



2020 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 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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Initiatives

Member Engagement & Communication

- *Produce regular and relevant content for member newsletters*
- *Up to date, user-friendly website*
- *Create ongoing opportunities for member networking and feedback*
- *Increase social media engagement*

Organizational Structure

- *Ensure active working committees for each goal area*
- *Review/revise membership categories, dues and benefits*
- *Define and clearly communicate member roles and benefits*

Programs & Education

- *Hold monthly membership programs on regular day/time and location*
- *Hold member legislative priority session and legislative update session*
- *Invite state legislators to all events/programs*

Collective Work

- *Solicit issue ideas from membership*
- *Identify at least one common issue to work on collectively per year*
- *Create proposed action plan for common issue by end of 2020*