Florida City and County Management Association



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**201~~4~~ FCCMA Annual Conference Case Study Submittal Application**

Professional local government management is guided by ethical guidelines that dictate a dedication to integrity in all public and personal relationships in order to merit and maintain the respect and confidence of elected and other officials, employees and the public. At a time when public confidence in government is low at the federal and state levels, local government continues to maintain relatively steady levels of trust.

**Conference Theme: Building Trust and Confidence in Local Government**

The 2014 FCCMA Conference will focus on the proactive actions of local governments who are working to “Build Trust and Confidence in Local Government.” Case study submittals will be sought in the following categories:

1. **Governance** – policy action and strategic planning to proactively impact trust and confidence in government.
2. **Transparency and Communication** – strategies, tools and techniques that build or improve transparency and communication with the citizenry.
3. **Efficient and Effective Communities** – stewardship and financial planning that recognize and protect community assets, infrastructure and economic development.

Case study presentations should be designed to be as interactive as possible and presented by a team or panel. The intent is to inform and engage the audience and to avoid the “talking head” presentation. **The submittal deadline is 5:00 p.m., August 15, 2013.** The selection will be made by a subcommittee of the Conference Planning Committee, and presenting organizations will be notified no later than November 1.

**Case Study Submittal Process**

1. Provide all required documentation (listed below) in **ELECTRONIC FORMAT ONLY** by August 15, 2013 to: Lynn Lovallo, FCCMA Staff, [llovallo@flcities.com](mailto:llovallo@flcities.com) PH: 850‐222‐9684
2. Limit two (2) case study applications per local government
3. Applications will be reviewed by the Case Study Review committee. This committee is designated by the FCCMA Annual Conference Planning Committee.
4. Case studies will be evaluated and scored as follows:

**Category Percent of Total Score**

Innovative/Creative Context 30%

Applicable Results and Real World Practicality 20%

Outcomes Achieved 20%

Leadership 20%

Application Assembly and Presentation 10%

**100%**

5. NOTE: If your presentation includes a private vendor, FCCMA reserves the right to hold your submittal for consideration as one of FCCMA’s corporate presentations.

**How to Apply**

Submit the following information in a single document. Attachments may also be submitted for supporting material. Cover Sheet and synopsis including:

1. Case Study Title
2. Jurisdiction Name
3. City/County Manager
4. Project Leader/Primary Contact (include full contact information)
5. 200 word or less summary of presentation
6. Case Study Theme Category(s)
7. Synopsis ‐ 1‐4 Page description of the case study including:
8. Intent of the project, program or service
9. Costs, if any
10. Savings, if any
11. Obstacles, if any
12. Innovative or new characteristics
13. How did the program, project, service improve the organization and/or community trust?
14. Were new technologies used?
15. Was a private consultant used?
16. Anticipated and actual outcomes
17. What was the anticipated outcome of the program/change in operating practices or projects?
18. Was this outcome realized? If not, why and suggestions going forward.
19. Results
20. What practical applications could you share if selected?
21. How applicable is the project, program or service to other local governments?
22. What results/outcomes will you be able to share?
23. Other – additional information
24. Case Study Presentation – briefly describe what your case study presentation might include. Identify potential presenting team, visual aids, group activity (if applicable), handout materials, live demonstration, other.

**Case Study Submittal Checklist**

The following checklist has been provided to assist you in crafting a case study submittal that can be distinctive.

* Tell an interesting and thorough story (test with people internally prior to submitting)
  + What was the stimulus that initiated this program/project
  + How did you approach it – methodology used
  + Who was involved and why
  + What did you actually do
  + What were the results of that work
  + What are the critical elements that others can learn from what you did
* Highlight uniqueness
* Select the voice and use it consistently throughout
* Demonstrate results
* Use visuals whenever possible
* Decide on attachments that accentuate the story
* Describe participants – team, partners, etc.

**About FCCMA**

FCCMA is the professional association for city and county managers, assistants, deputies and others interested in local government management in Florida. The association strives to advance excellence and encourage growth in professional management as a local government advocate for the profession. FCCMA provides a forum for the exchange of experiences, discussion and study of mutual problems. For more information about FCCMA, please visit [www.fccma.org](http://www.fccma.org).