

STRATEGIC PLAN 2018 – 2021

MISSION STATEMENT

FCCMA is a member-driven, ethical, and inclusive organization *committed* to the council-manager form of government, *dedicated* to effective partnerships with elected officials, *devoted* to the advancement of excellence in professional management of local government in the State of Florida, and *determined* to provide quality of service to its membership and the local governments they serve.

CORE PRINCIPLES

1. The Council/Manager Plan is the premier plan for local government management.
2. The inclusion, acceptance, and diversity of ideas and people are essential components of professional management in local governments, as well as the Association.
3. As expressed in the ICMA Code of Ethics, ethics are the basis for professional management.
4. Professional management is promoted and enhanced by the sharing of experiences and ideas between members.

GOAL I. ENSURE THE FISCAL SUSTAINABILITY OF THE ASSOCIATION

Objective A: Review the fiscal policies of FCCMA to ensure long-term sustainability, no less than every three years.

Objective B: Review, annually, the services, dues structure, and professional development costs to ensure affordability and sustainability.

GOAL II: DEVELOP AND SUSTAIN AN ENGAGED, DIVERSE MEMBERSHIP

Objective A: Increase membership of aspiring city/county managers.

Objective B: Support the diverse perspectives and needs of the local government management profession by providing access to a variety of resources.

Objective C: Grow the number of core members through recruitment and retention of mid- and late-career local government managers.

GOAL III. PROVIDE MEANINGFUL PROFESSIONAL DEVELOPMENT AND TRAINING

Objective A: Provide quality continuing education programming that is relevant and appealing throughout the life cycle of a manager's career.

Objective B: Develop programs that inspire and encourage growth within the profession.

Objective C: Develop a "Professional Manager profile" program with a focus on needed skills for the evolving local government management profession.

GOAL IV. PROMOTE ETHICS WITHIN GOVERNMENT

Objective A: Expand ethics education programming opportunities.

Objective B: Increase public awareness of ethics programming provided for professional managers.

GOAL V. PROVIDE SUPPORT TO EARLY-CAREER LOCAL GOVERNMENT PROFESSIONALS

Objective A: Improve the Association's engagement with the State's public and private universities of higher education that provide fundamental preparation for existing and future local government managers.

Objective B: Provide opportunities for new college graduates of public administration programs to get "real world" education regarding expectations of early years in their careers.

GOAL VI. DEMONSTRATE THE VALUE OF PROFESSIONAL LOCAL GOVERNMENT MANAGEMENT

Objective A: Actively market/educate the community about the value of professional local government management.

Objective B: Develop and implement a media and digital engagement strategy that is reviewed on an annual basis.

Objective C: Develop community partners to assist the Association in showing the value of professional management.