

STRATEGIC PLAN

2017 - 2020

Vision: Professional management delivering quality local government services and programs.

Mission: To serve the public and ensure that educational opportunities are provided to improve the management abilities of those involved in local government administration.

..... Strategic Priorities

Priority 1: Become recognized as the premier provider of quality professional development for municipal administration in Alberta.

Strategic Objectives:

- 1.1 Provide and promote quality professional development opportunities.
- 1.2 Strive to become the top-of-mind contact for municipal leaders seeking services and professional development.

Primary Outcome: A stronger municipal sector with more highly qualified and competent leaders.

Priority 2: Increase awareness and relevance by promoting SLGM's unique position in the municipal sector.

Strategic Objectives:

- 2.1 Promote and enhance local government management as an important profession.
- 2.2 Raise awareness and develop partnership incentives with employers.
- 2.3 Pursue steps for legislation of CAO qualifications with CLGM being one option.

Primary Outcome: Increased awareness of the CLGM designation and greater understanding of SLGM and the differences from other municipal organizations within the sector.

Priority 3: Provide and promote value-added services and benefits to attract new members and retain existing members.

Strategic Objectives:

- 3.1 Formalize and promote existing offerings.
- 3.2 Determine top value-added services and explore future needs based on member feedback.

Primary Outcome: Increased new membership/retention of existing members for organizational sustainability.

Priority 4: Foster relationships with other municipal entities and related stakeholders.

Strategic Objectives:

- 4.1 Leverage strengths to develop a deliberate plan to increase awareness and understanding among the Society's stakeholders.
- 4.2 Develop champions and vocal advocates by engaging elected officials.

Primary Outcome: Greater influence, increased recognition and credibility of CLGM and the designation among elected officials.

Priority 5: Ensure strategic risks are effectively managed.

Strategic Objectives:

- 5.1 Review qualifying eligibility for credentialing for membership.
- 5.2 Maintain administrative continuity and effectiveness.

Primary Outcome: Organizational stability and continuity.

Priority 6: Business Continuity Activities.

Strategic Objectives:

- 6.1 Pursue actions to ensure the NACLAA education program continues.

Primary Outcome: Routine Conduct of Business.