Update and Focus On Credentialing

Georgia City-County Management Association
Spring Conference: Athens, Georgia

ICMA Southeast Regional Director Update | March 22-24, 2017
ICMA was founded in 1914 out of the reform movement in the U.S. and has become the premier local government leadership and management organization.

**Who We Are**

**A Legacy of Legendary Professionals**

- LP Cookingham helped to stop the corruption in Kansas City when it was under the influence of the Pendergast political machine
What makes people professionals?

Professions are characterized by practices, norms or values, and perspectives.

Educational levels, client recognition, professional identity, professional culture, a code of ethics, formal measures of competence, and professional sense of discretion.

Local government management is distinguished by its generalist nature and the importance it places on ethical behavior.
2017 FOCUS

- Membership & Benefits
- Ethics
- Leadership &
- Professional Development
- Strategic Planning
- Future of Professional Management

ICMA Member Overview

Over 10,000 members representing all 50 states and 33 counties
ICMA Membership is Growing

Working together to build membership

• Co-recruitment efforts
  - Recruiting ICMA members to join your state association
• $200 flat rate dues for department directors
• Over 30% growth in early- to mid-career members
• Record numbers—over 10,000 ICMA members and growing!

ICMA’s Inclusive Membership
Enhancing Your Membership Benefits

- Free webinars on select topics with RC’s sponsorship
- Ethics webinars
- “Thank You For Your Loyalty”: one free webinar for all
- Free e-books:
  - *17 Local Government Predictions for a Successful 2017*
  - *Making it Work: The Essentials of Council-Manager Relations*

Student Chapters

Building the Profession

- Over 75 student chapters = 1,100+ student members
- 27 Chapters in the Southeast Region
- Does your alma mater have an ICMA Student Chapter?
Student Chapters

- 26 state associations, including Georgia, are partners!
- 6 live free webinars per year
  - Effective team training
- Archived webinars at [http://icma.org/coaching](http://icma.org/coaching)
- ICMA CoachConnect
  - Register / trained to Coach
- Get a coach
ICMA members subscribe to the stringently-enforced Code of Ethics.
Established in 1924, the Code and its principles include government professionalism and transparency.

ICMA Code of Ethics embodies the mission and core values of the local government system.

- Representative democracy
- Highest standard of honesty and integrity
- Professional management as an instrument of effective local government
- The Council Manager form is the preferred form
- Value of international association
- Diversity of local government and the membership
Code of Ethics: Ongoing Review

• Tenet 3 revisions
  – 1,358 members provided feedback in November
  – ICMA Committee on Professional Conduct reviewing comments to finalize recommendations this Spring

Code of Ethics: Tenet 4

• Feedback provided at Midwest Regional Summit earlier this month
  – How does local government serve the best interests of all the people all the time?
  – Should we retain a guideline on length of tenure?
Leadership Advisory Board

Mission:
- Set leadership standard for professional local government management
- Create clear learning paths at every career stage
- Make leadership and ethics coequal overarching ICMA priorities

2017 Priorities:
- Agree on definition of leadership
- Identify leadership skills for each ICMA Practice at each career stage
Learning for Every Career Stage

• Voluntary credentialing program
• Leadership and management training through ICMA University
• Annual Conference attracting 3,000+ local government professionals
• Online learning, “Live” and “On Demand”

Take Your Career to the Next Level

Online Certificate Programs

LOCAL Government 101
MASTER THE FUNDAMENTALS

LOCAL Government 201
ONLINE CERTIFICATE PROGRAM
Envision ICMA – Our Strategic Plan

Vision
Mission
Values

Vision & Mission

• Redefining vision, mission, and values

Our Vision
To be the leading association of local government professionals dedicated to creating and sustaining thriving communities throughout the world.

Our Mission
To advance professional local government through leadership, management, innovation, and ethics.
Core Beliefs

- Public Service
- Ethics
- Council Manager Form of Government and Professional Management
- Equity and Inclusion
- The Continuous Pursuit of Excellence
- Stewardship
- Leadership

Key Priorities

- Member Benefits & Growth
- Learning Community
- Thought Leadership & Research Network
- Advocacy and Outreach
- Governance & Operations
Equity & Inclusion

• Increase Diversity and Inclusivity
• Address Structural and Institutional Barriers
• Create Knowledge and Skills to Increase Equity in Local Government Operations and Public Interactions

ICMA Voluntary Credentialing Program

A Personal Commitment to Professional Development
ICMA Voluntary Credentialing Program

- Focuses members on life long professional learning
- Promotes unique expertise that managers bring to the profession and demonstrates professionalism
- Demonstrates commitment to professional development and high standards of integrity
- Adds value to communities and organizations served

Gives you preferred registration for the ICMA Gettysburg, Williamsburg and SEI Leadership Institutes
ICMA Executive Board adopted policy outline of program at July 2001 meeting

First credentials were granted by the Executive Board at May 2002 meeting

The program has grown from an initial group of 75 to over 1,400 ICMA Credentialed Managers and Candidates
Credentialing Eligibility Requirements

- ICMA Full Member
- Meet education and experience criteria
- Have Applied Knowledge Assessment results that are less than 3 years old
- Committed to professional development

Credentialed Manager Education & Experience Requirement

- MPA and 7 years of local government executive or deputy/assistant experience
- Other Masters and 8 years
- Baccalaureate and 9 years
- Less than Baccalaureate and 15 years (CAO experience only)
- Local government department head experience receives half credit
- CEO experience from other sectors may receive half credit
Credentialed Manager Candidate Education & Experience Requires.

- MPA and 5 years of local government executive or deputy/assistant experience
- Other Masters and 6 years
- Baccalaureate and 7 years
- Less than baccalaureate and 13 years (CAO experience only)
- Local government department head experience receives half credit
- CEO experience from other sectors may receive half credit

Executive Experience Definition

- The professional role must include all of the following executive level responsibilities in local government:
  - Staff management
  - Financial management
  - Policy facilitation and implementation
  - Service delivery
Applied Knowledge Assessment

- Self-assessment of knowledge; 116 questions
- Takes 1.5 to 2 hours to complete online
- You can save and return later as needed
- Confidential, topical scoring is provided immediately

Credentialing Application Process

- Complete AKA and receive results
- Submit application (which includes professional development plan based on AKA results)
- CA Board reviews after application deadline
- Recommended names are listed in newsletter for member review
- Approval is granted by executive board 3 months after application deadline
- ICMA offers lapel pin, certificate and sample press release
How Do I Apply for the Credential?

The easiest way to apply is online:

- Sign in at icma.org and click on My Account
- Select Credentialing Apply/Renew from the Credentialing dropdown menu
- Click on Apply
- 2017 deadlines are January 3, April 3, July 3, and October 2

What is the Cost?

- $50 for online application
- The Applied Knowledge Assessment is $75 and can be ordered at webassessor.com/aka (you can also access this link through the Credentialing section of icma.org)
Professional Development Plan

- Includes:
  - Learning goal(s)
  - Potential Activities

- Ensures conscious intent and focus

- Visit Credentialing Resources section of icma.org for sample plans, recommended reading, etc.

Maintaining the Credential

- Maintain ICMA Membership
- Submit annual report online outlining professional development and what you learned
  - Annual reports are due one year after approval, on the first day of the month
  - Instructions are e-mailed starting three months in advance of the deadline
- Complete a multi-rater assessment at least once every 5 years
Profiles of Leadership and management in action

“The ICMA Voluntary Credentialing Program provides an excellent guide for my continued education and development in the field of local government management. It is truly a pleasure and an honor to participate in this program with other talented local government managers.”

— Quentin T. McPhatter
Deputy City Manager, Kingsland, Georgia
ICMA Member since 2005 | ICMA-CM since 2010

Demonstrate your commitment to professional development and lifelong learning. Join the growing number of those who have earned the ICMA-CM designation.

ICMA Credentialed Managers are viewed with growing distinction by local governing bodies and progressive, civically engaged communities.

For more information, visit icma.org/credentialedmgr

View a list of credentialed managers and candidates at icma.org/credentialed

For more information...

• E-mail credentialing@icma.org

• Jenese Jackson, Credentialing Program Manager, will be happy to help.