

Missouri City Clerks and Finance Officers Association

Mission Statement

The Missouri City Clerks and Finance Officers Association is a professional organization of municipal clerks and finance officers who have united together to assist members in the performance of their job responsibilities and promote the professional development of its members for the betterment of the public and municipalities they serve.

The Missouri CCFOA will provide its members on-going educational opportunities designed to assist members in the performance of their daily job responsibilities and equip them to face the future with confidence. The Missouri CCFOA will sponsor certification programs and provide support to its members to impart standards of quality and integrity to the profession and to improve the methods and procedures which meeting the needs of the public as efficiently and effectively as possible.

MoCCFOA Strategic Plan

Prepared Fall 2004

Adopted March 2005

1. All Missouri municipal clerks are active members of the MoCCFOA and pursuing state certification.

- A. Promote continuing education sessions, due to lack of college courses specific to the duties of City Clerks.
- B. Encourage active membership to increase recognition, respect, and professionalism of the City Clerk's position in municipal government.
- C. Encourage job descriptions for city clerks to include a requirement for State certification or the ability to obtain certification within "x" number of years
- D. Encourage cities to require City Clerks to attend State, district, regional and/or international conferences.
- E. Create a brochure for MoCCFOA, stating the benefits of belonging to the organization and the benefits of continuing education. Send the brochure and literature on sessions not only to City Clerks but also to the Mayor and/or City Administrator.

With this literature, City Officials would be made more aware of the benefits of allowing, or even requiring, their City Clerk to continue attending educational sessions in order to (1) learn new techniques, (2) hear about new State laws and requirements; and (3) keep up-to-date on technology and various methods to operate their office.

- F. Upon adoption, every city clerk should be familiar with the Mission Statement and Code of Ethics of the MoCCFOA.

- Include the Mission Statement in the newsletter and the official MoCCFOA letterhead.
- Make a banner and/or framed picture of the Mission Statement for display at various functions.
- Remind members of the importance of the Code of Ethics, which they sign when they apply for certification.
- Include the Mission Statement and Code of Ethics in any literature provided to city officials.

2. The municipal clerk's position is recognized as part of the professional management team, working cooperatively with the city manager. Other professionals and council members place high value on municipal clerk certification.

- A. City Clerks will make every effort to work cooperatively with the City Administrator/Manager and other members of the management team.
 - City Clerks will conduct themselves in a manner that will exemplify a high level of professionalism.
 - City Clerks must strive to be people-oriented. They serve as the ambassador for the City.
- B. City Clerks need a broad understanding of city laws, functions, finances, procurement policies, personnel policies, and benefit packages for employees. Such understanding is facilitated by attending educational sessions targeted for City Clerks through the MoCCFOA.
- C. Certification by the MoCCFOA is the most reliable indicator that a Municipal Clerk has mastered the wide variety and scope of knowledge and duties inherent with this position.
- D. City Clerks will use appropriate opportunities to educate the administration of their city about the certification process.
- E. City Clerks will share information learned from educational opportunities to illustrate the value of education to their city.
- F. Actively seek participation by MML staff in MoCCFOA functions, which will provide more awareness of the organization's importance and plans for the future.
- G. Look for every opportunity to showcase city clerks through MML, i.e., continue announcing the names of those who attained State certification during the MML conference and those who attained MPCC status to stand. Include more pictures and news items about city clerks in MML newsletter and web site.

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- H. The MoCCFOA liaison to the MML Board is good representation. There should be more opportunity for communication between the MML representative and members of the organization, perhaps through the MoCCFOA newsletter, meetings and/or web site. Encourage clerks to become more active in MML's various committees to increase exposure of the organization and enforce the importance of the Clerk's role to other municipal officials.
- I. Continue to keep the MoCCFOA State web site up-to-date.
- Another committee could be created or the function of an existing committee be expanded to help the University keep this web site current.
 - Research web sites from other states to see the type of information they include on their site.
- J. The Yahoo! web site is an important tool for networking. Inform new clerks about signing on to the site. Advertise in the MoCCFOA and the MML newsletters to let city officials know this is a way for their city clerk to obtain information that is valuable not only to the city clerk position but to the city as a whole.
- K. Campaign for equal pay. Conduct a salary survey of city clerks within the state and certain comparable states. Make the information available to city clerks and to city officials.

3. The MoCCFOA provides affordable, high quality education to municipal clerks in all size cities, including specialized training based on individual responsibility.

- A. Offer additional scholarships.
- B. Inquire by survey of the City Clerks as to the type of specialized training needed.
- C. Provide sessions to address different size cities.
- D. Encourage divisions to provide educational opportunities at their monthly or quarterly meetings.
- E. Provide only one motivational speaker at each conference, and ensure that all other sessions are on the "nuts and bolts" of City Clerk duties.

4. The MoCCFOA equips municipal clerks to embrace change and to grow professionally.

- A. Encourage all Clerks to attend the various trainings offered to them, educating them on the opportunities this allows for open networking that is most important to the growth of the Clerk and the municipality from the knowledge and experience of Clerk's from around the State.

- B. Through our education opportunities, strive to inform Clerks of the importance of growth and change within their municipal organizations via technology, networking, and training opportunities; and, provide them the tools and support to educate their co-workers and elected officials regarding the importance of change within their communities. Change promotes growth.
- C. Be more attentive to the inexperienced Clerk's needs. Strive to make one-on-one contact, explain the importance of certification and training. Educate them on the basics of the certification process, the steps to be taken from beginning to end, and the benefits achievable through this growth process.
- D. Encourage all Clerks to obtain their Certification, not only for personal satisfaction but to earn credibility and raise the bar for the City Clerk profession with fellow department heads and elected officials.

5. The MoCCFOA provides publications, literature, and research that supports members and educates other municipal officials throughout the state.

- A. Bring informative information to our Clerks regarding new legislation, the effects approval may have on our communities and/or City Clerk position and contacts to address if lobbying that particular legislation should or should not be passed.
- B. Allow elected officials to see how powerful MoCCFOA can be as a whole and how educated we keep ourselves for the prosperity of our communities.
- C. Inform elected officials of our proactive will to seek education, allowing this knowledge and professionalism to be brought into our communities through the training of our city staff, elected officials and residents thus creating a stronger community.
- D. Continue to network through experiences from other cities in order to be better prepared for future happenings.

Recommendations to Achieve these Goals

- Request a column in the Missouri Municipal League Newsletter
- Send specific articles to be printed in the Missouri Municipal League Newsletter or other area organizations such as St. Louis County Municipal League, MoCCFOA newsletter, Mid-America Regional Council, etc.
- Create more articles for SMS/Yahoo website
- Send articles to Board Members relating to "hot topics" they may want to address.
- Add a link from the MML web site to the MoCCFOA web site.

6. The MoCCFOA is effective in addressing legislation that impacts municipalities and the municipal clerk's profession.

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- A. Due to the varying job descriptions of City Clerks throughout the state, for a more meaningful working relationship with Missouri state legislators for the purpose of making them more aware of the needs of City Clerks, each City Clerk is encouraged to contact their state representative and state senator to form such a relationship.
- B. MoCCFOA has already initiated a Legislative committee with the purpose of safeguarding the interest of the Association and its member cities. This Committee includes duties as follows:
- Studying and evaluating proposed legislation that may affect city clerks, finance officers or municipalities.
 - Identifying and developing legislative positions on issues of concern to city clerks, finance officers or municipalities.
 - Monitoring legislative proposals on behalf of city clerks and finance officers.
 - Effectively lobbying on behalf of city clerks and finance officers including, upon approval of the Executive Board, appearing before legislative bodies in support of or in opposition to proposed or pending legislation; and
 - Working closely with the Missouri Municipal League in conjunction with the MoCCFOA representative to the MML Board.
- C. That the Legislative Committee contact all Division Directors of the Association when an issue of high municipal impact is pending in the legislature and encourage them to contact their members on such issue, encourage them to contact their legislators regarding said issue.
- D. Encourage the membership to contact the association liaison to the Missouri Municipal League so that the desire of the membership is passed on through the league to the state legislature.
- E. Following any vote of the state legislature for which the clerks have lobbied support, encourage the membership to thank their legislators for their consideration.
- F. If any city clerk observes an issue that may affect many other municipalities deemed worthy of legislative consideration that:
- 1) The city clerk should contact the Legislative Committee Chair of the Association.
 - 2) The Legislative Committee should then review the issue and, if the Committee agrees that the issue is of high impact to Missouri municipalities or the Association, poll the entire membership for opinion.
 - 3) If the membership seems to agree that the issue is of high impact to Missouri municipalities or the Association, the Committee shall forward the issue to the Executive Board.
 - 4) The Executive Board shall then forward the issue to an appropriate legislator for placement on the legislative agenda.

7. The MoCCFOA works closely with its divisions and established state committees to achieve open communication and understanding between the state association and its members.

- A. At the Executive Board meeting in March, include directors who will take office in July. Encourage them to report to their division all items that would affect them and to include information about the MoCCFOA and the certification program.
- B. Emphasize the importance of either the President or President-Elect attending all nine division meetings to explain the organization and what is offered to all clerks, especially the ones who have not been able to attend the conference.
- C. Meet with all outgoing committee chairs to get their input on any way their committee could be improved. Encourage them to offer their assistance to the new chair, including any financial guidance they might have in regards to expenses that need to be budgeted.
- D. Keep an open dialogue between the Executive Board and all MoCCFOA members. This is their organization. Consider having a few minutes after the business meeting to allow members to ask questions of the Board.
- E. Encourage clerks to be more involved at the division level and the divisions encouraged to recruit new members.
- F. Divisions must be more involved in State functions and more recognition of divisions is needed by the State organization.
 - Present annual award for the division that brings in the most new members, on a percentage basis.
 - Recognize division officers during State and/or MML functions.
 - Hold a contest for the most innovative idea from a division for either raising money, providing scholarships, recruiting new members, etc., and present an award to the winner.
- G. Divisions must require their elected director to be more informed on the duties and importance of the position. The division's representative must be able and willing to attend MoCCFOA Board meetings and other functions. Keeping divisions better informed and encouraging member participation is one of the most important functions of the director.