

**Missouri City Clerks and Finance
Officers Association**



STRATEGIC PLAN

As revised by:
MoCCFOA Strategic Plan Committee

19

2019 Strategic Plan	<p><u>MISSION STATEMENT:</u></p> <p>The Missouri City Clerks and Finance Officers Association (MoCCFOA) is a professional organization, providing opportunities and resources for professional development and continuing education.</p> <p><u>PURPOSE:</u></p> <p>The purpose of the Association shall be to promote the general welfare of municipalities and to strive toward ever improving administrative techniques used in the operation of municipal governments by: Cooperating with the Missouri Municipal League in carrying out the purposes set forth in the League’s Constitution and Bylaws. Promoting and developing the Association as an agency for the professional benefit of Municipal Clerks, Finance Officers and other officials or persons with the same or similar powers and duties. Establishing and improving methods and procedures in governmental record keeping and finance in Missouri as developed and recommended by the International Institute of Municipal Clerks, the Government Finance Officers Association and other recognized authorities in the field of municipal administration. Developing a better understanding by the members of their duties, obligations and responsibilities. Promoting mutual cooperation and assistance between municipal officials and all other persons involved in governmental administration. Promoting the cause of good government in municipalities by performing services which may best meet the interests and needs of the public as efficiently and effectively as possible.</p>
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KEY FOCUS AREAS

Organization:

1. Membership
 - A. Provide promotional tools to Divisions and Mentoring Committee to reach out to potential new members.
 - Produce professional documents and brochures that are kept current to reflect a high level of professionalism.
 - B. Press release and recognition by the Public Relations Committee when member achieves certification.
2. Communication among members.
 - A. The Association shall commit to open communication and transparency with members.
 - B. Provide information to members regarding the importance of committees and member participation in committees.
 - C. Committee chairs must understand the importance of Committees and functions of Committees.

3. The Strategic Plan shall be reviewed at least every five (5) years by the Committee assigned by the State President. The configuration of the Committee shall be established in the Association bylaws and the Committee's functions outlined in the Rules of Procedure.

ByLaws:

The ByLaws Committee shall perform a comprehensive review of the MoCCFOA ByLaws.

- A. ByLaws shall be general.
 - Outline the foundation of the organization, i.e., the Executive Board, Division Directors, Committee structure, including a summary of each Committee.
 - Specifically define the authority of the Executive Board, Directors, Committees, Training Manager, and Membership.
 - Include a summary of each Committee.

Rules of Procedure (ROP):

1. The ByLaws Committee shall include the State President and President-Elect, shall perform a review of the Bylaws and ROP every two (2) years to determine any amendments and/or additions.
2. The ROP shall be called "Rules of Procedure" and shall:
 - A. Include the Committee structure.
 - B. Specifically detail how the organization is to function.
 - C. Specifically define the Scope of Services of the Committees.

Committees:

1. Maintain and review "Scope of Service" for each Committee, to be included in the Rules of Procedure.
2. Committee Chairs shall make every effort to attend the annual Retreat and provide ideas and input for any improvements or areas of concern encountered during the year.
3. Committee chairs:
 - A. Must be cognizant of and dedicated to the Scope of the Committee.
 - B. Must be willing to commit to the responsibility associated with the position.
If unable to attend the annual Retreat, the chair shall appoint another Committee member to attend the Retreat.
4. The annual Retreat should:
 - A. Encourage attendance of outgoing and incoming Committee chairs as well as Committee members.
 - B. Evaluate successes, improvements and changes.

Education:

1. Commitment to quality speakers.
2. Continue offering Master Academy prior to Spring Institute and Missouri Municipal League's annual conference.
3. Encourage members to seek additional educational opportunities with IIMC such as webinars, annual conference attendance, and participation in Athenian Dialogues.

Communication:

1. The promotion of MoCCFOA is incumbent on the members of the organization.
 - A. Branding and Marketing of the organization should be reviewed every five (5) years.
 - B. Division Directors shall be engaged with other Directors as well as their division members.
 - C. Division Directors shall collaborate and develop a Director's Manual to be used as a reference tool for incoming Division Directors.
2. Continue with current efforts:
 - A. Web Site – Complete the transition to the proposed website.
 - Continue to keep information and documents updated.
 - B. Quarterly Newsletter.
 - C. List serve.
 - D. Social media outlets.
3. Improve communication with:
 - A. MML (Missouri Municipal League).
 - B. IIMC (International Institute of Municipal Clerks Association).
 - C. MMAA (Missouri Municipal Attorneys Association).
 - D. MCMA (Missouri City Managers Association).
 - E. GFOA (Government Finance Officers Association).
 - F. MACA (Missouri Association for Court Administration).
 - G. Other professional organizations.
4. The "City Clerks Manual"
 - A. The Manual shall be reviewed and updated every five (5) years by an ad hoc Committee assigned by the President of the Association.
 - B. Copies shall be provided to all members.
 - C. The Manual shall be available on the Association's website.
 - D. The Manual shall be offered to MML for additional availability.

Certification

The Association realizes and supports the importance of the State and IIMC certification levels. The Certification Committee shall:

1. Communicate processes and procedures through the New Clerks training and aid applicants and members at Spring Institute.
2. The Certification Committee shall reach out to Division Directors and Presidents offering their assistance to members striving to reach certification levels.
3. Review the application format and contents every five (5) years.

2019 MISSOURI CITY CLERKS AND FINANCE OFFICERS ASSOCIATION

Board of Directors:

Officers:

Lisa Westfall, President
City of Branson

Renée Kingston, Vice President
City of Camdenton

Octavia Pittman, Secretary
City of Ferguson

Melissa Burton, Treasurer
City of Overland

Maribeth Matney, Immediate Past President
City of Carl Junction

Division Directors:

Sheryl Morgan, Western Division

Mary Happel, South Central

Laina Starnes, Central

JoAnn Cova, Eastern

Pat Fisher-Johnson, Northwest

Mary Trentmann, East Central

Gayle Conrad, Southeast

Brenda Jackson, Southwest

Danette Henderson, Northeast



MoCCFOA

2019 Strategic Planning Committee:

Jeanie Woerner, Chair
City of Raymore

Leesa Ross
City of Frontenac

Mary Happel
City of Salem

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City of Cape Girardeau

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City of New London

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City of Carl Junction