



## 2024 STRATEGIC PLAN

### Purpose

The purpose of RCLLG is to create opportunities for local government to share ideas and resources, promote professional learning and engagement and take collective action on common issues for the benefit of our communities.

### Vision

Sharing ideas and resources, RCLLG finds commonalities and breaks down barriers to create an interconnected Ramsey County.

### Mission

Through a formal organization, RCLLG fosters cooperation and collaboration among Ramsey County units of government to ensure ALL communities thrive.

### Values

- We value, respect and recognize all RCLLG 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

Membership is expanded and participation among all member organizations is consistent.

#### Programs & Learning Opportunities

All programs and other learning opportunities are relevant, timely and actionable.

#### Collective Work

Relevant issues for all members are identified and collective action is taken.

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## Initiatives

### Member Engagement & Communication

- Expand the number of associate members including chambers of commerce, watershed districts and nonprofit organizations
- Conduct personalized outreach to all new and renewed members with an invitation to actively participate
- Create a membership engagement committee and hold pre-scheduled monthly meetings to plan informal networking opportunities
- Provide at least three informal networking opportunities during the year, with the save the date sent early in the year

### Programs & Learning Opportunities

- Set relevant themes for the year and provide at least 10 monthly programs related to those themes
- Each program includes at least one identifiable take-away or objective in the description
- Offer a variety of perspectives and subject matter expertise
- Build in discussion questions for each program that encourage multiple perspectives and facilitate discussions that support civil discourse
- Poll attendees at the end of each program to measure effectiveness/impact, ask for other topics and share results of polling in membership communications

### Collective Work

- Ensure the collective action committee has at least five members inclusive of all membership types, including at least one county representative
- Develop a multi-jurisdictional climate action plan
- Share RCLLG's priorities with state legislators
- Create an advocacy communication template to make it easy for members to connect with local legislators and policy makers with a unified message