**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**

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