

Women Leading Government

Dec 11 2011

End of Year Report for 2011 and Plans for 2012

Join Us in Promoting Women in Local Government Management!

The Board of Women Leading Government held its annual strategic planning retreat on November 5, 2011. We discussed our accomplishments for 2011 and created plans for 2012.

2011 Accomplishments:

- Approved an Affiliation Agreement with ICMA to strengthen the already excellent partnership
- Published two newsletters
- o Implemented technology aids: Mail Chimp, PayPal and Linked-In
- Held 5 "Noshing and Networking" luncheons
- Held 3 Roundtable luncheon events with speakers
 - February 23, 2011 in Long Beach, CA Surviving the Reset
 - May 18, 2011 in Fullerton, CA Cindy Abbott, Mt. Everest Climber
 - Sept. 28 in San Mateo, CA Learning to Flourish
- Launched our coaching and mentoring program with 22 coaches
- Held 9 monthly Executive Network conference calls with women city and county chief executives
- Selected Connie Jackson, City Manager of San Bruno, CA for the Senior Woman Leadership Award presented at the annual Women's Leadership Summit in San Jose
- Created and conducted conference sessions at the following conferences:
 - Women's Leadership Summit
 - Municipal Management Association of Southern California (MMASC)
 - Municipal Management Association of Northern California (MMANC)
 - ICMA (session on trends in compensation, moderated by WLG board member Linda Barton)
 - California State Association of Counties (CSAC)
- Participated in a reception hosted by the Illinois women managers' Legacy
 Project at the 2011 ICMA Conference



Women Leading Government

- Expanded paid-membership to 121
- Created a marketing plan and printed bookmarks and postcards
- o Initiated contact with special districts about WLG

WLG Plans for 2012:

- Expand our outreach to women managers in other states, collaborating with ICMA, the Illinois women managers' Legacy Project, Colorado, Kansas, Missouri, Arizona and many others.
- o Implement the Affiliation Agreement with ICMA
- Implement additional pro-active communications with our members through the use of Mail Chimp for our newsletter and webinars
- Expand our use of technology through use of social media, virtual meetings, website updates, and database management
- o Organize 11 monthly "Noshing and Networking" luncheons throughout California
- o Organize 5 Roundtable luncheon events with speakers
- Expand our coaching program to involve more women
- Hold 10 Executive Network monthly calls with women city and county chief executives
- Expand membership to at least 200 paid members
- Expand outreach to special districts
- Obtain nominations and select a woman for the Senior Woman Leadership
 Award to be presented at the annual Women's Leadership Summit in San Jose
- Strengthen member relations and expand marketing efforts to members and prospective members
- Sponsor sessions at the following conferences:
 - Women's Leadership Summit (serve as a co-sponsor with MMANC)
 - MMASC Annual Conference
 - MMANC Annual Conference
 - ICMA collaborate with women managers from other states on conference sessions
 - CSAC
 - California City Managers' Annual Conference
 - California City Clerks' Annual Conference

For more information, contact:

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