

**Missouri City Clerks and Finance
Officers Association**

STRATEGIC PLAN

As prepared by
MoCCFOA Strategic Plan Committee



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2015 Strategic Plan	<p><u>MISSION STATEMENT:</u></p> <p>The Missouri City Clerks and Finance Officers Association (MoCCFOA) is a professional organization that provides Missouri City Clerks with opportunities for professional development and continuing education.</p>
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KEY ISSUES

Organization:

1. Membership
 - A. Provide promotional tools to Divisions and Mentoring Committee to reach out to potential new members
 - Banners and organizational charts
 - Brochure updated yearly with new names in the various positions
 - B. Press release when member achieves certification
2. Communication among members
 - A. Provide information to members regarding the importance of committees and member participation in committees
 - B. Vice President and Committee chairs must understand the importance of committees and goals of committees
3. The Strategic Plan shall be reviewed at least every two (2) years by a Task Force to be assigned by the State President. The configuration of the Task Force shall be outlined in the Rules of Procedure.

ByLaws:

1. The ByLaws Committee shall perform a complete and comprehensive review of the MoCCFOA ByLaws
 - A. State President and President-Elect shall be members of the ByLaws Committee for purposes of this review
 - B. 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
2. The review shall be completed as follows:
 - Draft of ByLaws to MoCCFOA Board of Directors for consideration during the 2016 Spring Institute
 - Board to review draft with all amendments at the June 2016 Retreat
 - Presented to Membership for adoption at the 2016 MML Business Meeting
3. **No amendments to the ByLaws shall be proposed for consideration by the membership during this review of the ByLaws**

Rules of Procedure (Standing Rules):

1. The ByLaws Committee shall perform a complete and comprehensive review of the existing Standing Rules and shall include the State President and President-Elect for purposes of this review
2. The Standing Rules 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
3. ByLaws Committee, including the State President and President-Elect, shall perform a review of the ByLaws and Rules of Procedure every three years to discern needed changes and additions

Committees:

1. Develop "Scope of Service" for each committee, to be included in the Rules of Procedure

2. Committee Chairs shall present potential goals at the June Retreat. Goals shall be finalized at the June Retreat.
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
 - C. If unable to attend the June Retreat, the chair shall appoint another committee member to attend
4. June Retreat:
 - A. Increase attendance
 - B. Evaluate past Retreats for success and changes
 - C. Perform an annual survey to determine if the Retreat should be one or two days

Education:

1. Commitment to quality speakers
2. Add half-day Master Academy to Spring Institute
3. Provide more Athenian Dialogues
4. Develop a Division-level speakers' bureau and provide topics
5. Certification:
 - A. Education Director and all members of committee should be knowledgeable about the certification process and available for division meetings to answer questions and review certification application
 - B. Review of Certification Program

Communication:

1. The promotion of MoCCFOA is incumbent on the members of the organization.
 - A. Branding and Marketing of the organization, specifically use of the logo,
 - B. Develop guidelines for use of the logo:
 - Who can use the logo
 - Where can the logo be affixed,
2. Continue with current efforts:
 - A. Web Site – Continue to keep updated
 - B. Newsletter
 - C. List serve
3. Improve communication with:
 - A. MML (Missouri Municipal League)
 - B. MMAA (Missouri Municipal Attorneys Association)
 - C. MCMA (Missouri City Managers Association)
 - D. GFOA (Government Finance Officers Association)
 - E. MACA (Missouri Association for Court Administration)
 - F. Other professional organizations
4. Join with the Western Division in creating a "City Clerks Manual"
 - A. When complete, the Manual shall be receive on-going review by the Membership and Mentoring Committee
 - B. Copies shall be provided to New Clerks attending New Clerks sessions
 - C. The Manual shall be offered to MML for additional distribution

2015 MISSOURI CITY CLERKS AND FINANCE OFFICERS ASSOCIATION

Board of Directors:

Officers:

Jeanie Woerner, President

City of Raymore

Betty Montaña, Vice President

City of Kirkwood

Leesa Ross, Secretary

City of Frontenac

Maribeth Matney, Treasurer

City of Carl Junction

Gayle Conrad, Immediate Past President

City of Cape Girardeau

Division Directors:

Amy Edwards, Western Division

Sheila Matlock, South Central

Barbara Johnson, Central

Octavia Pittman, Eastern

Sheila Smail, Northwest

Kathy Tretmann, East Central

Tracy Prost, Southeast

Lisa Westfall, Southwest

Bobbie Jacques, Northeast



MoCCFOA

2015 Strategic Planning Committee:

Denise Chisum, Chair

City of Lee's Summit

Jeanie Woerner

City of Raymore

Betty Montano

City of Kirkwood

Leesa Ross

City of Frontenac

Mary Happel

City of Salem

Patti Ledford

City of Belton

Gayle Conrad

City of Cape Girardeau