

MTCMA - OUTCOMES & EFFORTS TOWARD GOALS

1. Association Vitality

Outcomes

Increase membership (183/240)
by 10%

No member can serve on more than
one committee

Increase number of event attendees
(10%) *{go back three years and
get average}*

% of outcomes achieved
(100%)

At least one member on committee who has
not served before

Effort

Every manager receives an
Application and makes follow-up
calls

Develop marketing piece – send
letter to elected board

Explore options – Staff Person
(Executive Director)

Study committee – did we meet goals – do we
need incr. Staffing
-membership terms
-Two-yr Presidency term

2. Name Recognition & Respect

Outcomes

of calls/contacts to MTCMA Pres/Ofcrs
Increase from 0 -

of calls/contacts made by MTCMA Pres/
Ofcrs – Increase from 0 -

0 Ethics Violations

At least one appearance in local school
And/or service club System each year by
each member

Requests for Training

Effort

1 op ed piece per year
1 Letter to Legistors from MTCMA
Press Release
Letter to other affiliates

Ongoing discussion on issues by Bd/Membership

Public Policy??

Sponsor panel on policy issue at
MMA Convention

Ethics Training

Presence in school

Develop one addt'l training program
Annual survey of mbr. Training needs
Outreach to new/non members

Annual program at MMA Convention/Institute /
Interchange
Joint Event w/ affiliate group

3. A Resource for Members

Outcomes

of hits on web page

of contacts by Range Riders & Mbrs.

% of attendees that rate their satisfaction w/ the program as very good or excellent

of managers that attend 75% of events

Effort

Annual survey of member training needs

Annual program at MMA Convention

Institute/Interchange

Training on E-mail/Web use
Develop one additional program

New Managers Event (seasoned mgrs attend)
Bring a Manager

E-mail news digest
Newsletter
Web Page

Newsletter & Web Page
Threaded mail list (Bulletin Board)

4. Networking & Building Relationships

Outcomes

of regional associations

Each assoc. meets @ least semi-annually

% of legislators/affiliates attending sessions that agree the session helped inform their decisions

Effort

President/Bd. Mbr. Annually visits each regional association
Reactivate regional associations

Meet once/yr w/County Comm. Assoc

Jt. Training session w/ affiliate group
Mail market piece to affiliate groups

Facilitate annual mtg. Of affiliate group presidents

Tri-State Mgrs. – do something w/
Other state associations

Sponsor reception for leg. Leaders at beginning of each sessions