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- Technology that is changing at a furious pace
- The most diverse population in our history
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IT’S A TIME OF OPPORTUNITY FOR MUNICIPAL LEADERS WHO CAN ACT STRATEGICALLY, WITH VISION AND BOLDNESS.

How will we make it happen? Through thoughtful and rigorous implementation:

- Translating each goal into a series of specific strategies and tactics that encourage innovation and thoughtful action
- Tracking our progress via metrics and reports from the field
- Engaging in continuous improvement

We’ll regularly report progress to our members, and seek your input and ideas.

IT’S GOING TO BE EXCITING, AND IT’S GOING TO TAKE ALL OF US

We believe in our plan. We believe in our cities. And ultimately, we believe we can better serve all our members with a unified, powerful organization that is truly “one NLC.”

Let’s Get Going!

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Driving Change: A Bold New Approach

STRONGER THAN EVER
NLC’s Three-Year Strategic Plan

NLC Staff

John Blacklock, Transition Director
Carolyn Coleman, Director, Federal Advocacy
Craig Johnson, Executive Director, Institute for North, Education and Families
Stephanie Osborn, Director, Strategic Partnerships
Antoinette Samuel, Deputy Director
Planning and research facilitated by 360 Communications
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Charles Arnold, Executive Director, NLC
Leonard Chang, City Councilor, Cambridge, Massachusetts
Luci Ferron, Mayor, McKinney, Texas
Ron Garcia, Mayor, Arizona, California
Don Gilmartin, Executive Director, Michigan Municipal League
Mike Kasparzak, Councilman, Mountain View, California
Kathy Manns, Councilmember, Downers Grove, Illinois
Mike McCarty, Executive Director, Association of Washington Cities
D’Anni Knox, Mayor, Covina, California

Garret Nancolas, Mayor, Caldwell, Idaho
Audrey Samuel, Councilmember, Beaverton, Texas
Garrett Hueston, Councilmember, Columbus, Ohio
Gilbert Wong, Councilmember, Cupertino, California
Evelyn Woodson, Councilor, Columbus, Georgia
David Yun, Mayor, Waukegan, Illinois
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Planning process facilitated by 2B Communications
NLC Members want, need and expect more.

A Strategic Planning Task Force has spent the last year surveying, interviewing and listening to our individual members, leaders, councils, committees, constituency groups, state municipal leagues, and staff.

We heard you and agree: now is the perfect opportunity for a bold, proactive and focused plan of action.

So here’s the plan...

We’re making a powerful new commitment as an organization. Going forward, everything we do will strive to embody eight core principles critical to our members.

We will be:

- Inclusive – nonpartisan, embracing diverse views, modeling civility, providing “many doors” into NLC
- Focused – on what matters most to our members and municipalities nationwide
- Valuable – as a resource and advocate for our members, and a partner to the state municipal leagues and Federal policymakers
- Influential – recognized as powerful, reliable and respected by federal policymakers
- Visible – to our members, in Washington, DC, and in the news
- Relationship Driven – building personal connections among members and with NLC staff
- Forward Leaning – with compelling engagement opportunities and cutting edge ideas and technology
- Financially Solid – with a diversified revenue model

We’ve set five clear, powerful goals.

For the next three years, we will focus our actions on achieving the following strategic goals:

1. Proactively drive federal policy on behalf of cities, on issues that directly impact them.

2. Promote innovation and provide proven strategies and valuable resources that address the challenges cities face.

3. Raise the profile of city governments as key leaders and partners in improving the quality of life in our nation.

4. Expand the capacity of city officials to serve as ethical, effective and engaged leaders.

5. Transform our organizational structure and culture so that it is focused on top priorities, fully aligned, nimble, accountable and transparent.
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Over the next three years, the Strategic Task Force will:

- Identify major challenges facing cities
- Develop strategies to address these challenges
- Set measurable goals, objectives, and metrics
- Develop a comprehensive implementation plan

The task force will:

- Meet at least twice a month
- Host public input sessions
- Work closely with the NLC Executive Director, the NLC President, and the NLC Vice Presidents

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