

ALASKA MUNICIPAL LEAGUE

STRATEGIC PLAN 2016-2021

Envisioned Future:

Thriving communities led by healthy local governments

Core Purpose:

Strengthen Alaska's local governments

Core Values:

Sustainability

Collaboration

All Municipalities

Strategic Direction:

Enhance AML's capacity as a powerful voice for Alaska's municipalities

- Provide ongoing opportunities for board development
- Increase value-added services for members

Develop strong partnerships to advocate for AML priorities:

- Continue strong relationship with the Conference of Mayors
- Maintain connection with the Alaska School Board Association and its members
- Maintain close ties with Legislature/Administration/Congressional leaders and staffs
- Work to increase affiliate memberships
- Collaborate with appropriate regional associations such as Southeast Conference and Southwest Alaska Municipal Conference
- Partner with chambers and other business associations whenever possible
- Engage with national/state/regional/municipal associations

Become the most effective advocacy organization in Alaska

- Develop key messages on issues that unite our membership
- Provide training for board and members on best ways to present messages
- Utilize best practices for advocacy by associations

Support the development of the next group of statewide political leaders

- Promote succession planning, both for internal and external leaders
- Eliminate roadblocks
- Engage next generation leaders

Lead communities in adapting to new state fiscal realities