

22-25



ELGL Strategic Plan

OUR MISSION

ELGL amplifies the good in local government.

OUR VISION

ELGL engages the brightest minds in local government.

OUR VALUES

Joy

Encouraging joy in public service; making authentic connections to strengthen ourselves and our communities.

Equity

Embracing equity by seeking diverse perspectives, developing leaders from marginalized backgrounds, and promoting a representative public sector.

Creativity

Welcoming innovative ideas and technology.

Connection

Sharing timely, relevant, real and useful ideas in an inclusive way so all voices are valued and heard.

Dependability

Creating exceptional membership value, so we're here when you need us, and can connect you with people who care.



How to use this plan

ELGL's Strategic Plan provides the big-picture direction for the organization over the next three years. Each year, staff will prepare and propose and the board will adopt a work plan that implements the Strategic Plan. The work plan will include the activities and performance measures to clearly communicate the work that is being done to advance the organization's vision, mission, values, and goals.

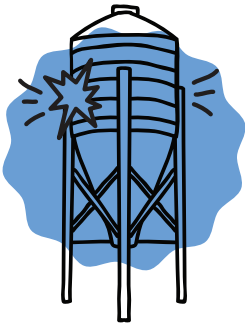
What you can expect

The priorities and goals in this document will align to an annual work plan so the work of ELGL is linked back to the Strategic Plan's guiding priorities and goals. You can expect to see a work plan that looks something like this, so you can follow along with the work ahead of ELGL and find new ways to get involved with the organization:

Priority

- ★ Goal
- ★ Activity 1
- ★ Activity 2

Our priorities & goals



Together, we bust silos & make friends.

- ★ **Celebrate** what we have in common, not limited by job title or geography.
- ★ Make it **easier to access** all ELGL has to offer, when you need it.
- ★ **Connect** aspiring and established local government leaders to showcase the wide variety of impactful career options at the local level.

Together, we have hard conversations to advance equity in local government.

- ★ **Amplify** viewpoints of historically and systemically marginalized members to spur concrete change and action.
- ★ **Recognize** a future-ready workforce requires empathy and inclusion for public sector success.
- ★ ELGL's own work, internal and external, reflects that a **diversity of voices** make the public sector stronger.
- ★ **Highlight** the work being done by members and communities to advance equity and make change.



Together, we champion innovative values in local government.

- ★ **Welcome** all members into the conversation about innovation, emphasizing innovation comes in many shapes and sizes.
- ★ **Acknowledge** local government can't solve the trickiest problems alone, and needs strategic connections to advance big ideas.
- ★ **Encourage risk taking**, acknowledge that innovation requires empathy and human connection, and support local government leaders who are the first to try something new.

Together, we ensure ELGL is built to last.

- ★ **Ensure the sustainability** of ELGL as a national organization.
- ★ **Formalize and strengthen** Board roles, responsibilities and structure.
- ★ Operate ELGL so it **reflects exemplary workplaces**.
- ★ Rely on the energy of our members to **build the organization** they have always hoped for.

