



MTCMA - OUTCOMES & EFFORTS TOWARD GOALS

1. Association Vitality

Pr.	Objective	Responsibility	Effort	Outcome Measure	Target
1	Increase the sustainability of MTCMA and its programs	MTCMA Board	Create a Study Committee to explore options for a staff person (Executive Director)	(1) Increase the number of new programs offered (?) (or) Increase the number of MTCMA members surveyed who indicate the Association meets their needs (?) (or) Increase the number of MTCMA members surveyed who indicate the Association is well-managed (?)	
2	Increase the number of appointed managers and administrators that value MTCMA participation	Membership Committee	Develop a “pro-active” application process: * Every manager receives an application and gets a follow-up call.	(1) Increase the number of new members (2) Maintain existing membership	Increase membership by 10% (183/240)
3	Increase the number of elected Boards that value MTCMA participation	Communications Committee	Develop a marketing program for MTCMA: *Send a letter to all elected Boards explaining the benefits of MTCMA membership.	(1) Increase the number of attendees at MTCMA sponsored events paid for by their municipality.	Increase number of attendees paid for by 10%

The following ideas were discussed under this goal for future consideration: No member can serve on more than one committee; we should consider a two-year presidency; and, each committee will include at least member who has not served before.

2. Name Recognition & Respect

Pr.	Objective	Responsibility	Effort	Outcome Measure	Target
1	Enhance the statewide visibility of MTCMA on local issues	MTCMA Board	Develop policies and protocols for outreach: * (1) op. ed. piece per year. * (1) Letter to legislators from MTCMA. * Ongoing discussion on issues by membership. * Sponsor panel on a policy issue at convention.	(1) Increase the number of calls to MTCMA President and Officers for advice.	Increase the number of calls from x to y.
2	Promote ethical values and behavior	Ethics Committee	Ethics Training	(1) No ethics violations	Maintain the number of violations at 0
3	Increase the understanding of the local government managers' role by students and community members	Education and Awards and Scholarship Committees	Increase outreach to schools and service clubs	(1) At least one appearance in a local school or service club annually by each member	Increase number of appearances from x to y

3. A Resource for Members

Pr.	Objective	Responsibility	Effort	Outcome Measure	Target
1	Enhance the skills and knowledge of our membership	Professional Development Committee	*Design and sponsor a program at the MMA convention. *Conduct Managers Institute *Conduct Managers Interchange	(1) Increase the number of managers that attend 75% of MTCMA events.	Increase the number from x to y
2	Improve access to MTCMA resources	Communications Committee and Professional Development	*Put the Newsletter on the Web Site *Make training available through the web site and e-mail	(1) Increase the number of hits on the web site. (2) Increase the number of requests for training.	Increase number of hits on the web site from x to y
<p>The following ideas were discussed under this goal for future consideration: Have “seasoned” managers attend the new managers event; develop one additional training program; increase the number of contacts between members and range riders; increase the percentage of attendees that rate their satisfaction with programs as good or excellent; and, conduct an annual survey of member training needs.</p>					

4. Networking & Building Relationships

Pr.	Objective	Responsibility	Effort	Outcome Measure	Target
1	Positively influence legislative opinion on municipal issues.	Professional Development Committee	Sponsor a reception for legislative leaders at the beginning of each session.	(1) Increase percentage of legislators attending.	Increase from x to y
2	Strengthen regional networks of MTCMA members.	Range Rider Committee	Reactivate Regional Associations: *President/Bd. Member annually visits each regional association.	(1) Number of regional associations that meet a minimum of 6 times per year	Increase from x to y
3	Increase interaction with other municipal officials.	Professional Development Committee	*Mail "market piece" to affiliate groups. *Sponsor Joint Training with an Affiliate * Facilitate annual meeting of affiliate group presidents.	(1) Number of affiliate members attending the events	Increase from x to y
4	Strengthen relationships with managers in other states.	Institute Committee	Create a Tri-State Managers Event	(1) Increase number of managers attending	Increase from x to y