and voting updates	 Recognize the top influencers, places, businesses, and organizations in local government with light-hearted awards programs
		 Number and location of Supper Clubs and #NDOSC events	 Create opportunities for members to host ELGL events in their communities
Organization	 Create exceptional membership value	 ELGL staffing	 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

Strategic	Strategic Goals	Measures	Action Item
Innovation	 Welcoming new ideas and technology	 Number of cohort training & networking opportunities	 Create opportunities for members to work together on innovative ideas and pilot tests
			 Storytell about innovation in local government
			 Complete the Big Ideas, Small Places Cohort
			 Continue work on challenges from the Innovation Summit

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

Owner

 Kirsten Wyatt


Analysis

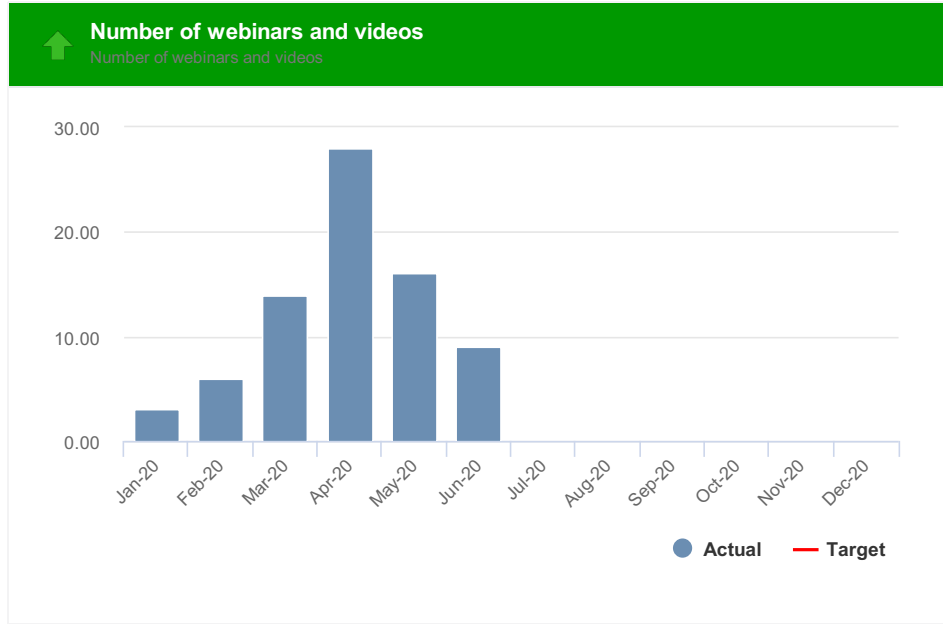
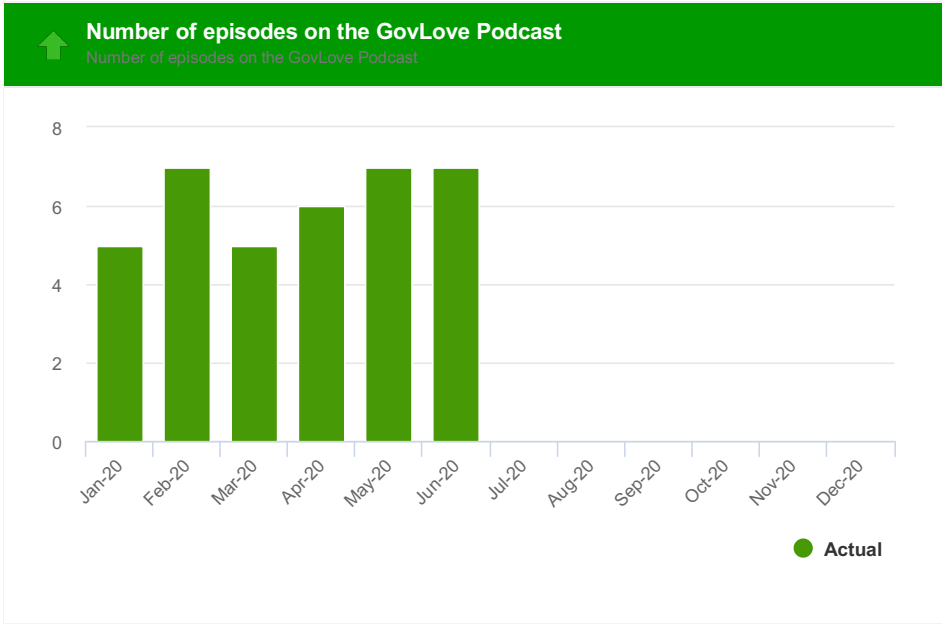
Q2-20

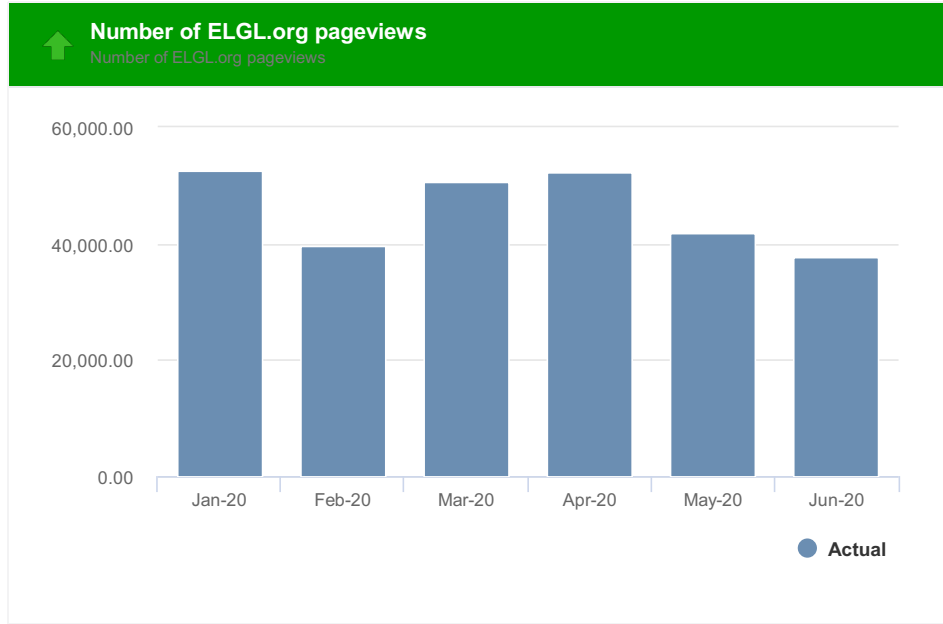
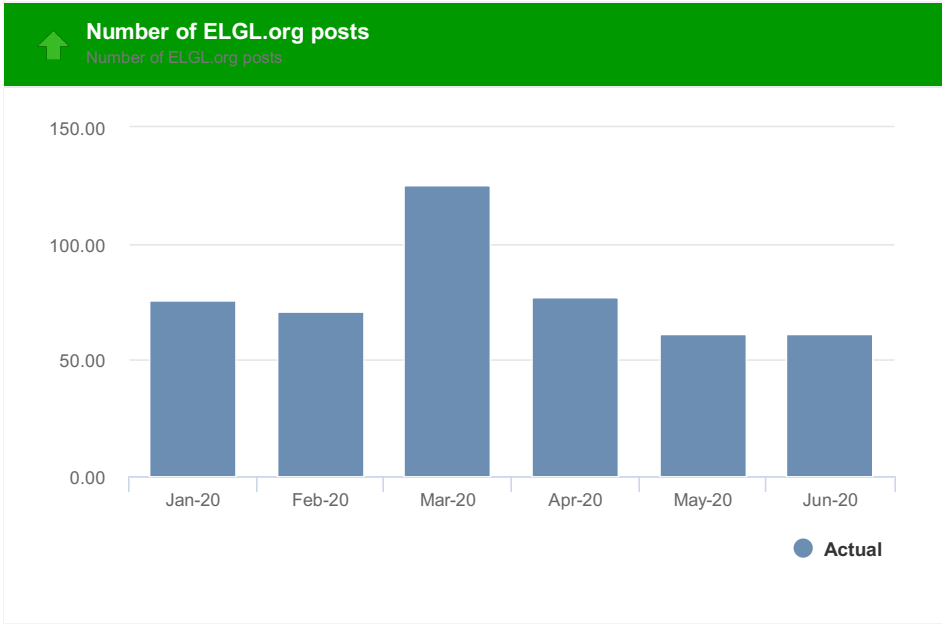
Recommendations






 Q2-20

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
 Create easy, low-barrier ways to volunteer and participate in ELGL	<p>Despite challenges, delays, and cancellations for in-person events for ELGL, we were able to host webinars, virtual meetups, a virtual #ELGLInspire, and online social events for our members. In addition, we have continued our steady stream of social media outreach and connection building for our members to connect with ELGL and each other. Volunteer opportunities for online events, #ELGL20, and upcoming events continue to be advertised and shared with the members.</p>	
 Post timely content on a variety of issues and topics on the ELGL website	<p>In the beginning of Q2, COVID-19 issues and topics were the still some of the biggest news items on our site. After the murder of George Floyd and unrest in the country, in June we started focusing on content featuring diverse voices. We created an equity & justice resources page and reached out specifically to our members of color to write for us.</p>	
 Expand the number of topics and episodes on the GovLove Podcast	<p>GovLove episodes continued to be COVID-19 related through April. After George Floyd's murder in Minneapolis, MN in May, we quickly pivoted our content to focus on race and social justice issues that we were learning about from our members. Continuing through June, we kept up with this content approach, adding in a new podcast three part series with the Kauffman Foundation on their mayor's entrepreneurship program.</p>	
 Share content and news via the ELGL social media channels	<p>We have recently created a Hootsuite account to allow us to more seamlessly post more content across our channels. Our biggest month this quarter was April due to COVID events and COVID-related content.</p>	
 Expand our digital offerings of content, i.e. webinars and videos	<p>We continued our steady drumbeat of online content in the second quarter, reflecting the requests and interests of our members to host both formal webinars, and informal virtual hangouts and ideation sessions, as well as shared events from our members. In total, 53 virtual events in Q2:</p> <ul style="list-style-type: none"> • Webinar: Art-Based Strategies & COVID-19 • Webinar: Virtual Meetings Best Practices From PublicInput.com • Webinar: Local Government Peace & Mindfulness During Times of Crisis • Virtual Hangout: Community Engagement During COVID-19 • Virtual Hangout: Remote Finance Operations & COVID-19 • Happy Hour: TV Shows & Movies • Cities of Service COVID-19 Response Webinar: Local Approaches to Serving Vulnerable Populations • Webinar: Current, Acute Needs & Challenges with Aurora, IL & Zencity 	

Action Item	Action Item Analysis	Action Item Recommendations
	<ul style="list-style-type: none"> • GovTech Startup Solutions to Address COVID-19 • Virtual Hangout: Fiscal Sustainability & Capital Planning During COVID-19 Response • Virtual Hangout: Strategic Planning & Budgeting in the Time of COVID-19 • Virtual Happy Hour • Virtual Ideation Session: Local Government Learning & Collaboration • Small Business & Economic Development Strategies During & After COVID-19 • Webinar: Navigating COVID-19 Grant Funding • Zoom Pictionary With A Local Government Twist • Families First Act, Local Government, and COVID-19 • Virtual #ELGLInspire • Webinar: The Practice of Partnership: Arts + Public Health • Incorporating the Arts in Local Government Processes • Local Government Strategic Planning During COVID-19 • Tools for Governments to Navigate COVID-19 • Engagement Essentials: Meeting Public Access Obligations • Webinar: Virtual Meetings and Sunshine • What-If Wednesdays • Practical Pandemic Practices: Caring for Your Workforce, Sharing Information, & Planning for Recovery • WFH (Working From Home) Teambuilding • "Parks & Recreation" Special Show Tweetalong • Planning for Uncertainty: Scenarios and Foresight for Local Government • What-If Wednesdays • Virtual Ideation Session: Reopening Local Government • Maintaining Employee Engagement During the COVID-19 Pandemic • Quarterly Update on ELGL Strategic Plan • COVID-19 Response: Local Approaches to Food Access • Forward Together: A Local Government Virtual Conference (Day One) • What-If Wednesdays • Forward Together: A Local Government Virtual Conference (Day Two) • What-If Wednesdays • Virtual Hangout: Navigating the Reopening of Restaurants • Building Community and Rebuilding Connections • #CityHallShelfie: The Art of Gathering • Webinar: Reopening Local Government: Best Practices & Research • What-If Wednesdays • Health, Arts, Parks, and Equity • Webinar: Tools to Address Implicit Bias in Local Government 	

Action Item	Action Item Analysis	Action Item Recommendations
	<ul style="list-style-type: none"> • Virtual Hangout & Happy Hour • Portland State University Executive MPA Information Session • Reimagining Police Services • ELGL Book Club: The Color of Law • Civic Pride's Queer Trivia Night • Fourth of July Celebrations During COVID-19 • Webinar: Recovery Planning for Local Visitor Economies • Race and Public Safety 	
<p>■ Improve ways for members to access content by category, geographic area, and specific topic</p>	<p>In the last quarter, we have been continually improving the ways members access content. The exclusives page is broken up into categories to allow members to find content by topics. This has also been included on the COVID and cohort content pages.</p>	

 **Fostering authentic, meaningful connections**
Strategic Plan







Owner

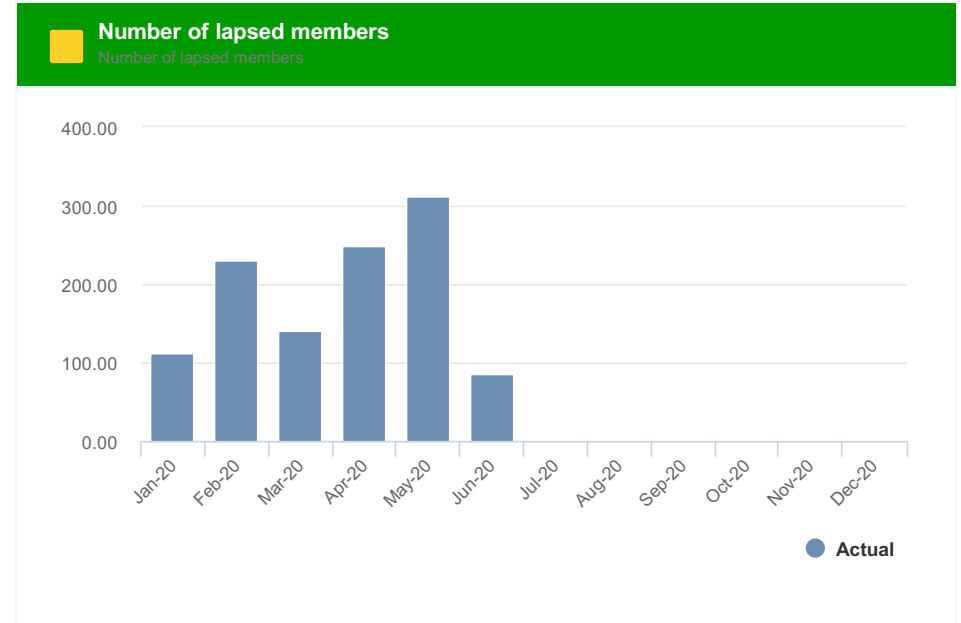
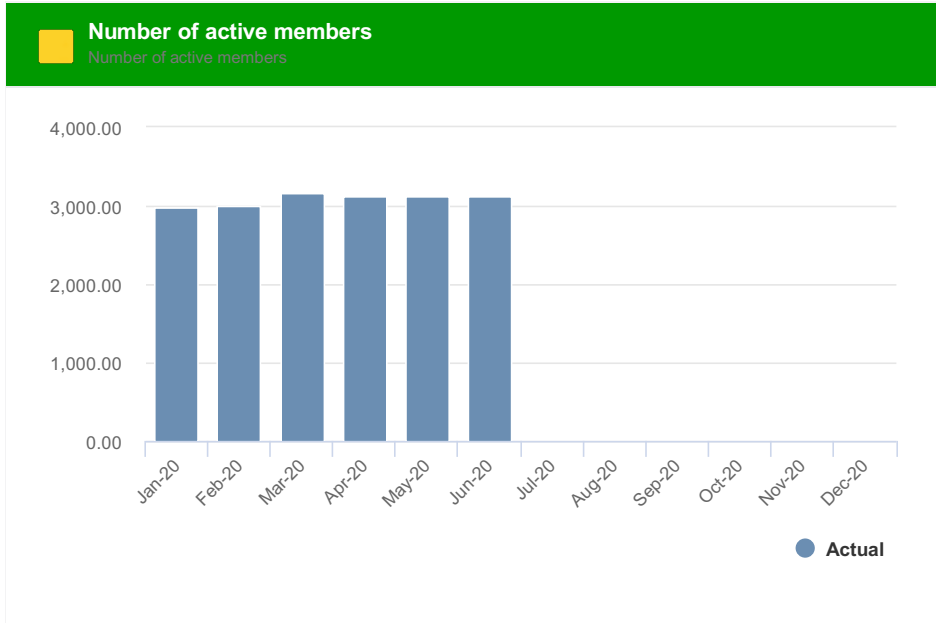
 Kirsten Wyatt

Analysis Q2-20

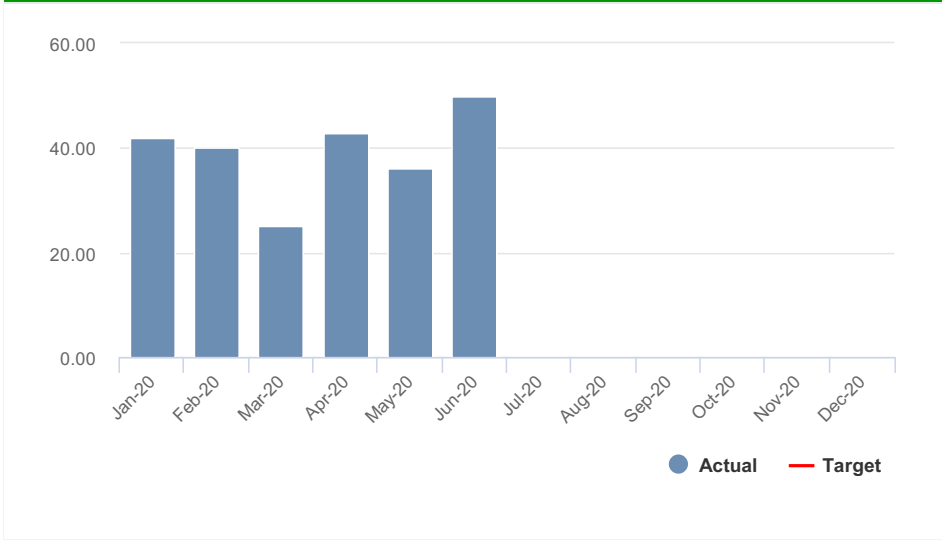
Recommendations Q2-20

Action Item

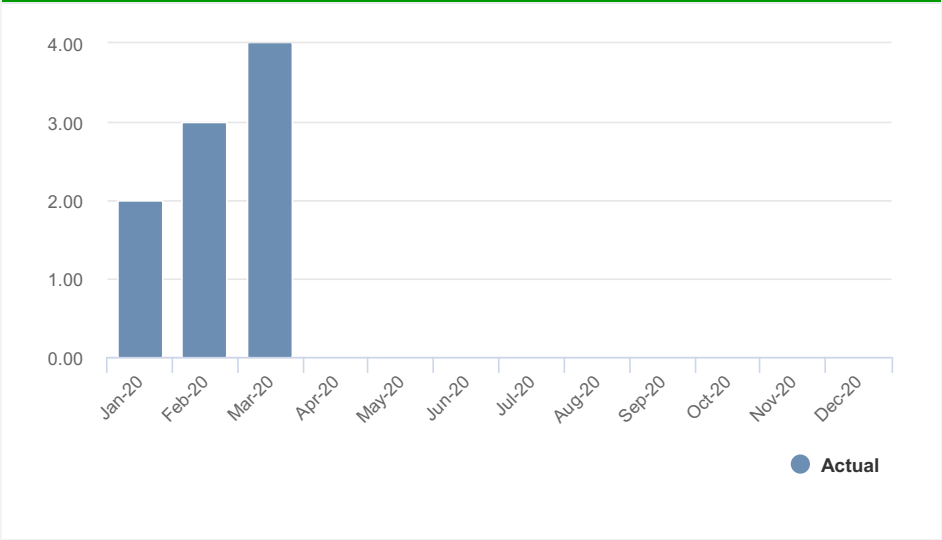
-  **Maintain and grow the membership database**
Strategic Plan | 1/1/20 - 3/31/20
-  **Maintain and develop partnerships with other organizations to provide val...**
Strategic Plan | 1/1/20 - 1/31/20
-  **Host national events that allow members from across the country to intera..**
Strategic Plan | 1/1/20 - 1/31/20
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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

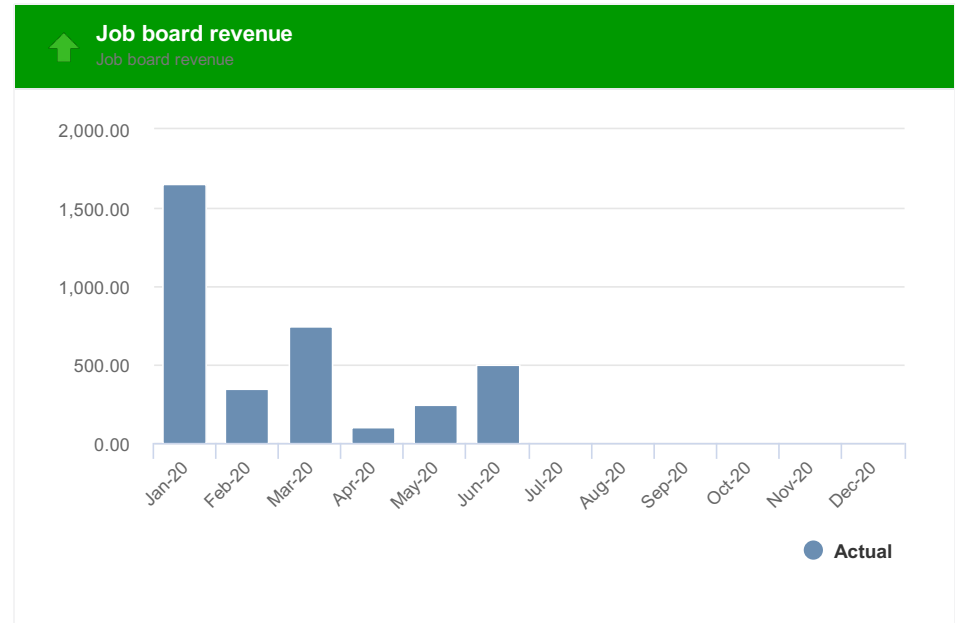







Number of job board posts
 Number of job board posts




Partnerships formed
 Partnerships formed





Action Item	Action Item Analysis	Action Item Recommendations
 Maintain and grow the membership database	Due to COVID-19, membership growth has remained steady rather than continuing its growth. A small percentage (5%) of organizational memberships were paused or not renewed due to budget freezes. Individual and organizational renewals are down by about 9% since March 2020.	
 Maintain and develop partnerships with other organizations to provide value to ELGL members and the local government profession	Most notably in the second quarter, ELGL continued to grow our relationships with partners and other organizations to offer cohort-style learning, including: <ul style="list-style-type: none"> • Creative Cohort with ArtPlace America and Civic Arts Austin • Equity Ambassadors Cohort with aPolitical • Water Cohort with the American Water Works Association, Duke University, and Raftelis • Community Engagement Cohort with Bang the Table • Strategy & Performance Management Cohort with ClearPoint Strategy 	
 Host national events that allow members from across the country to interact and learn	Due to COVID-19, #ELGL20 was first postponed to October 2020, and then further redefined as a virtual event. In addition, other national events like Supper Clubs, #ELGLInspire, and other conferences were put on hold or cancelled due to the pandemic. ELGL continues to refine our approach to producing effective online events that continue to offer learning and connecting opportunities for our members.	
 Host online events that provide regular learning opportunities and interaction for members across the country	ELGL Cohorts launched its expansion program in February 2020 and has seen unprecedented growth due to COVID-19. In Jan 2020 we had two active cohorts; there are currently six active cohorts either running or open for applications and over 150 current participants. By Dec 2020 we expect at least 300 people to have participated in one or more cohort programs and are on track to reach \$20,000 in revenue from cohort programming by that date.	
 Provide volunteering opportunities to allow members to get professional development experience	We began work on two new programs in the second quarter, to launch in the third quarter. The first is a partnership with the Government Finance Officers Association (GFOA) to match graduate students with local governments that wish to create a "Popular Annual Financial Report" or PAFR. Feedback from ELGL's graduate school partners indicated that internship and practical learning opportunities for students were limited due to COVID-19, and so this new program seeks to provide that skill building and relationship building for students. While a small stipend is	

Action Item	Action Item Analysis	Action Item Recommendations
	<p>...largely a volunteer opportunity.</p> <p>The second program in the works is a volunteer opportunity to help ELGL members with virtual interview panels and interviewing. This program will match willing volunteers to serve as mock interviewers with ELGL members who want to do practice round interviews. Consideration will be given to the job, function, experience level, etc. for the mock matches.</p> <p>As always, work with our volunteer writers, organizers, planners, and members continues on content and event programming.</p>	
<p> Expand the ELGL Job Board so that members can learn about opportunities from other members</p>	<p>In the second quarter of 2020, we posted 96 jobs. Notably in this quarter, we offered free job posts for all members (previously, before COVID, it was only free for All-In and Supersize members). There were a wide variety of jobs posted, including:</p> <ul style="list-style-type: none"> • Accountant • Administrative Assistant - Finance/HR • Assistant County Administrator • Assistant Director • Assistant Primary Care Manager • Assistant Superintendent of Parks • Associate Engineer • Attorney • Budget and Policy Analyst - Dallas County - Office of Budget and Evaluation • Budget Director • Budget Manager • Budget Systems Manager • Case Manager - Peer Support Specialist • Chief Deputy County Civil Attorney • Chief Equity and Diversity Officer • Chief Financial Officer • Chief Human Resources Officer - Metra Commuter Rail System • Chief of Police • City Attorney • City Clerk • City Clerk • City Engineer • City Engineer - Asst Dir of Public Works & Engineering • City Manager • City Manager 	

Action Item	Action Item Analysis	Action Item Recommendations
	<ul style="list-style-type: none"> • City of Boulder, Colorado - Director of Planning and Development • City of Camas, Washington - City Administrator • City of Hood River, Oregon - Public Works Director • City of Wilsonville, Oregon - City Engineer • City Traffic Engineer • Communications and Marketing Manager • Community Development Programs Manager • Community Health Nurse, Senior • Community Resource Navigator • Contracts & Procurement Administrator • Customer Success Manager • Data Scientist • Database Developer • Dental Clinic Manager • Deputy Director of Finance and General Services • Deputy Fire Chief • Director of Economic and Community Development • Director of Financial Services • Director of Human Resources • Director of Innovation and Technology • Executive Director - Central Texas Regional Mobility Authority (CTRMA) • Family Nurse Practitioner • Finance Director • Fire Chief • GIS Developer • Housing Technician • HRIS/Compensation Analyst • Intensive Supervision Officer, Community Corrections • Lead Plans Reviewer • Library Coordinator - Community & Access Services • Management Analyst • Mental Health and Addictions Program Supervisor (Hilltop Behavioral Health Center) • Mental Health Specialist (Children and Families, Gladstone Pediatric Clinic and Oregon City School Based Health Center) • On Call Background Investigator • Planner - Transportation & Land Use • Primary Care Registered Nurse - On-Call/Temporary • Principal Traffic Engineer - Boulder, CO • Probationary Firefighter 	

Action Item	Action Item Analysis	Action Item Recommendations
	<ul style="list-style-type: none"> • Program Planner, Senior • Project Engineer • Project Manager • Public Information & Education Analyst • Public Works Director • Recruitment Specialist • Rural Project Coordinator • Sample Job to Test • Spokane Regional Health District - Deputy Administrative Officer • Stormwater Manager/Assistant City Engineer - Fayetteville, NC • Superintendent of Parks & Forestry • Technology Support Manager • Teen Services Librarian • Traffic Operations Engineer • Washington County Benefits and Leave Manager 	

Promoting equity and inclusion
Strategic Plan

Owner

Kirsten Wyatt

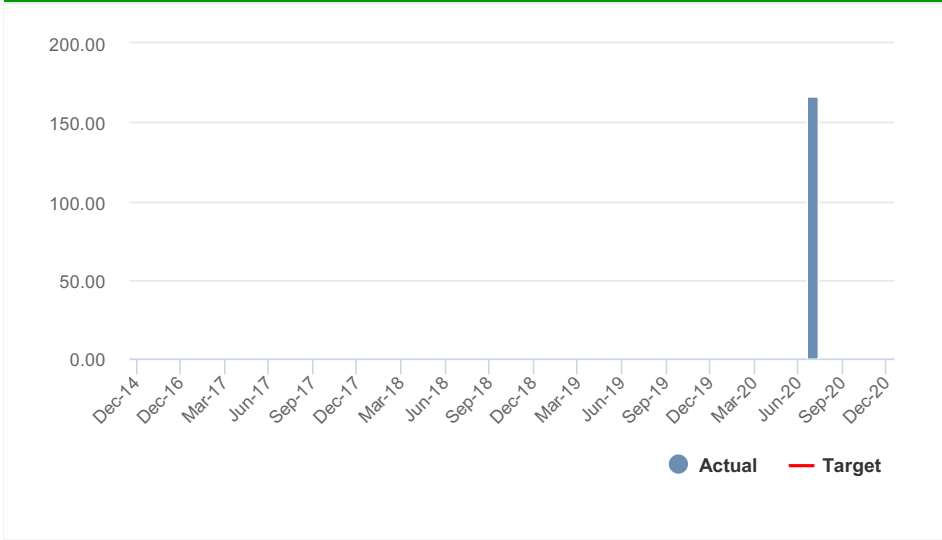
Analysis Q2-20

Recommendations Q2-20

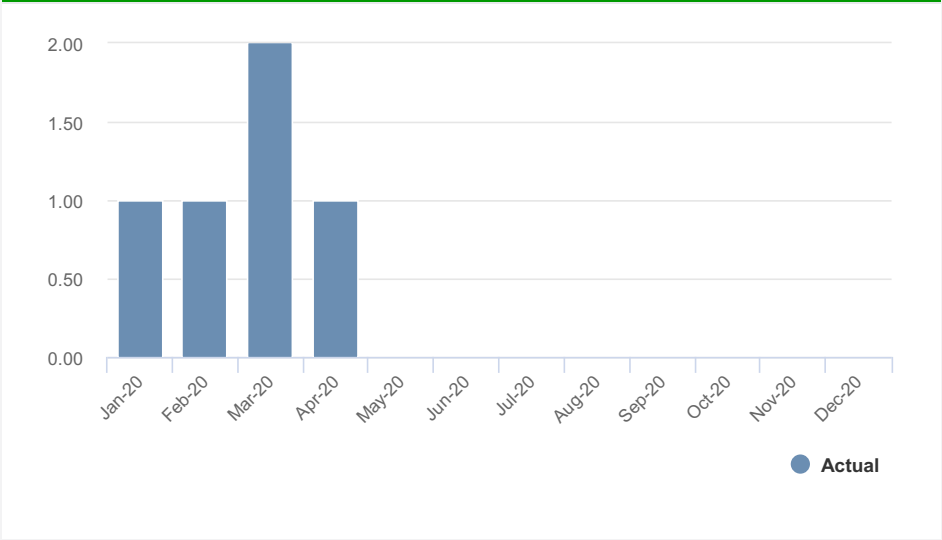
Action Item






- Reflect 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

Number of Diversity Dashboard responses
 Number of Diversity Dashboard responses



Number of #ELGLInspire Events
 Number of #ELGLInspire events, participants, and speakers



Action Item	Action Item Analysis	Action Item Recommendations
 Reflect membership diversity on the ELGL board	<p>The Board of Directors did a focused outreach campaign to recruit new applicants and select new members in the second quarter.</p>	
 Support the Diversity Dashboard	<p>ELGL is partnering with CivicPulse, a group specializing in local government surveying, to broaden our insights on the experiences of local government leaders.</p> <p>We are also working with them to produce blog posts and GovLove episodes on some of their research to promote Diversity Dashboard. State level champions are being recruited to promote Diversity Dashboard online and in their own circles to get more respondents.</p>	
 Encourage local government careers via on campus programming, mid-career changes and support to keep people in the profession	<p>Marking this item as "below plan" due to cancellation of scheduled Q2 #ELGLInspire events due to COVID-19. We were able to pilot and host a virtual #ELGLInspire event in partnership with the University of Oregon. This allowed us to test an online format, and make the decision to move forward with virtual events in Q3 and Q4 of 2020.</p>	
 Champion diversity, equity, and inclusion in local government agencies	<p>ELGL launched the 2020 Diversity Dashboard Survey in June 2020 and hired a 1/4 staff member to support diversity and data efforts. We also partnered with CivicPulse, a local government research nonprofit, to expand the audience for DD and work with ELGL on robust analysis and relevant publications. The survey will run from June-Nov 2020.</p>	
 Foster a sense of inclusion and belonging at ELGL events		

Encouraging joy in public service
Strategic Plan

Owner

Kirsten Wyatt

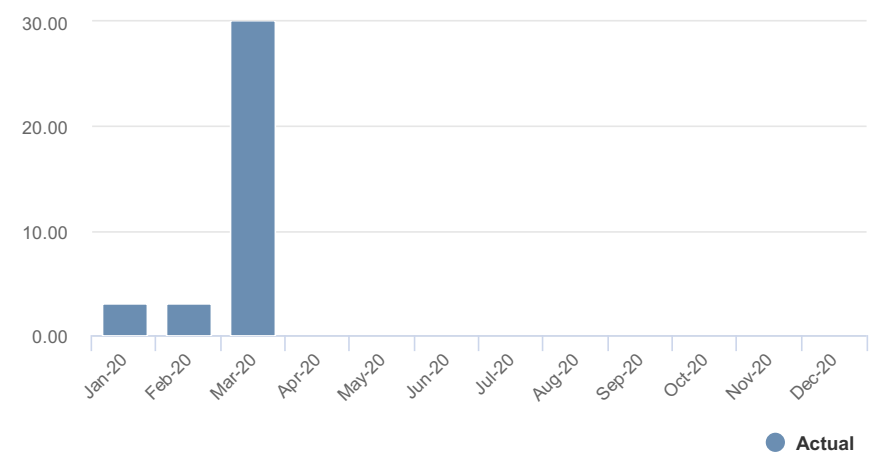
Analysis Q2-20

Recommendations Q2-20

Action Item

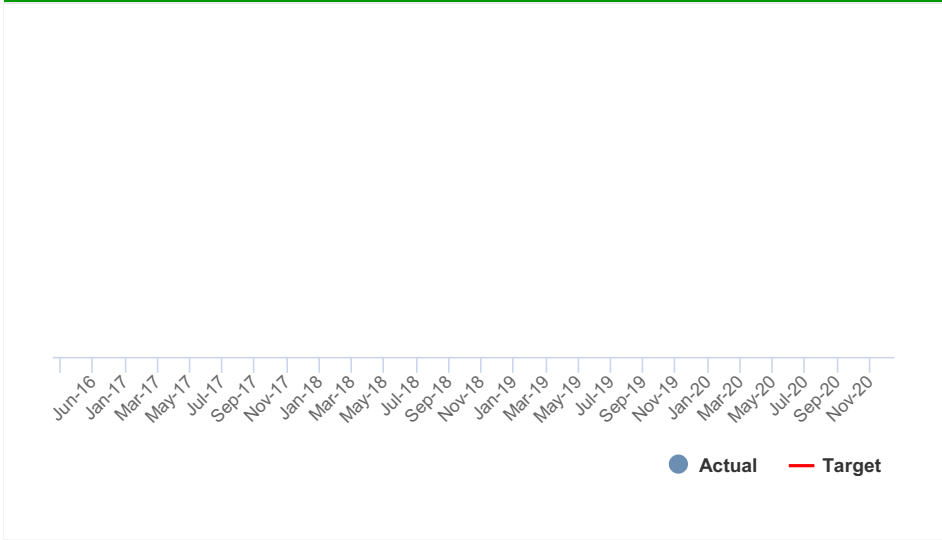
- Recognize the top influencers, places, businesses, and organizations in loca..**
Strategic Plan | 1/1/20 - 1/31/20
- Create opportunities for members to host ELGL events in their communities**
Strategic Plan | 1/1/20 - 1/31/20

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



#ELGLknope program nominations and voting updates

Award program nominations and voting updates



Action Item	Action Item Analysis	Action Item Recommendations
<ul style="list-style-type: none"> Recognize the top influencers, places, businesses, and organizations in local government with light-hearted awards programs 	<p>Note that #ELGLKnope in Q1 and #ELGLMeagle in Q2 were put on hold to refocus ELGL's work on COVID-19 and racial justice topics.</p>	
<ul style="list-style-type: none"> Create opportunities for members to host ELGL events in their communities 	<p>Due to COVID-19, our members were not able to host in-person events. ELGL continued to provide opportunities for virtual meetups and hangouts (including watching a special episode of "Parks & Recreation" together on social media, as well as co-working and learning times).</p>	

Welcoming new ideas and technology
Strategic Plan

Owner

Emily Edmonds

Analysis Q2-20

Recommendations Q2-20

Action Item

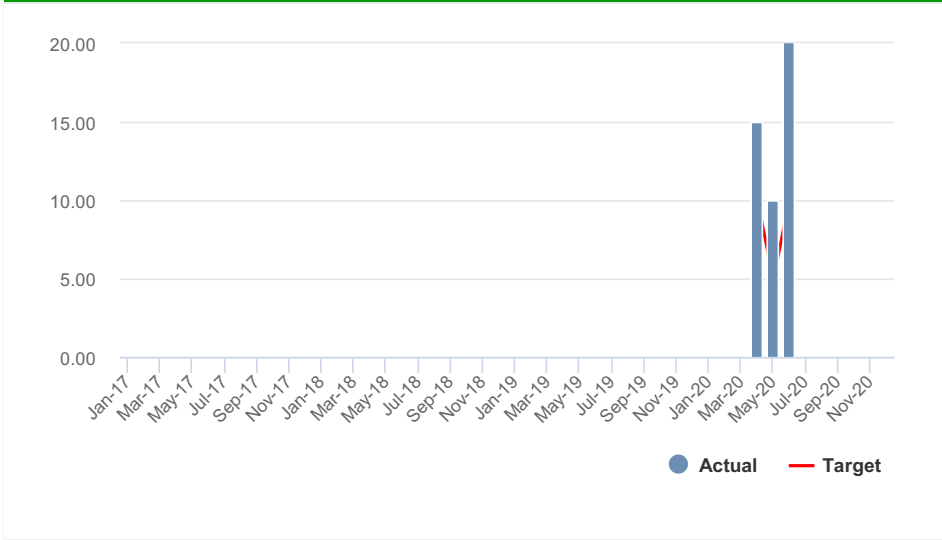
- Create opportunities for members to work together on innovative ideas an...**
Strategic Plan | 1/1/20 - 12/15/20
- Storytell about innovation in local government**
Strategic Plan | 1/1/20 - 1/31/20
- Complete the Big Ideas, Small Places Cohort**
Strategic Plan | 1/1/20 - 1/31/20
- Continue work on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





Innovation wiki entries & text messages sent



Sorry, no results

Innovation Cohorts, Creative Cohort, and focused training planning
 Number of cohort training & networking opportunities



Action Item	Action Item Analysis	Action Item Recommendations
 Create opportunities for members to work together on innovative ideas and pilot tests	<p>Members of the first cohort are in the process of implementing their pilots and members of the second cohort are now selecting their pilot program. Despite the impacts of COVID-19, things are on schedule after calendar changes.</p>	
 Storytell about innovation in local government	<p>Articles from the first Innovation Cohort, which wraps up in July 2020, will begin being published in August 2020. Additional blog posts about the second Innovation Cohort's experiences are expected in Q3 as well.</p> <p>Additional innovation stories are coming more from responses to COVID-19 and racial equity movements in this quarter rather than from more traditional innovation efforts.</p>	
 Complete the Big Ideas, Small Places Cohort	<p>We are on track to finish the Small Places, Big Ideas Cohort on time after adjusting the schedule due to COVID-19.</p>	
 Continue work on challenges from the Innovation Summit		

Create exceptional membership value
Strategic Plan

Owner

Emily Edmonds

Analysis Q2-20




Recommendations Q2-20

Measures

[ELGL staffing](#)
Strategic Plan

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>In Q2 we were able to hire Brian Murphy on a part-time limited duration to assist with the data analysis and entry for the Diversity Dashboard, and also for technical support for an online conference. Brian's background is an analysis and technology and he has worked with ELGL staff previously.</p>	
<p> Develop clearly defined roles for Board Members and volunteers</p>	<p>In Q2 we celebrate the Board of Directors terms of service of Joey Garcia and Christian Williams, whose terms ended on June 30, 2020.</p> <p>The Board of Directors also put together a "Board Member 4 Lyfe" program that will continually engage former Board members in meaningful ELGL work, including chairing committees, working on strategic plan updates, speaking on behalf of the organization, and other high level leadership roles on behalf of the organization.</p> <p>Also in Q2, the Board announced the appointment of Cathy Bailey (Cincinnati Water Works), Amie Hendrix (Tomkins County, NY), and Maggie Jones (Tarrant County, TX) to the Board of Directors.</p>	
<p> Develop a recruitment and succession plan for Board Member positions</p>	<p>The Board of Directors used a targeted recruitment process in the second quarter to solicit applications for replacement members for the expiring terms of Joey Garcia and Christian Williams. The Board conducted interviews with applicants and ultimately selected three new board members (bringing the total number of board members to seven, the maximum allowed under ELGL's bylaws).</p>	