



ACMA

STRATEGIC PLAN

2022 - 2025

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The ACMA Board of Directors is pleased to present the 2022-25 Arizona City/County Management Association (ACMA) Strategic Plan.

As part of the ACMA Board of Directors' efforts to ensure local government excellence in Arizona, the Board has assembled four broad goals and related action items to be assessed and achieved over the next three years. These goals are aligned with ACMA's mission and purpose.

Mission:

ACMA is a non-profit, professional development association dedicated to serving our communities by strengthening the knowledge and expertise of Arizona's existing and aspiring government leaders.

About:

The Arizona City/County Management Association (ACMA) was established in 1954 and incorporated in 1998. It is a non-profit, professional association dedicated to increasing the knowledge and ability of local government managers, as well as educating and preparing the next generation of city, town, county, and tribal managers.

ACMA is committed to strengthening the quality of local government in the state of Arizona through professional management, education, training, and the mutual exchange of information. The association is governed by an Executive Board composed of city and county managers representing communities throughout Arizona. ACMA is staffed by the League of Arizona Cities and Towns.

Strategic Goals:

Goal 1: Professional Development – Provide high quality professional development and training.

FY 2023

- o Leverage relationships and ideas with other associations by exchanging speakers and sessions.
- o Encourage members of the Board to sit on conference planning committees.
- o Continue to incorporate ICMA applied knowledge and competencies into conferences and trainings.
- o Promote ICMA Coaching and Webinars to ACMA Members.
- o Encourage attendance and participation in current ACMA programs/events.

FY 2024-25

- o Survey membership for conference topics, speakers, and demographics.
- o Evaluate viability of virtual trainings.

Goal 2: ACMA as a Welcoming Organization – Promote Networking, Connection, and Engagement.

FY 2023

- o Increase ACMA membership through direct outreach.
- o Continue reaching out to new members and first-time conference attendees.
- o Promote ICMA CoachConnect Program to ACMA members.
- o Create a welcome committee to meet and engage new members at conferences.

FY 2024-25

- o Utilize social media and tailored messaging to promote ACMA programming.
- o Develop an ACMA conference scholarship to encourage attendance from local government professionals in small or financially limited Arizona cities, towns and counties.
- o Continue outreach to universities and students to better understand how ACMA may benefit student members.

Goal 3: Financial Stability

FY 2023

- o Review membership and conference attendance data to support re-engagement efforts for ACMA and identify gaps in participation by region.
- o Evaluate and update the current ACMA membership dues structure.

FY 2024-25

- o Consider new revenue streams for ACMA (new sponsorship levels, grants, etc).
- o Evaluate ACMA's current reserves policy.

Goal 4: Foundational Structure – Sustain and strengthen ACMA mission and structures.

FY 2023

- o Conduct an ACMA strategic plan update.
- o Review ACMA Bylaws and have membership vote to approve updates.
- o Clarify and list ACMA Membership benefits and provide a statement of city manager involvement and responsibilities.

FY 2024-25

- o Conduct a review of ACMA Bylaws every 5 years.
- o Create an ACMA Board of Directors succession plan.
- o Review the Committee on Professional Conduct members and operations.