



2021 STRATEGIC PLAN

Mission

To foster cooperation among Ramsey County units of government, thereby increasing the effectiveness and efficiency of public service delivery.

Vision

RCLLG members engage, network, learn and collaborate for a stronger Ramsey County.

Values

- We value and recognize all member organizations as key stakeholders, and we respect the voices of all individual members.*
- We value the unique role we play in convening local units of government.*
- We value building relationships and developing and inspiring leadership.*
- We value sharing resources and information to effect positive change in our communities and county.*
- We value respectfully challenging each other in order to grow and learn together.*

Priorities & Strategic Goals

Member Engagement & Communication

Members receive regular communications and information from multiple digital sources, and have opportunities to provide input into the organization and connect with one another.

Organizational Structure

Members understand the mission of the organization, the benefits of membership and the roles of appointed Board members and members at large.

Programs & Education

Members have monthly opportunities to learn and share about issues that are important to their communities, including policy/legislative updates.

Collective Work

Common issues are identified and collective actions are planned and implemented that benefit all member communities or organizations.

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Proposed Initiatives

Member Engagement & Communication

- Continue to produce regular and relevant content for member newsletters
- Keep website up to date and user-friendly
- Continue to create ongoing opportunities for member networking and feedback
- Continue to increase social media engagement

Organizational Structure

- Expand membership in all categories
- Define and clearly communicate member roles and benefits to all new and returning members
- Monitor/track strategic initiatives and ensure annual update to strategic plan

Programs & Education

- Continue to hold monthly membership programs on regular day/time and location
- Monthly programs should address mental health and at least one monthly program includes impacted citizens (citizen experience)
- Hold member legislative priority session and legislative update session
- Invite state legislators to all events/programs

Collective Work

- Complete action plan for collective work around mental health
- Engage legislature with RCLLG's collective work on mental health
- Infuse mental health topics into all RCLLG activities (Board meetings, monthly programs, communications, etc.)
- Continue to expand members of collective work group