

Texas Municipal Clerks Association, Inc.

# TMCA

## STRATEGIC PLAN

2023-2024



Prepared by the 2023 TMCA Strategic Plan Review Committee

Adopted by the TMCA, Inc. Board of Directors June 9, 2023

## **MISSION STATEMENT**

The Texas Municipal Clerks Association, Inc., and the Texas Municipal Clerks Certification Program are dedicated to promoting the municipal clerk profession by providing an educational and professional development program and networking opportunities for municipal clerks.

## **CODE OF ETHICS**

Recognizing their responsibilities to the people, desiring to inspire public confidence and respect for government, and believing that honesty, integrity, loyalty and courtesy form the basis of ethical conduct, members of the Texas Municipal Clerks Association, Inc., do hereby subscribe to the following principles and ethics which will govern the personal and professional conduct as a municipal clerk:

To uphold constitutional government and the laws of my community;

To conduct my public and private life so as to be an example to fellow citizens and co-workers;

To never disclose confidential information gained by reason of my position nor to use such information for personal gain;

To be ever mindful of my neutrality and impartiality, rendering equal service to all and to extend the same treatment I wish to receive myself;

To impart to my profession those standards of quality and integrity that the conduct of the affairs of my office shall be above reproach and to merit public confidence in our community;

To record that which is true and preserve that which is entrusted to me as if it were my own; and

To strive constantly to improve the administration of the affairs of my office through independent study courses, seminars and meetings, and through utilizing sound management practices to achieve continued progress and thus fulfill my responsibilities to my community.

At its June 9, 2023, meeting, the Board adopted the proposed Strategic Initiatives and Goals, directing they be codified into the current Strategic Plan document.

# TMCA STRATEGIC PLAN

## STRATEGIC INITIATIVE 1

**Promotion of TMCA** - TMCA is recognized for promoting excellence in municipal clerk education and certification and for providing a professional network for sharing knowledge and best practices relative to ethical and efficient municipal government.

**Goal 1:** *Promotion of TMCA and TRMC.*

**Goal 2:** *TMCA builds goodwill among cities by sharing municipal best practices through a communication network that provides support and resources to its members.*

## STRATEGIC INITIATIVE 2

**Promotion of Municipal Clerk Education and Certification through TMCCP** - TMCCP provides a diversified certification program that addresses the educational needs of municipal clerks at all levels of experience.

**Goal 1:** *Improve the content and relevancy of educational programming for all members.*

## STRATEGIC INITIATIVE 3

**Promotion of the Texas Registered Municipal Clerk (TRMC) Credential** - TRMCs are recognized by city officials and citizens as ethical professionals whose leadership and technical skills are vital to a city's success.

**Goal 1:** *Awareness of a program of higher learning that enables municipal clerks to be successful, knowledgeable, ethical, and competent leaders in their cities.*

#### **STRATEGIC INITIATIVE 4**

**Promotion of the Profession** – TMCA enhances and communicates the identity and vital role of the municipal clerk to a city’s success.

**Goal 1:** *Advance the profession through the actions of well-educated municipal clerks who know their value to the success of their cities.*

#### **STRATEGIC INITIATIVE 5**

**PARTNERSHIPS** – TMCA/TMCCP cultivates, fosters, and builds partnerships with other organizations such as, but not limited to, the Office of the Texas Attorney General, International Institute of Municipal Clerks (IIMC), Secretary of State (SOS), Texas City Managers Association (TCMA), Texas Municipal League (TML), University of North Texas (UNT), etc., that enhance and promote the critical role of municipal clerks.

**Goal 1:** *Promote and enjoy mutually beneficial partnerships among TMCA/TMCCP and other state, national, international, and university organizations.*

**Goal 2:** *Cultivate relationships for TMCA/TMCCP scholarship donors and seminar sponsors to benefit municipal government.*

#### **STRATEGIC INITIATIVE 6**

**GOVERNANCE AND ORGANIZATIONAL STRUCTURE** – TMCA fosters an environment where all members feel relevant and welcome, and the TMCA Board is responsive to the needs and desires of its members.

**Goal 1:** *TMCA members express confidence that the TMCA Board’s actions and commitment are reflected in an inclusive, transparent organization.*

**Goal 2:** *Build relationships among TMCA Chapters.*

**Goal 3:** *Ensure TMCA staff is and remains a critical key to TMCA/TMCCP success.*