

**UMANT 2021 Strategic Planning Session**

December 12, 2020 **∙** 11:30am - 2:30pm

3 Nations Brewery **∙** Downtown Carrollton

Present Via Zoom

Laurie Wilson Major Youngblood Carey Neal Lauren LaNeave  
Lauren Haze Athena Seaton Scott Hammons Kate Hawley

Chloe Sawatzky Brittney Huff Kateran Barnett

Kaitlyn Malec Kallie Tanner Sara Saxton

Chloe Sawtazky Colby Collins

The meeting began at 11:52am.

1. Approval of Nov 6, 2020 Meeting Minutes – Tabled
2. 2020 Year-in-Review
3. What worked well
   * New member highlights
   * Facebook Live Networking
   * Assistants’ Groups Partnership
   * One Day Conference – virtual and partnership
   * Candidate 101 w/SGR (Jennifer great!)
   * Communications: Cross-posting with University Student Groups
   * Officers available as resource
   * Relationships with Universities
   * Creative events
4. What could be improved
   * Exec Connect via Zoom (Breakout rooms)
   * Lunch & Learn via Zoom
   * Variety of event times
   * Mentor matching program (UMANT as facilitator)
     + Explore ICMA mentorship partnership
     + Explore mentorship partnership with Assistants’ Groups
   * No more resume writing
   * Add service project
   * Explore LinkedIn Learning Practices
5. Topic Ideas

* Refresh Candidate 101 discussion
  + - Explore ICMA mentorship partnership
    - Explore mentorship partnership with Assistants’ Groups
* Legislative topics (TML resource)
* Dept Specific Topics
* Developing Downtowns
* Leveraging Regional Partnerships
* Covid Response (Panel)
  + Alternative practices
  + Economic recovery
* Diversity (hiring practices, training)
* Performance Reviews
* Healthcare

1. Idea Sharing
   * Membership
     + Diversity & Equity Forum (allowing for dialogue)
     + Partner with Universities (UTA, UNT, UTD)
       1. Support University Events
       2. Connect with Professors
       3. Events with fees & discoutns
       4. Consider how to maintain their participation & membership
     + Increase diversity of career fields & paths
       1. Consider retention
       2. Panelists of various experience (mid-level, exec, planner, etc.)
     + New member survey
   * Professional Development
     + Elected officials’ panel
     + Diversity
     + IT/Cybersecurity
     + Solid Waste/tours
       1. Denton working on virtual tour- see Sarah
     + Planning & Land Use, Public Utilities
     + Employee Engagement
     + Housing & Covid Impacts
     + Partnerships (public-private, regional, non-profits, etc – benefits to cities)
   * Networking & Mentorship
     + Kick off Happy Hour – Jan 21
     + Mentorship Matching Program (to explore end of January)
     + Exec Connect Mar 4 or 18th
     + Spring School Networking Series
       1. UNT – May 6 Jared
       2. UTA- May 13 Brett
       3. UTD-May 20 Kaitlyn
     + Summer Happy Hour with Activity – July TBD
     + Fall School Series – Aug/Sept
       1. UNT - Aug 25
       2. UTA/UTD – TBD
     + End of Year Brunch - Dec 11
   * Special Events
     + Wine & Dine – Apr 17 (confirming w/Messina Hoff)
       1. Vendors?
       2. Option for virtual tasting
     + One Day Conference – Oct 22
       1. Legislative Update from TML
       2. Diversity & Inclusion
          1. Diff aspects of diversity
          2. Tips & tricks for post onboarding
       3. Impacting Change from where you are
       4. Breakout Sessions for various city disciplines

* Communications
  + E-newsletter
  + Social media
    - Facebook, Youtube, Twitter, Instagram, LinkedIn
  + Blog posts (different positions w/in organization)
  + Zoom, Teams, GoTo Meetings
  + Website revisions
  + Activities
    - Speaker series
    - Interviews (members)
    - Different locations, food, humor
    - Scholarship promos
    - calendar
  + Event promotions
  + Branding

1. Select Event Dates

Plan to host events virtually through March and hope to host in-person Wine & Dine in April. The following dates were discussed

Jan 21 Networking Hour Kick Off Virtual

Feb 18 Professional Development (Lunchtime event) Virtual

Mar 4 or 18 Exec Connect Virtual

Apr 17\* Wine & Dine In-person

(virtual wine tasting option proposed, if needed)

May 6, 13, 20 Networking Happy Hours w/University Partners TBD

June 3 Professional Development TBD

July TBD Networking Happy Hour w/Activity TBD

Aug 26, Sept 2, 9 Networking Happy Hours w/University Partners TBD

Sept 23 Professional Development TBD

Oct 22 One-Day Conference w/Asst Group Partnership TBD

Nov 18 Professional Development TBD

Dec 11 End of Year Celebration TBD

\*confirming w/Messina Hoff

1. Discuss Executive Committee Monthly Meeting Dates & Times  
   The group decided to keep our current Exec Committee Meeting time at 2pm on the first Saturday of each month. Because in January that falls on a holiday, we’ll meet January 8.

Addtl. Committee Updates  
The group also discussed developing a mentor match program that UMANT could help facilitate on an ongoing basis. The Mentorship and Partnership Committee is exploring options.

The Communications Committee is going to expand on our use of social media for outreach and communications, tagging University and other partners in posts, where appropriate. They would also like to explore an option for the blog based on what our website allows. Promotional materials were also mentioned which can be discussed a little more in depth at our next meeting.

1. Other Business  
   Laurie Wilson reminded everyone that paying gig will **always** come first. While members may be serving on a committee, a co-chair, or chair, we’ll all work together as a team to have a successful year. This is a very well-connected group and one of the advantages of being part UMANT is expanding those connections even further. The group was encouraged to reach out early and often with ideas for speakers, event locations, topics, and for any help that’s needed.

Adjourned 2:13pm

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Laurie Wilson, President-Elect Brittney Huff, Secretary-Elect