



## 2018 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 2018

### 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 on their interest and feedback on OCCMA's current website. **(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 and University of Oregon. Attend chapter meetings and encourage students to attend conference. **(Next Generation Committee)**

- Provide scholarships for students to attend the OCCMA conference. **(Professional Development 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).**

### 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)**
  - 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. **(Communications Committee)**

### Leadership

- **Explore partnership with the League of Oregon Cities and other entities to ensure managers have access to compensation benchmarking. (Unassigned)**
- **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. **(Ethics Committee)**
  - Include ICMA Code of Ethics articles in the OCCMA newsletter and make available on the website. **(Communications Committee)**
- **Recommend candidates to serve on the OCCMA Board of Directors for the following year.**
  - Publish board application form via OCCMA listserv, 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)**
- **Support social justice and equity in the profession. (Ad Hoc Committee – David Clyne & Dale Shafer)**
- **Review By-laws and Constitution and recommend amendments as requested by the president/board.**

- In 2018 the By-laws and Constitution Committee will review the Policy Annex and negotiate a contract with the League of Oregon Cities for the provision of administrative services for the board's action. **(By-laws and Constitution Committee)**
- **Identify and recommend action in relation to the ICMA/OCCMA Affiliation Agreement.**

#### Host Committee

- **Host a well-organized, sufficiently funded and successful conference.**
  - Ensure Oregon retakes the honor of having the best attended ICMA conference. **(Host 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. **(Steve Powers in 2018 and Eileen Stein in 2019)**
  - Convene sub-committees to tackle different aspects of conference planning, per ICMA's recommendations. **(Host Committee)**