ILCMA Strategic Planning Session
Strategic Priorities/Action Plans
2011-2013

The ILCMA Board and key committee chairs held a planning session at Woodridge City Hall on Friday, June 24, 2011 from 9:00am- 1:00PM. The session was facilitated by Craig Rapp from the Center for Governmental Studies at NIU.

Each member completed a SWOT questionnaire in advance of the session, including a question on highest priorities for the association. Two rounds of review of strengths, weaknesses, opportunities and threats were conducted- first sorting and prioritizing, then analyzing for overlaps and potential priorities.

The group review yielded six strategic priorities. After identification, the group established working definitions for each. A round of action planning followed –culminating in a rough action agenda for each priority.

The following are the six strategic priorities, along with the initial action plans. It was agreed that the Board would review this document at a special meeting in July. The purpose of the meeting is to assign responsibility for follow-through on the actions identified – presumably delegating to ILCMA committees. The Board will decide how to complete any further additions/modifications to the action plans- either at the Board level, or as an assignment to the relevant committee.

Although the information below is an accurate summary of the work performed by the Board and Committee Chairs, it is recommended that the Board conduct a final review at the July meeting– to ensure concurrence with definitions and key action steps.

Submitted,

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1. **Increase Member participation**

Increase the active/engaged participation of membership

Strategic Actions:

1) Conduct member survey– focusing on reasons for lack of active participation
    a. Based on results of survey, determine ways to address participation and what needs to change
2) Increase early mentoring/encouragement of participation/show value of participation
    a. One on one early mentoring
    b. Benefits of relationship/partnerships before they may be needed (MIT example)

2. **Enhance Perception of Profession**

Publication/"selling" of the benefits of professional management to general public

Strategic Actions:

1) Develop a public awareness campaign/PR campaign
    a. Design user friendly messages
    b. Create capacity to offset negative press
2) Create and promote messages demonstrating benefits of professional management in user friendly manner
    a. Identify key words/catch phrases
    b. Distribute quarterly messages/themes on local government/professional management

3. **Maintain Financial Responsibility**

Continue responsible use of association resources and revenue raising strategies

Strategic Actions:

1) Review account system
    a. Research modified accrual system vs cash system
2) Invest reserves into long term sustainability effort around professional local government management
    a. Hire a public information officer on contract
    b. Contribute to ICMA Life, Well Run campaign

4. **Promote Career Development**

Help to engage and educate the next generation and the non-traditional manager on careers in professional local government management

Strategic Actions:

1) Be inclusive of non-traditional professionals
    a. Continue/support "Leadership Institute for Local Government Managers"
    b. Continue/support Q & A session for aspiring manager at winter conference
    c. Mentorship program
2) Promote professional management to next generation
    a. Support IAMMA's program for colleges and universities
    b. Mentorship program

5. Increase membership – emphasis on women and racial/ethnic minorities

Increase membership and address the lack of diversity in the profession- with a special emphasis on women and racial/ethnic minority representation in top positions

Strategic Actions:

1) Identify impediments for each group – year 1 (IAMMA, Women's Legacy Group, Membership)
2) Regional discussion on topics of diversity – year 1
3) Review scholarship opportunities
4) Convene a forum to develop ways to get women in the profession to be more visible
5) Initiate communication with NFBPA and other groups
6) Increase visibility of association within high schools, colleges, graduate programs

6. **Improve personal connections/support between members**

Work to provide more opportunities for members to get to know each other on a personal basis and to facilitate support networks

Strategic Actions:

1) Develop a peer support program for MIT's and MPIT (management professional in transition)
2) Create alternative lines of communication
3) Develop a structured communication plan to allow board and members to provide support when needed (phone calls, take to work/shadowing)
4) Convene a focus group to develop an action plan for assisting MIT's
5) Utilize talents of those in transition