

Associations and Academics

# What's Next



# Thoughts from Associations & Academics

- Thank you!
  - › We feel BETTER about the future of Local Government because of YOU
- We Recognize that...
  - › Local Government 2030 is a movement – we need to be able to message the relevance of the movement to our associations in order to get traction
  - › Associations and Academics need to focus on issues beyond the initiatives – the process is a catalyst for more research and more collaboration
  - › Value of the Convening is not JUST the three initiatives
    - Collaboration
    - Connection
    - Momentum
    - Focus
  - › We are better INFORMED about the future because of this work
  - › This need to be celebrated as an incredible first step – creating momentum to work differently together

# What we will do...

- **NAPA** – wants to be the hub to keep it going – we will promote the work, do research in these areas and manage the process of bringing people together. **ENVISIO** will offer their platform to NAPA to track implementation and progress
  - › Use NAPA Fellows Standing Committees to participate in conversations about the initiatives and identify Pilot communities to beta test the initiatives
- **GFOA** – collaboration is a major value and why GFOA is interested in staying with the work of Local Government 2030 – the three initiatives AND connecting the various disciplines of local government as we move forward
- **NARC** - Spot at our National Conference in June – Chuck will facilitate that conference
- **Houston/Galveston Area**
  - › Willing to commit to a conversation with Promised Pathways and possible Pilot
  - › Will work with National Association of Workforce Boards to see if they would be interested in joining this conversation
- **NACO** – willing to commit to sharing information about these things and helping with connections to County officials who work in these spaces; will use our publications to help with convening more conversations and continuing to flesh out the action plans
- **National Association of County Administrators** – willing to allow individuals to share articles and white papers on their website and quarterly journals, and participate during our idea exchanges
- **ELGL**
  - › Personal brand opportunities
  - › Messaging on the initiatives

# What we will do...

- **Public Sector HR Association** – we will share the messaging with our Board – invite your participation at our September Conference; articles in our publications
- **IIMC** – offered ideas for organic marketing ideas; magazines, conferences; exhibiting – providing case studies, etc.
- **Urban Libraries** – will also promote the ideas, provide conference speaking opportunities
- **Public Library Association** – will promote the ideas; would like to hear the voice of the Library Director from the group to spread the word to our group (podcast, blog, etc.)
- **Mission Square Research Institute** - Open Source and Time Series Data is available; research agenda is constantly updated and if they have specific data needs Mission Square would be happy to be part of the discussions

# Our Limitations...

- Associations are focused on their own conferences – hard to take on another program; have directives from their members they need to meet first – staff capacity limitations
- AWWA – programs need a little more definition before we can endorse; how are these initiatives different from other similar initiatives – how is this different, better, etc.
- ELGL – expectation setting for what we are able to do as individuals who report to Boards; need Board buy-in; may come quickly, but we cannot commit “today”
- National Association of Regional Councils – We want our support to be meaningful and impactful. Need to find a way to weave this into what we do and how it intersects with our programs – there are pathways, we are working to identify them

# Things to ponder...

- How would each group define “success” for their initiative – if we know that we can better support it
- Who do we talk to, to connect the right people in?
- What is next for you? Do you want to hand it over and let someone else build it up, or do you want to stay involved to “finish” this?
- Do the initiatives need multiple endorsers or a few strategic partners? Who are the right partners? Is there a place for secondary endorsers
- **PSHRA** - Need more statistics and data to see where we could play

# Things to ponder...

- How can the INDIVIDUALS who contributed (delegates) be supported – personally – by the Associations
  - › How can we amplify the voices of the people who participated?
  - › Mentors/coaches – can WE offer that?
- Research Opportunities
  - › Graduate education – some of the initiatives have best practices and trends; work with groups to identify opportunities to integrate this work into graduate education – integrate LG 2030 content in the graduate classroom; support the branding
- How can we tap Foundation money to support these initiatives going forward – need a good proposal and a good Foundation partner; Associations will collaborate to further this conversation

# The Continuing Legacy of Local Government 2030

- Delegates have taken existing research and identified ways to operationalize it as specific initiatives local communities can participate in
- Associations and Academics will continue to support those initiatives AND is committed to:
  - › Work on the broader issues identified by the Grand Challenges
    - Developing a mechanism for continuing the focus on the future.
    - Create a structured way of looking at the future across different disciplines
  - › Intentionally explore the grand challenges as associations so we can integrate them into the future work of the various associations
  - › Weave the grand challenges into the research associations are focused on and committed to as part of their mission
  - › Invite OTHER associations into the conversation using the Grand Challenges as context for their work (APWA, APA, NLC, IACP, etc.)



# Three Buckets

Support Implementation of  
Initiatives

Serve as a Bridge that  
connects Academics and  
Practitioners

Stay Focused on What ELSE

- Use Association Platforms to promote implementation of the three initiatives.
- Use the Associations to connect theory and practice – helping academics understand the real issues – and real successes – happening in communities.
- Identify current and emerging issues that need to be researched and addressed to keep local governments future ready.

**We Feel Better  
Because of you!**

