

MTCMA Mission Statement

With Goals and Objectives

Revised November 2024

3 year workplan (to be reviewed yearly)

The mission of MTCMA is to broaden the knowledge and promote values necessary for Maine's municipal and county government administrators to better serve their communities.

Goals of MTCMA

1. Preserve the Vitality of Our Profession and Association

MTCMA works to ensure the long-term strength of professional municipal and county management and of MTCMA.

- * *Outreach to new members: Actively pursue membership outreach through the Membership Committee, calling new managers and managers who aren't currently members.*
- * *Outreach to members: Identify one person per county to reach out to and galvanize colleagues in municipal and county management, asking for ideas for topics.*
- * *Develop a plan for more people to enter the profession.*
 - o *Via high school and higher education - college*
 - o *Encourage communities to outreach*
- * *Expand support to all members:*
 - o *Provide professional development for managers who come from various backgrounds and different size communities.*

1 Action Items:

1. Outreach to new & potential members – Membership Committee and Ambassadors to coordinate.
 - a. New member packets/welcome phone call – Membership Strategy Campaign
 - i. New member packets distributed as new member applications and dues received.
 - ii. Call new members personally and welcome them
 - a. MMA to provide membership list by county to Ambassadors to make calls. Put membership begin date and new member code to flag new members.
 - iii. Contact regional associations and build relationships with them.
 - a. Ask to be included in their meetings.
 - iv. Sponsorship Program – Sponsorship Committee
 - a. Ways to maintain the program and keep the funding coming in.

- b. Involve more members to get more sponsors.
 - c. Advertising resources, such as the Alford fund to assist with programming and training costs
 - 2. Keep current members engaged – member retention – Membership Committee & Professional Development
 - a. Continue pre and post evaluation process for events
 - 3. Create fund balance policies and strategy on how to maintain it.
 - 4. New Board members and officers orientation and determine a document sharing platform.
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2. Name Recognition & Respect

MTCMA and its members will be recognized and respected leaders on local government issues.

- * *Deepen public understanding of the importance of management in local government, targeting specific audiences including local elected officials, state legislators and other decision makers and opinion leaders.*
 - o *Ask all MTCMA members to demonstrate the public value of what we do.*
 - o *Determine messages for specific audiences*
 - o *MTCMA should consider securing a booth space at the MMA Convention to further knowledge of MTCMA to elected officials. Work with MMA to develop a list of instructors to provide on-demand regional workshops*
 - * *Advertise and reach out to local elected officials in an effort to communicate the awards program more efficiently. Use MMA vehicles such as the MMA This Month e-newsletter.*
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2 Action Items:

1. Develop a plan to deepen public understanding of the importance of public management as a profession. (Professional Management Advocacy & Communications Committee)
 - a. Target audiences – legislators, local officials and opinion leaders.
 - i. Keep the lines of communication open between managers/MMA and LPC/Legislators
2. Create a training resource pool of SMEs/managers/ambassadors/MTCMA members who can teach courses/guide discussions for onsite MMA/Affiliate Use –Professional Development Committee.
 - b. Train the trainer – provide standards and guidelines to assist in development of courses.
3. Promote cooperation and collaboration among municipal/county management and municipalities – Professional Development Committee.
4. Awards program – Awards Committee
 - c. Improve outreach to local government & county officials
 - d. Look at criteria for awards program – integrate county members.
 - e. Advertise this through MMA e-newsletter and website – Communications Committee.

3. A Resource for Members

MTCMA will be the leading provider of personal & professional development for its members.

- * *Continue to increase communication and resource sharing via:*
 - o *Updated website*
 - o *Active List Serv and archived useful List Serv information*
 - o *Four newsletters per year*
- * *Provide quality, relevant training to members including*
- * *Offer mentoring by having an Ambassador cover every county; provide additional resources through experience to our members.*

Commented [MW1]: Moved to different section

3 Action Items:

1. Continued communication and resource sharing
 - a. Newsletter - Communications
 2. Continue to provide Quality, relevant training – Communications, PD, and Ethics (small towns)
 3. Provide resources
 - a. Templates, uniform budget, etc. – expand support to all members
 4. Offer mentoring through Senior Advisors and Ambassadors
 - a. Continued development of already existing program
 - b. Ambassador for every county
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4. Maintain High Ethical Standards

MTCMA will follow the adopted ICMA Code of Ethics. It will include and advocate for the Code of Ethics in all MTCMA activities.

- * *Create regional learning opportunities around ethics for managers and department heads to utilize ICMA webinars.*
 - * *Consistent, repeated training on ethics, including with speakers at events but not limited to that.*
 - * *Provide “technical” advice and answers as managers navigate on-the-job ethical issues, involving themselves and staff.*
 - * *Deal with ethical challenges among members as they arise.*
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#5 Action Items:

1. Create learning opportunities and coming up with a strategy with the communications committee– Ethics Committee.

Motion made by Tom Hall, seconded by Bill Post to keep the goals as listed, all approved. Motion
carried
