



2017 Strategic Plan

OUR MISSION

Our mission is to support and stimulate our members and the profession in order to foster responsible, responsive local government with the objective of improving the sustainability and livability of Oregon communities.

OUR STRATEGIC GOALS

Our Strategic Plan has four goals, which reflect our Mission: professional development, membership support, leadership and hosting the 2021 ICMA Conference. OCCMA carries out its Mission through programs and special activities conducted by the Board and a number of standing committees

Strategic Focus Areas For 2017

Professional Development

- **Enhance and promote professional development and training opportunities to help advance the professional capabilities of OCCMA members.**
 - Promote LOC TV and ICMA Webinars. **(Communications Committee)**
 - Provide relevant sessions that encourage members to attend OCCMA conferences. **(Professional Development Committee)**
- **Nurture communication between Board and membership in order to increase value in membership and involvement.**
 - Continue to provide members with a valuable OCCMA quarterly. **(Communications Committee)**
 - Encourage continued participation in the listserv. **(Communications Committee)**
 - Survey members (with costs) on their interest in a paper vs. electronic newsletter. **(Communications Committee)**
- **Promote and educate members about ICMA Code of Ethics.**
 - Work with other committees to help educate members about the ICMA Code of ethics. **(Ethics Committee)**
- **Develop future generations of local government managers to sustain the profession.**
 - Continue involvement with the ICMA student chapter at Portland State University. Attend chapter meetings and encourage students to attend conference. **(Next Generation Committee)**

- Provide scholarships for students to attend the OCCMA conference. **(Next Generation Committee)**
- Provide articles for the newsletter and session ideas for conferences that are relevant to supporting the next generation. **(Next Generation Committee)**
- **Assist with the development of educational programs that promote city management and internship opportunities.**
 - Increase the use of interns and ICMA Fellows by cities in Oregon. **(Next Generation Committee)**
- **Support and collaborate with the Engaging Local Government Leaders (ELGL).**
 - Encourage ELGL to develop a session for the 2017 summer conference. **(Next Generation Committee)**

Membership Support

- **Connect our members with a network of opportunities to gain knowledge, insight, experience and perspective through developing relationships with other professionals in the field.**
 - Work with ICMA to increase the number of Oregon communities participating in the coaching program. **(Support for Managers, Coaching & Mentoring Committee)**
 - Identify areas where there are regional manager meetings. Create a list of regional meetings and publish their meeting dates in the OCCMA Newsletter and website. **(Joe Gall and the Communications Committee)**

Leadership

- **Work with other committees to help educate members about the ICMA Code of Ethics.**
 - Monitor OCCMA and ICMA compliance. Activate committee to serve as the local fact-finding body for any ethics inquiry. The committee was not activated in 2015 or 2016. **(Joe Gall/Ethics Committee)**
 - Include ICMA Code of Ethics articles in the OCCMA newsletter and make available on the website. **(Communications Committee)**
- **Recommend Board slate for the following year.**
 - Publish board application form via OCCMA listserve, newsletter and website. **(Nominating Committee)**
 - Review candidates and present recommendation at the General Membership meeting for action in September. **(Nominating Committee)**
- **Increase partnerships with the education system (K-12 and Universities) to help build future generations of local government managers.**
 - Provide informational sessions at universities about local government. **(Next Generation Committee)**
- **ADD A SOCIAL JUSTICE AND EQUITY BULLET – MARTHA WILL PROVIDE LANGUAGE (Professional Development and Next Generation Committees)**

- **Review By-laws and Constitution and recommend amendments as requested by the president/board.**
 - In 2017 the By-laws and Constitution Committee will review the role of the executive committee and ensure that all OCCMA membership types are listed in the By-laws. **(By-laws and Constitution Committee)**
- **Identify and recommend action in relation to the ICMA/OCCMA Affiliation Agreement.**
 - The ICMA/OCCMA Affiliation Agreement was last reviewed in March of 2016. Review during 2017. **(ICMA Liaison Committee)**

2021 ICMA Conference

- **Host a well-organized, sufficiently funded and successful conference.**
 - Ensure Oregon retakes the honor of having the best attended ICMA conference. **(2021 ICMA Conference Committee)**
 - Continue dues add on to ensure OCCMA has \$50,000 to put towards the conference. **(Board of Directors)**
- **Focus efforts on fund raising, social activities, program activities and business and logistical support.**
 - Have an OCCMA representative on ICMA Conference Planning Committees from now till 2021, who can help OCCMA with responsibilities in 2021. **(Byron Smith)**