

# AMCTO Zone Meeting Presentation

Fall 2017



## Topics for Today

- Seeking Feedback – AMCTO Draft Strategic Plan
- AMCTO Research Report – Municipal Reporting Burden
- Update – Voters List Advocacy
- AMCTO Accreditation Programs



# Seeking Feedback – AMCTO Draft Strategic Plan



## Seeking Feedback – AMCTO Draft Strategic Plan

### Current Vision

- The “Go To” organization in fostering and sustaining excellence in municipal management and administration.

### Proposed Vision

- The leading organization in fostering, promoting and sustaining excellence in municipal management and administration in Ontario.



## Seeking Feedback – AMCTO Draft Strategic Plan

### Current Mission

- To offer leadership, direction and service to the municipal sector in Ontario through education, members services and advocacy.

### Proposed Mission

- To provide professional development, engagement opportunities, advocacy and leadership in the sector which strengthens and supports the capabilities and performance of municipal professionals.



## Seeking Feedback – AMCTO Draft Strategic Plan

**Retain and Attract Membership:** To retain existing members and attract new members to ensure the ongoing viability and influence of AMCTO.

- Clarify and broadly communicate the value proposition to existing and potential members
- Explore opportunities for increased engagement by all members in the Association's governance structures and other activities
- Update the Association's member and customer engagement strategy and communications plan
- Continue to engage retired members in helping to promote the Association and in supporting the delivery of its programs and services.



## Seeking Feedback – AMCTO Draft Strategic Plan

**Influence Government Policy:** To inform and influence government policies and priorities in support of more effective municipal government.

- Continue to update the Association’s public affairs strategy.
- Maintain and expand relationships with Provincial and Federal ministries while participating in key government initiatives.
- Continue to build the recognition and understanding of the value and importance of the Association to municipal staff and councils.
- Be a leader on municipal issues including by conducting research, developing policy papers and acting as an “information repository”.



## Seeking Feedback – AMCTO Draft Strategic Plan

**Enhance Programs and Services:** To continue to improve programs and services offered to members and customers by addressing and effectively responding to changing market expectations, opportunities and identified service gaps.

- Continue to promote and grow the Association’s professional accreditation programs.
- Continue to expand the range and availability of programs offered by the Association.
- Explore opportunities with post-secondary institutions, government and other organizations to develop and provide programs for members, potential members and customers.
- Potentially pursue opportunities, independently and with others, to market the Association’s educational programs to national and international audiences.



## Seeking Feedback – AMCTO Draft Strategic Plan

**Leverage Partnerships:** To partner and collaborate with municipal and other organizations in program and service delivery while broadening the profile and influence of AMCTO in the municipal sector.

- Identify and explore opportunities to partner with other organizations to deliver programs.
- Explore opportunities to increase collaboration with other municipal organizations for mutual benefit.



## Seeking Feedback – AMCTO Draft Strategic Plan

**Ensure Organizational Sustainability:** To deliver programs and services efficiently and effectively by focusing our human and financial resources, and leveraging technology, which meets the needs of AMCTO's diverse member and customer base.

- Update and leverage technology to improve program and service offerings while facilitating increased member engagement.
- Investigate financially sustainable opportunities to address the affordability concerns of members without compromising the Association's overall revenue structure.
- Explore and implement opportunities to diversify revenues.
- Ensure that the Association has the appropriate human and financial resources to meet the expectations and demands of its diverse members and customers.



## AMCTO Research Report – Municipal Reporting Burden

### BEARING THE BURDEN

A REVIEW OF  
MUNICIPAL REPORTING  
TO THE PROVINCE

- Released in early 2017.
- Triggered a meeting with Secretary of the Cabinet Steve Orsini
- MMA was committed to working to address Social Services reporting angle by Secretary of the Cabinet
- AMCTO staff meeting in Sept with ADMs from MMA & MCSS



## Update - Voters List Advocacy

- Steps to compelling the government to fix the voters list:
  - Voters List Position Paper
  - Commitment from Minister McMeekin
  - Inclusion in Minister Mandate Letter
  - Modest changes in Bill 181 – no transformative change
  - Confidential Advisory Group – look at post-2018 solution
  - Waiting on next steps from government
- AMCTO is contemplating next steps in working with the government to elevate the issue and encourage greater action



## AMCTO Accreditation Programs

- Growing Accreditation Interest
- Upcoming CMO Zone Challenge
- CMO Maintenance Year Ahead
- Resources On-line.
  - [www.amcto.com/Professional-Accreditation](http://www.amcto.com/Professional-Accreditation)



## AMCTO Zone Meeting Presentation

Fall 2017

