

The logo for the Alaska Municipal Management Association is contained within a blue-bordered rectangular box. It features a scenic landscape of a green field, evergreen trees, and snow-capped mountains under a blue sky. The text "Alaska Municipal Management Association" is overlaid in white, bold, sans-serif font.

Alaska Municipal  
Management  
Association

# Alaska Municipal Management Association

*Annual Conference: Anchorage, Alaska: November 13-14, 2017*

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## West Coast Leadership

- Bruce Channing  
California, Nevada, MMASC
- Martha Bennett  
Alaska, Oregon, Washington, WLG
- Maria Hurtado  
California, MMANC, LGHN



# Strategic Plan



ENVISION  
ICMA

Mission, Vision,  
and Strategic Plan

[Get the Full Picture Here](#)



ENVISION  
ICMA

2017 STRATEGIC PLAN  
PROGRESS UPDATE

## Member Benefits and Growth

### Build membership together

- Co-recruitment efforts with you
- Flat rate dues for department directors
- Over 30% growth in early- to mid-career members

**11,000 ICMA members representing all 50 states and 33 countries!**



## Future of the Profession

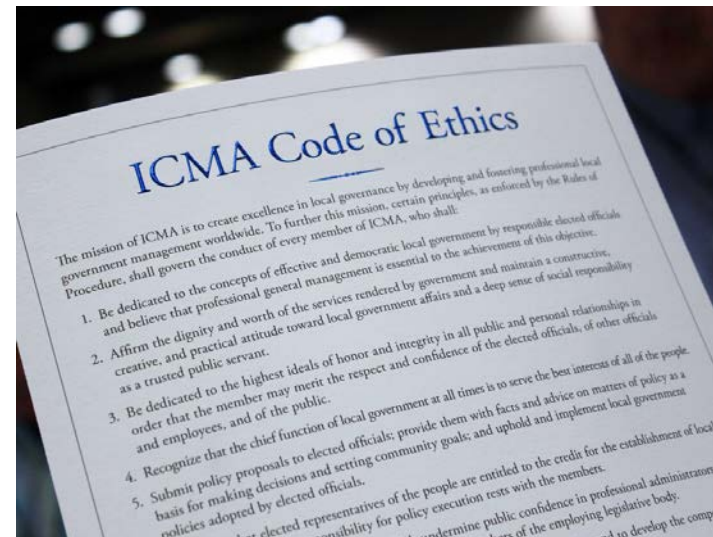
- 85 student chapters = 1,370+ student members
- 10 chapters in the West Coast region
- Does your alma mater have an ICMA Student Chapter?

A dark blue rectangular box containing the ICMA logo in white, bold, sans-serif capital letters. Below the logo, the words "student chapters" are written in a smaller, lighter blue, lowercase sans-serif font.

ICMA  
student  
chapters

# Member Benefits

- Code of Ethics & Ethics Advice
- Career Services and Support
- Networking and Knowledge Sharing
- Personal Support
- Professional Development / Lifelong Learning



## Support for Every Career Stage

### LEADERSHIP AND PROFESSIONAL DEVELOPMENT PROGRAM PATH



## What's New in Professional Development

- New live webinar subscription program
- Improved virtual conference
- New professional development catalog with updated career stage checklist





# ICMA Coaching Program

- 26 state associations are partners!
- 6 live free webinars per year
  - Effective team training
- Archived webinars at
  - <http://icma.org/coaching>
- ICMA CoachConnect
  - Register and get trained to Coach
  - Get a coach



## Survey Research, Public Policy

### Research Priorities --

- Smart Cities
- Diversity and Inclusion
- Economic and Community Development
- Police and Community Relations



### Policy Priorities --

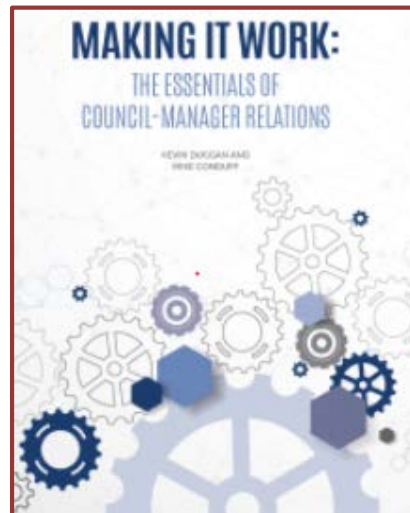
- Pension Funding
- Tax Reform
- Managing Health Care Costs
- Cybersecurity

## Publications, Performance Measurement

### High Value e-Books --

Making It Work:

The Essentials of Council  
Manager Relations



### Performance Measurement --

Open Access  
Benchmarking  
New focus on  
Thought  
Leadership

## Advocacy and Outreach

Ongoing support  
for Council  
Manager form of  
government  
adoption and  
retention

**YES** 

**PROPOSITION #1**

**Council Manager  
Form of Government**

Paid for by Washougal First! Committee, P.O. Box 920 Washougal WA 98671

[www.washougalfirst.com](http://www.washougalfirst.com)

# West Coast Regional Summit

**May 2-4, 2018 in  
Stevenson,  
Washington**

- Joint event with the annual Northwest Managers' Conference



# ICMA

INTERNATIONAL CITY/COUNTY  
MANAGEMENT ASSOCIATION