



CAMA  ACAM

# Strategic Plan

## 2022-2027

CAMA  ACAM  
Administrative Excellence



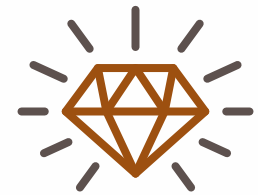
### Vision

The Canadian Association of Municipal Administrators is recognized as the premiere national Canadian organization representing municipal administrators.



### Mission

To champion excellence in municipal administration and develop resilient leadership through professional development, networking, partnerships and advocacy.



### Values

Accountability and Professional Integrity;  
Collaboration; Transparency and Honesty;  
Innovation and Excellence; and Diversity and  
Inclusivity



## Membership Engagement & Support



## Professional Development



## Resilient Leadership



## Strategic Relationships



## A Strong and Sustainable Organization

To be the national membership of choice for Chief Administrative Officers and senior managers across Canada by providing networking opportunities and relevant services related to their local government profession.

- Members Needs Survey
- Jobscene Broadcasts
- E-Brief Newsletter
- Social Media
- Partnerships with MuniSERV and BoxOfDocs
- Membership Campaign/Creation of Marketing Materials on CAMA's Value Proposition
- CAMA Connects

To provide innovative professional development and learning opportunities that enhance members' leadership skills and competencies and support them to achieve good local government management with Council, staff and citizens.

- Enhancements to Annual Conference
- Scholarship Programs for CAMA Annual Conference, CAMA Executive Leadership Program and ICMA Professional Development Opportunities
- Ask CAMA? The Power of Municipal Information Sharing
- Professional Development for Executive Assistants (EA Master Classes, EA Connections, Annual Conference)
- Promotion of Current Toolkits
- Members Discussion Forum
- CAO Executive Learning Program
- Adapting Current Toolkits
- Develop New Toolkits

To provide municipal administrators with the information, leadership tools, and networks to build their leadership resilience, foster productive relationships with Councils, and encourage the next generation of leaders.

- Awards of Excellence Program
- Long Services Awards Program
- Promotion of the Making Life Happen Campaign/ Recruiting the Next Generation
- Tools for Resilient Leadership: Strategies for Self Care, Wellness and Work Life Balance
- Masterminds Networking Forums
- Next Generation Leadership Development
- Positive CAO-Council Relationships

To continue to build strategic relationships with key stakeholders to create excellence in municipal governance.

- Maintain Provincial/Territorial Association Relationships (Executive Director Meetings)
- Continue to be responsive to FCM enquiries
- Relationships with International Municipal Associations: Australia, New Zealand, United Kingdom
- Continue to partner with ICMA
- Partnership with City of Toronto Women's Network
- Partnership with WILGA

To strengthen CAMA's sustainability, leadership, capacity, and infrastructure.

- Ongoing Financial Management
- Ongoing Organizational Development
- Regular Policy Review and Adherence
- Managing the Board Nominations, Election Process and Annual General Meeting
- Support for Effective Board governance
- Managing Revenue Generation Opportunities
- Sponsor/Partner Cultivation and Stewardship
- Human Resources, Consulting Services and Project Management Oversight
- Technological Infrastructure
- Implementation of a Business Continuity Plan
- Sustainability and Long-Term Partnerships
- Diversity, Equity and Inclusion of CAMA Volunteers