Conducted by Lew and Mary Bender.

EDUCATION
Lew stated that he is convinced that survival of clerks depends on education. Not only who we are but what we do!

Need to educate officials and the public:
- Time is not getting longer/ but shorter
- Not getting less/ but more
Masters should build on -> what do we need???

4th Quarter newsletter continues to go to all municipal clerks; not just members.
Sue Courtade sends minutes to County Clerks and Clerk Association presidents.

Lisa Hathaway: to work on a MAMC informational packet -> this to be sent to all clerks elected in any upcoming small elections as a test prior to implementing in full after 2016 elections. Target mailing to coincide with the date that new clerks take office (Nov. 20).

PACKET CONTENTS
- CMMC INFO
- BENEFITS BROCHURE
- PAC INFO
- APPLICATION FOR MAMC
- CONTACT INFO
- UPCOMING EDUCATION

Create and implement a 3 minute video: A DAY WITHOUT CLERKS
Play this video anywhere we can. Conference, media events, MTA, MML, website etc.

Build relationships within the industry
Place County Clerks/local associations on website with contact info

Create an internal list for education/ resources -> and a resource list for membership to reach out to.
For clerks create a reference list of persons to tap their knowledge base organized by regions etc.

Create a resource card for managers/others to look and say: I didn't know that about clerks (notary, cemetery, elections, FOIA, accountants, utility billing etc.)
CMMC

Now that CMMC program is launched, concentrate on promotion. Discussion to put a time limit on the grandfather clause for CMMC certification → 2016 – announce/launch now.

Discussion on mandatory CMMC after graduation from Institute – NO to mandatory

SUMMARY OF STRATEGIC PLANNING DISCUSSION

A  TOP CHALLENGES FACING CLERKS
  • Education of the public on our profession
    o Promoting our relevancy
    o Lack of education of clerks → absence of engagement → clerk duties are incidental
  • Legislatively
    o Keeping up with legislation
    o County take over
    o Sense of community, availability to residents, focus on forms of gov’t
  • Clerks are wearing many hats
  • Recognize differences and inconsistencies
  • Promote the benefits of MAMC to two audiences
    o Clerks for training and education and resources
    o Boards and residents
  • Vocalize and Recognize
    o Piggy back with MTA/MML resources
    o Support relationship we already have ie: work with MTA and MML
    o Career at risk – work with lobbyists
    o PAC – money and support

B  TOP POINTS OF FOCUS FOR MAMC
  • Education of the public about the Clerk’s profession
  • Lack of education of clerks
  • Best practices in a more “formalized” fashion

  o Mail chimp
  o Web page
  o Facebook
  o Manuals/subjects
  o Give confidence to membership through empowerment
  o Understand the differences and how to unify workshops to address the differences
TOP THREE GOALS for 2014-2015

1. Education – the Public and Clerks
   • Mail to non-member Boards (Lisa?)
   • Monthly e-mail blast to all members (Sue)
   • Government Officials
     o Create media contact (Cherilyn)
     o Three minute video “A day without your Clerk” (Chris and Marne McGrath from Ferndale)
     o Information card (Lisa)
     o MMTA-MML – Booth with video, brochure, information card.
       (Sarah, Carolyn and Betty MML, Jen – MTA)

2. Membership
   • Packet (Lisa/Jen)
     o Application
     o CMMC information
     o Brochure
     o Etc.
     o Updated list
   • Certification Update (GCSI/Tara)
     o 3 year basic – apply and pay as an option
     o Notification of 3 year grandfathered for certification

3. Diversity of “Clerks” jobs
   • Identify the range (Mary, Lannie, Jeremy and Dawn)
   • Build into Basic and Master Academy to the degree necessary and appropriate.