



BETTER COMMUNITIES THROUGH SOUND GOVERNMENT

Our Mission:

Strengthening local government through advocacy, education, and information.

When we do our best work and fully deliver on our mission:

- Local Governments are more empowered and effective
- Community members trust their elected leaders
- Local officials are respected due to their effectiveness



Our Goals and Strategies

Our Strategic Pillars and Foundation

To best deliver on our mission over the next three years we will:

- 1. Elevate the Impact of Local Government by Strengthening Relationships with and Between Municipalities**
 - 1.1. Increase connection with our locality members across the state
 - 1.2. Grow our outreach and support with municipal staffs
 - 1.3. Facilitate collaborative peer-to-peer connections
- 2. Accelerate Local Elected Official and Municipal Staff Impact Through Expanded Value-Added Programming**
 - 2.1. Expand support for newly elected officials
 - 2.2. Bolster education through strategic partnerships with higher education
 - 2.3. Maintain strong advocacy efforts and grow member voice with the General Assembly
 - 2.4. Emphasize member localities' leading practices and successes
 - 2.5. Establish member connections leveraging 21st century communication
- 3. Cultivate 21st Century Leadership By Streamlining Our Governance Structure**
 - 3.1. Update our governance structure to include a broader range of municipal voices
 - 3.2. Designate and articulate clear entry-points and pathways for leadership participation by members
 - 3.3. Fully deploy and empower VML staff
 - 3.4. Renew membership categories for broader participation and engagement
- 4. Support Strategic Initiatives Through Organizational Strength**
 - 4.1. Align current and new staff to support stronger relationships and member value
 - 4.2. Cultivate a strong brand through focused and strategic communication
 - 4.3. Re-envision the annual conference to strengthen relationships, engage members, and equip members for excellent leadership