**URBAN MANAGEMENT ASSISTANTS OF NORTH TEXAS**

**2015 Executive Committee Strategic Planning Session**

**December 11, 2015**

Ryan Adams, President-Elect

Caitlan Smelley, Vice President-Elect

Tyler Brewer, Treasurer-Elect

Krystle Nelinson, Secretary-Elect

Andrew Fortune

Carlie Dorshaw-Moe

Carrie Jones

Darwin Wade

Fabrice Kabona

Kay Duffy

Monja Memic

Nichole Belford

Sena Nyaku

1. **Call to Order and Announce a Quorum is Present**

With a quorum of the Urban Management Assistants of North Texas Executive Committee present, President-Elect Adams called the Meeting to order at 1:15 p.m. on Friday, December 11, 2015. The group participated in Welcome & Introductions, and President-Elect Adams provided an agenda for the day and a brief history of UMANT.

1. **Our Purpose**

President-Elect Adams spoke about competition from other area professional organization groups and how UMANT can differentiate itself. After discussion about the organization’s official Mission, the following statements were pinned for future discussion and evaluation:

Mission: Ensure continuance of higher caliber local government management in North Texas

Purpose: Cultivating local government talent and building regional connection

1. **Our Goal(s) for 2016**

President-Elect Adams proposed that the organization’s goal for 2016 be growth. A discussion was held about new membership engagement, and a charge was given to the Executive Team to spend more time at events reaching out to new members.

1. **Realizing Our Purpose and Goal**

Caitlan – Revamp website

Krystle – UMANT bylaws

Tyler – Transparency in the budget process; creating standard operating procedures

Monja (Member Engagement) – Form a welcoming committee; new member profiles; clean-up the member list; publish a master list of members; new member event

Fabrice (Networking) – Work with partnerships to communicating about events; more networking time within the existing event; 2-3 large events with more frequent small events spread out

Andrew (Mentorship) – Create opportunities for organic, skill-based mentorships; create a map to connect to area resources; online forum for members; keep formal program but use it strategically as the “next step” for a skill-based relationship

Nichole (Special Events) – Seek alternatives to the Golf Tournament and work with NTMCA; Keep One Day Conference but reevaluate the afternoon content

Carlie (Communications) – Connect directly with organizations and professional; regular member messages; early event notification and more useful event information; guest blog; web-based polls (post-event); annual survey; event recaps; explore targeted recruitment advertisements

Darwin and Sena (Professional Development) – Broaden topics to more applicable skills; focus on building self-skills; 3 events; push out professional development content to member; explore smaller, sub-regional events; webinars and Periscope

Kay (Fund Development) – Sponsorships for events/meetings; corporate memberships; organization memberships

Carrie (Partnerships) – Build relationships with UTA and UTD, and Strategic Government Resources; TCMA event for UMANT members

1. **Executive Committee Meeting**

After discussion, Executive Committee Meetings will be held the 2nd Fridays of the month via conference call.

1. **Adjourn**

With no other business to consider, President-Elect Ryan adjourned the meeting at 1:04 p.m.

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Ryan Adams

President-Elect

ATTEST:

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Krystle Nelinson

Secretary