

# Missouri City Clerks and Finance Officers Association



# STRATEGIC PLAN

As revised by:

**MoCCFOA Strategic Plan Committee**

**Strategic  
Plan**

**MISSION STATEMENT:**

The Missouri City Clerks and Finance Officers Association (MoCCFOA) is a professional organization, providing opportunities and resources for professional development and continuing education.

## **PURPOSE:**

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.

## **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:**

1. 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.
  - D. Complete a comprehensive review every five (5) years (beginning in **Fiscal Year 2024-2025**) which shall be presented to the Executive Board and membership at the following fall business meeting held during the MML conference.

## **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. (This was last completed 8-9 years ago and should be reviewed during Fiscal Year 2024-2025). The next review and update should be in 2030.
  - 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 – Continue to maintain website. (Refer to President-Elect to see if he/she would like to pursue a redesign, and if so, assign the task to the technology committee.)  
Continue to keep information and documents updated.
  - B. Quarterly Newsletter.
  - C. Forum Boards are on the moccfoa.org website.
  - D. Continue to promote MoCCFOA through 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. Review of the "City Clerk Manual, which was last updated in 2019. (Refer to President-Elect to form an ad hoc committee for the review). Reviews should take place every five years.
  - B. Copies are available for members on the MoCCFOA and MML websites.

## **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.

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# 2023-24 MISSOURI CITY CLERKS AND FINANCE OFFICERS ASSOCIATION

## Officers

**Amy Edwards, President**

City of Platte City

**Deanna Jones, President-Elect**

City of Berkeley

**Corey Snead, Secretary**

City of Butler

**Brooke Bell, Treasurer**

City of Savannah

**Melissa Burton, Immediate Past President**

City of Overland

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## Division Directors

Beth Anne West, Chairperson

Donna Barger

Jaki Welker

Leesa Ross

Cindy Bowman

Melissa Mattson

Suzanne Welch

Lori Lemons

Erica Hill

Southwest Division

Central Division

East Central Director

Eastern Division

Northeast Division

Northwest Division

South Central Division

Southeast Division

Western Division

MoCCFOA

**2024 Strategic Planning Committee:**

**Leesa Ross, Chair**

City of Frontenac

**Gayle Conrad**

City of Cape Girardeau

**Renee' Kingston**

City of Camdenton

**Octavia Pittman**

City of Ferguson