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| ***MTCMA - OUTCOMES & EFFORTS TOWARD GOALS*****1. Association Vitality**

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| **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**

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| **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**

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| **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** |
| **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.** |

**4.****Networking & Building Relationships**

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| **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** |

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