



ICMA Core Activities: An Overview

About ICMA

ICMA identifies leading practices to address the needs of local governments and professionals serving communities globally. We provide services, research, publications, data and information, peer and results-oriented assistance, and training and professional development to thousands of city, town, and county leaders and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of people living in thousands of communities, ranging in size from small towns to large metropolitan areas.

Vision Statement

We are the premier association of professional local government leaders building sustainable communities to improve lives worldwide.

Mission Statement

To create excellence in local governance by developing and fostering professional local government management worldwide.

Value Statement

ICMA supports local government professionals worldwide, the communities they serve, and the profession they value.

ICMA Members

ICMA members include the senior level city, county, and town executives whose decisions affect millions of people in thousands of communities across the globe. ICMA members manage the day-to-day operations that keep services up and running, while planning for the future.

Our organization supports nearly 10,000 members in the United States and 33 other countries. At the core of that group are nearly 6,000 senior local government executives. In addition to members from every career stage in local government—from students to department directors—we also represent directors of state associations of local governments, academics, and others who share our interest in improving local governance.



Ethics

The ICMA Code of Ethics has been the cornerstone of the organization for more than 90 years. Members subscribe to the Code of Ethics and receive advice and training in support of providing an ethical culture in local government. ICMA has an extensive collection of advice on ethics issues, along with case studies and model local government documents. This knowledge base has been translated into training courses, consulting services and ethics textbooks and other educational publications designed to further the organization's mission throughout the world.

Advocacy

ICMA advances the profession of local government management through its *Life, Well Run* campaign, which focuses on raising awareness of the importance of having a professional manager working in cooperation with elected officials. In addition, the organization helps educate citizens about local government and the council-manager form of government. ICMA works together with other state and local government organizations on policy matters that impact local governments.

State Association Relationships

The ICMA State Liaison program facilitates communication and collaboration between ICMA, state associations of professional local government managers, and various national affiliate organizations. ICMA maintains close ties to state-based associations of local government professionals through formal affiliation agreements, which outline how we can build on key strategic initiatives of mutual benefit. To date, 42 state associations have finalized these affiliation agreements.

Credentialing Program

The ICMA Voluntary Credentialing Program recognizes professional local government managers qualified by a combination of education and experience, adherence to high

standards of integrity, and an assessed commitment to lifelong learning and professional development. Candidates are reviewed by their peers and managers can earn the designation ICMA Credentialed Manager which is granted by the ICMA Executive Board.

ICMA Leadership Development Programs

Programs are offered for professionals in various career stages and include

- Local Government Management Fellowship
- Emerging Leaders Development Program
- Leadership ICMA
- Emerging Professional Leadership Institute
- Gettysburg Leadership Institute
- Senior Executive Institute
- Williamsburg Leadership Institute
- Mid-Career Management Institute
- Annual Leadership Institute

ICMA Training and Professional Development

Offerings include

- ICMA Annual Conference is the largest gathering of key local government decision makers in the United States. The conference provides members and those who work with local governments opportunities for networking, information sharing, and professional development.
- ICMA University Workshops
- Leading Ideas Series
- Local Government Training on Ethics
- Webinars

Next Generation Initiatives

ICMA's Next Generation Initiatives were created to attract and develop a wide and diverse group of people into the local government management profession, including students, early and mid-career professionals, and individuals from other fields.



ICMA Job Center

ICMA's Job Center offers a database of current job openings for local government professionals, from intern to city/county manager along with career resources and a coaching program for those new to the profession.

The Knowledge Network

The Knowledge Network is the premier online community for local government. Launched in 2010 in a partnership between ICMA and the Alliance for Innovation, it facilitates professional networking and knowledge sharing for more than 42,700 users. The Knowledge Network's wealth of information is organized in 85 topics covering a broad range of local government issues from accountability to zoning. Through more than 8,500 documents, interactive group functionality, a blogging platform, and a popular question and answer feature, the Knowledge Network enables local government leaders to share their experience and expertise with their peers around the world.

ICMA Publications

ICMA publishes books, reports, survey research, training materials, and other resources used by local government management professionals, municipal and county associations, and colleges and universities. Areas of practice featured in ICMA publications include planning, finance, budgeting, economic development, human resource management, supervision, public safety, emergency management, and many others. A complete list can be found on ICMA's online bookstore at bookstore.icma.org.

ICMA Communication and Outreach Channels

Public Management (PM) is ICMA's flagship member magazine. Published 11 times a year, it is available in print and online versions. From strategy to operations, with articles, case studies,

leading practices, how-to's, data, and trends, *PM* aims to inspire innovation, inform decision making, connect leading-edge thinking to everyday challenges, and serve ICMA members and local governments worldwide in the pursuit of excellence.

Leadership Matters is a weekly e-newsletter published in two versions—one for members and one for nonmembers. Both versions provide the latest career opportunities in local government along with news, strategies, best practices, and innovative ideas on the most important local government issues. The member version also provides premium content and updates on ICMA members.

ICMA SmartBrief is a daily news briefing containing local government-related news gathered from hundreds of independent, online publications covering such topics as leadership and management, budgeting and finance, emergency management, and public safety.

ICMA's social media vehicles are an important way for members and others to stay connected. ICMA has a robust presence on LinkedIn, Facebook, Twitter, and Instagram.

Survey Research

ICMA conducts surveys in collaboration with universities, federal agencies, and foundations. ICMA's database of local governments includes all cities, towns, townships, villages, and boroughs with populations of 2,500 or greater and all counties.

Strategic Partner Program

The Strategic Partner Program was created in 1996 as one of the primary access points for private sector participation in ICMA programs and activities. Strategic Partners have opportunities to assist professional local government managers by showcasing leading practice solutions and providing thought leadership.



ICMA International

Since 1989, ICMA International has provided consulting and technical assistance for municipal officials and other stakeholders in developing and transitioning countries. International Programs promote ICMA's mission worldwide and provide international opportunities for engagement with ICMA members. ICMA's international work focuses on developing local capacity and promoting good governance to build sustainable communities. With funding from USAID and other international donor organizations, ICMA provides peer-to-peer technical assistance, training, and resources to municipalities in developing and decentralizing countries.

ICMA Program Centers

ICMA provides research and technical assistance through its three program centers. ICMA partners with foundations, universities, federal agencies, and private providers to address the range of issues facing local governments.

- Through its **Center for Performance Analytics**, ICMA offers local governments a cutting-edge performance management system called ICMA Insights, which combines ICMA's over 100 years of local government management expertise with SAS, the leader in performance analytics, to harness the power of the massive amounts of data that local governments collect to make better decisions and continuously improve performance.
- Local governments looking to create more sustainable, livable, and resilient communities will find dozens of ways to partner with ICMA's **Center for Sustainable Communities** through research; training and education; and technical assistance. The center's project areas include everything from the National Brownfields Conference to local food systems to sustainability planning.
- Armed with research conducted through the Enhanced Research Partnership of ICMA, the Alliance for Innovation, and Arizona State University, ICMA's **Center for Management Strategies** puts the latest, proven leading practices for local governments into practice.

The center offers free tools, assessments, and resources and deploys leading practices into communities through its network of providers.

Looking Ahead

In its first 100 years, ICMA and the profession of local government management have focused on creating better communities—communities that are well run and provide a high-quality of life for residents. In its second hundred years, member-driven initiatives, like those above, will enable ICMA to continue to help local government managers even more effectively lead and manage communities in an increasingly complex world. That's the challenge for the next 100 years.