

Executive Summary

This strategic plan builds on the work that was achieved by the Municipal Management Association of Northern California from 2019-2024. The plan is a living document, featuring a comprehensive framework that can be adjusted based on the current needs of the organization. It sets forth broad goals for the next five years. Annually, board representatives determine workplan priorities that will contribute to continued progress toward each goal. It is intended that the plan is modified as needed in future years to ensure the stated goals are aligned with the needs of the organization.

MMANC's goals and strategies are organized into three major Focus Areas: events that inspire and connect, programs that encourage learning and growth, and a thriving organization. Specific goals have been established for each Area. A set of recommended strategies serve to advance progress and further define expectations for accomplishing each individual goal.

Mission

Our mission is to inspire, inform and connect local government leaders in Northern California through an engaged community.

Values



Collaboration



Professional Growth



Inclusiveness



Integrity



Public Service



Teamwork

The MMANC Values are reviewed and defined annually by the incoming Board.

Focus Areas



Events that Inspire and Connect



Programs that Encourage Learning and Growth



A Thriving Organization





Events that Inspire and Connect

Providing high quality events to our membership has always been a strategic focus. The following goals will allow the organization to ensure that all members have access to the highest quality educational and networking events, regardless of geographical location.

Goal 1: Provide exceptional signature events that inspire, inform, and connect our members.

- » Maintain the Annual Conference as a premiere event
- » Promote accessibility
- » Align signature events with the interests of members

Goal 2: Expand networks and build connections through events that meet the unique needs of each region.

- » Enhance partnerships and collaboration to expand programming opportunities
- » Offer a variety of networking and educational events to attract a broad audience
- » Promote inclusivity and access



Programs that Encourage Learning and Growth

Professional growth is a core value of the organization and will continue to be an area of focus. The following goals will ensure that adequate resources are dedicated towards efforts that encourage professional development and promote the value of MMANC membership in facilitating that development.

Goal 3: Strengthen the skills of local government professionals at all levels through MMANC programs and partnerships.

- » Align programming to leadership competencies and skills development objectives
- » Offer respected professional development programs that develop the skills of members
- » Increase opportunities to participate in programs
- » Expand access to professional development programs through partnerships



A Thriving Organization

The organization is committed to ensuring professionalism and transparency as it anticipates and plans for the future. The goals outlined below establish expectations for continued diversification of the membership, intentional succession planning, and effective governance.

Goal 4: Diversify the membership.

- » Expand the membership base
- » Increase geographic diversity

Goal 5: Establish a clear succession plan/process for the board.

- » Plan for transitions on the Board
- » Build the bench of future board members

Goal 6: Ensure effective and transparent governance of the organization.

- » Enhance documentation and reporting
- » Be accountable stewards of financial information
- » Implement effective governance practices

