

Promoting the Program’s Contributions to the State

Like South Carolina and 24 other jurisdictions, Mississippi offers a Certified Public Manager program to develop qualified employees for future leadership opportunities. The state’s program is not unlike many others we looked at within the National Certified Public Manager Consortium and elsewhere.

However, Mississippi has done at least one thing better than any of the 35 organizations we interviewed: It has collected descriptions of every project completed by CPM program participants, selected some as “model projects” and published a 50-page report describing exactly what each project’s impacts were.

A small sample of the completed projects described in the 2004 edition of *A Profile of Excellence in Public Service* (an earlier version was published in 2001) is shown below.

Nowhere have we seen a more concerted effort made to demonstrate how a state agency and citizens benefit from an investment in leadership development. While the publication doesn’t address the program’s impacts on individual participants — such as the subsequent promotions or performance of those who earn the CPM — it clearly demonstrates outcomes that may be even more important to a wider audience. This approach to publicizing how state government and its citizens benefit directly from a program aimed at developing leaders is one that other jurisdictions, departments, and agencies could adopt — or even improve upon.

The following pages present a sample description of one model project.

A Profile of Excellence in Public Service is available at www.spb.state.ms.us/training/modp204.pdf.

State or Local Agency	Model CPM Project
City of Columbus Fire Department	<ul style="list-style-type: none"> Developing Quality Improvement Within the Columbus Fire Department
City of Columbus Police Department	<ul style="list-style-type: none"> Orientation for Investigator Candidates
MS Department of Environmental Quality	<ul style="list-style-type: none"> Quality Improvement Plan for Enhancing Customer Service
MS Department of Information Technology Services	<ul style="list-style-type: none"> Domino.doc Storage Structure Design and Implementation Plan Marketing Plan for On-Line Training Motivation Training for ISS Staff
MS Department of Mental Health - Mississippi State Hospital	<ul style="list-style-type: none"> Process Guidelines for Environment of Care (EOC) Inspections
MS Department of Transportation	<ul style="list-style-type: none"> MDOT Permits Database Availability and Access
MS Development Authority (MDA)	<ul style="list-style-type: none"> Proposal to Develop a Community Contact Program Proposal to Develop a Tourism Division Group Tour Incentive
MS Secretary of State’s Office	<ul style="list-style-type: none"> Pilot Project for a Multi-Source Assessment
MS Public Employees’ Retirement System	<ul style="list-style-type: none"> Internal Audit Department Manual

MODEL PROJECTS FROM THE MISSISSIPPI DEVELOPMENT AUTHORITY

Mr. Leland Speed, Executive Director

Benefit to the Agency

“MDA is committed to improving our economy and promoting quality of life for every citizen in our state. Our partnership with the Certified Public Manager Program equips MDA managers and supervisors to better serve their customers by promoting professionalism, excellence, and quality principles in public management.”

Leland Speed,
Executive Director, MS Development Authority

PROPOSAL TO DEVELOP A MISSISSIPPI DEVELOPMENT AUTHORITY COMMUNITY CONTACT PROGRAM

Author: Steven C. Hardin

Project Synopsis:

In the spring of 2003, MDA implemented an agency reorganization plan prepared by a third-party consultant. The reorganization included the formation of a new division (Regional Services). Consolidating twenty-five staff persons

and their respective budgets from four previously existing programmatic divisions created the new division. Each of these four divisions had different managerial and programmatic accountability processes. The newly created Regional Services Division has a need for a formalized contact program for the many local and regional community development organizations served by the division. This proposal, if implemented, will provide greater accountability for respective staff members’ performance and greater accountability for agency programs and services provided to the community organizations. As the division director (MDA-Associate Director), I am responsible for the effective and efficient delivery of programs and services provided by the twenty-five employees within the division. This proposal reflects my recommendations for accountability and enhanced service delivery for these programs and services.

Author’s Perspective:

“I earned a bachelor’s degree in Business Administration and have years of experience in private sector management. I was pleasantly surprised to have benefited as much as I have from the Mississippi Certified Public Manager Program. Further education is beneficial in all professions, but the CPM program provides much needed exposure and practical application to the many unique aspects of public management.”

Steven C. Hardin, MS Development Authority

PROPOSAL TO DEVELOP A MISSISSIPPI DEVELOPMENT AUTHORITY TOURISM DIVISION

GROUP TOUR INCENTIVE PROGRAM

Author: Rhonda Williams

Project Synopsis:

The Mississippi Development Authority, Tourism Division does not have an accurate way to measure, on a statewide basis, the increase and/or decrease of group tours coming to Mississippi annually. Obtaining this information is critical in determining the annual success of the Tourism Division's sales and marketing efforts for the group tour market. My project proposes the creation and implementation of a group tour incentive partnership program with selected group tour companies who are currently bringing multiple tours to Mississippi. From the selected tour companies, an advisory council has been established consisting of four tour company representatives who provide guidance and feedback for the development of the Mississippi Group Tour Incentive Program. This partnership program has a two-fold purpose. First and foremost, the group tour incentive partnership program would increase the number of existing group tours to Mississippi by providing both monetary and marketing incentives directly to the tour companies to promote their Mississippi products. Secondly, the program would provide a consistent way for the MDA Tourism Division to receive vital tracking information from participating tour companies. This information can be utilized to track and establish benchmarks for the number of group tours coming to Mississippi each year.

Author's Perspective:

"As a program manager, the Mississippi Certified Public Manager Program has provided me with a rewarding avenue for professional growth and development. By participating in the program, I have been given innovative and practical methods to approach everyday challenges found in the workplace. The networking opportunities are invaluable and the sense of accomplishment makes the program well worth the time and effort."

Rhonda Williams, MS Development Authority

Mission:

The Mississippi Development Authority (MDA) is the state's premier economic development organization. More than a government agency, MDA strives to increase Mississippians' economic opportunities serving a wide range of customers including workers, communities, existing businesses, corporate prospects, investors, and tourists.

Driven by a new way of thinking about economic development, MDA is committed to helping communities increase livability, promoting a healthy business climate, ensuring quality infrastructure, providing workforce development, promoting tourism, assisting both existing businesses and new companies. Our work impacts nearly every segment of the community and every region of the state.

At MDA, we are committed to providing the highest quality of services while remaining fiscally responsible with the funds allocated to the agency.