

Regional Group Task Force Report

MME Board Meeting

July 20, 2021

Our group has had multiple zoom meetings. We assigned members to get more details on the regional groups that we are aware of. My GIS team has begun creating a map with several layers of data to help us analyze the regional groups as they compare geographically to the MME Regions, what local units of government are represented and more.

Our conversations began with surveying our committee on their personal perspectives as they related to the regional group they are part of, what they love, what they don't, and what they would like to see done differently. We eventually focused our robust discussions on best practices, both informal and formal, and have created a draft set of guidelines for membership input.

The guidelines begin with a brief statement of purpose for the guidelines and then suggests a mission for the regional groups. The guidelines outline the types of activities regional groups are likely to be engaged in to fulfill both the informal social role and formal informational/education role we've found to be the best practices of effective regional groups. It then outlines the ways regional groups can support the Board and statewide committees and ends with the ways the MME Board and committees can support them.

Sincerely,

The Regional Rebel Rousers

Chair: Bridgette Gransden

Vice Chair: Curtis Holt

Consultant extraordinaire: Alan Levy

MME

Guidelines for Regional Groups

Purpose of the Guidelines

The purpose of these guidelines is to outline a set of best practices and expectations for the operation of regional groups of municipal executives for the benefit of those municipal executives, individuals interested in the profession, and MME.

Mission of Regional Groups

MME's regional groups exist to provide local opportunity for municipal executives to engage with each other for a range of informal and formal purposes. Informal purposes include networking, socializing, mentoring, recruiting, and engaging in discussions of local, statewide, and national issues impacting the execution of their professional responsibilities. Formal purposes include educational opportunities such as speakers and municipal tours, acting as a liaison with nearby educational institutions with programs in municipal management, conducting outreach to foster interest in and appreciation for the municipal executive profession, and supporting the activities of MME and its statewide committees.

Composition

MME's regional groups developed organically and retaining that flavor is an important goal of these guidelines. Membership is open to all who desire to attend independent of MME or ICMA membership and groups are encouraged to extend invitations to students and department heads who have an interest in finding out more about the profession. Attendance in multiple regional groups is at the behest of the individual who might find value in attending more than one group due to proximity, topic of discussion, or timing of meetings.

Activities

Informal

- **Networking**
Create opportunities for attendees to make connections with their peers from their region.
- **Socializing**
Create opportunities for attendees to interact in informal, relaxed environments to increase the social bonds between professionals as a mechanism to support their well-being and job satisfaction.
- **Mentoring**
Create opportunities for mentoring relationships between individuals where travel costs are minimized and interaction opportunities are maximized.
- **Recruiting**
Create opportunities for potential recruits to explore the field in a friendly, low-pressure environment.
- **Engaging in Discussions**
Create opportunities for informal discussions between small groups of municipal executives to explore best practices, experiences, and concerns about issues and problems that are being experienced by municipal executives in their work.

Formal

- **Education**
Organize and host opportunities for attendees to learn about legislation, policies, programs, and best practices, and other municipalities from speakers and tours.
- **Liaison to Regional Education Institutions**
Create and retain relationships with deans, professors, and/or students who provide instruction in fields preparatory for positions in municipal management.
- **Outreach**
Conduct outreach to promote the profession to local government and educational venues.
- **Support MME Activities**
Work with the MME Board and statewide committees to help them reach their goals at the local level as outlined in more detail below.

Responsibilities Related to MME Affiliation

Regional groups are uniquely positioned to support MME's mission. In particular, regional groups can help MME's Board and statewide committees meet their goals by providing a conduit for information and connection at a local level. Given their informal affiliation with the MME, regional groups can support MME's statewide committees in the following ways:

Professional Development Committee

- **Promote Conferences**
Support the Professional Development Committee in generating interest in attendance for statewide conferences.
- **Host Local Education/Training Events**
When local capacity and interest is available, host and promote speakers and other types of education or training events provided by the Professional Development or other committees.

Personal Success Committee

- **Foster Mentoring**
Work with the Personal Success Committee to promote mentorship relationships between members of the regional group.
- **Promote Coaching, Counseling, and Transition Support**
Support members of the regional group by ensuring that the services of the Personal Success Committee are well known by the regional group members.

Outreach Committee

- **Liaison to Nearby Education Institutions**
Communicate with the Outreach Committee on the activities and interest of nearby educational institutions
- **Conduct Outreach**
Make members of the regional group available to speak to increase awareness, understanding, and reputation of the profession.
- **Recruit Prospects**

Make members of the regional group available to speak at local education institutions or other venues where individuals interested in the profession may attend.

- **Recruit Interns**
Promote the use of internships and market internship opportunities to prospective recruits to the profession.
- **Welcome New Members**
Ensure that municipal managers that are new to the region feel welcome into the regional group.

Experience Committee

- **Promote Certification**
Work with the Experience Committee to promote the SDSU certification program.
- **Publicize Scholarships**
Work with the Experience Committee to publicize the Scholarship Program.
- **Suggest Candidates for Profiles and Municipal Histories**
Promote managers and municipalities in the region to be highlighted by the MME.

As groups affiliated with the MME and working with its statewide committees, regional groups would be asked to report their activities annually at the Winter Institute.

MME Support

Given the responsibilities related to MME affiliation cited above, Regional Groups should be able to rely on MME Board and its statewide committees for the following:

Board

- **Representation**
Where possible, ensure that a Board representative is actively involved with the regional group.
- **Financial Support**
Explore mechanisms which would allow the MME to support the activities of the regional group perhaps with a focus on those formal activities of the regional group that further the goals of the Board and statewide committees.

Website

- **Map of Regions**
Publish a map of Michigan on the website outlining each regional group area. The map should be able to be easily found by new MME members and updated as needed.
- **Updated listing of coordinators on MME website**
Publish a list of coordinators, either integrated into the map or as a standalone listing, that also can be easily found by new MME members and updated as needed.
- **Updated listing of meeting times and locations**
Publish a list of regularly scheduled meeting times and static meeting locations either integrated in the listing of coordinators / map or as a standalone item. Provide a way to get information for meetings that rotate among a number of locations or do not have a set meeting schedule.

- **Updated listing of activities**

Provide a way for regional groups to publicize their activities to the general membership.

Statewide Committee

- **Timely communication from committees**

Statewide committees would need to be cognizant of Regional Groups volunteer nature and provide requests of support and needed information to the regional groups.

MME
1675 Green Rd.
Ann Arbor, MI 48105
734-662-3246
FAX : 734-662-8083
MME.ORG



Michigan
Municipal
Executives

A State Affiliate of ICMA

Ready for Anything

MME.ORG

PRESIDENT :
REBECCA FLEURY
Battle Creek

PRESIDENT-ELECT:
MICHAEL CAIN
Boyne City

VICE-PRESIDENT :
CHRISTINE BURNS
Spring Lake

IMMEDIATE
PAST PRESIDENT:
JOHN SHAY
Ottawa County

DIRECTORS:
VICTOR CARDENAS
Novi

JUAN GANUM
Bridgman

MARK HEYDLAUFF
Charlevoix

MELISSA MARSH
Madison Heights

SHERYL MITCHELL-THEROIT
Lathrup Village

SUSAN MONTENEGRO
Leslie

DANA MUSCOTT
Bay City

DEBORAH STUART
Mason

JULIUS SUCHY
Ada Township

CAMERON VAN WYNGARDEN
Plainfield Charter Township

JAMES WICKMAN
Saginaw Township

CHRISTIAN WUERTH
Milford

EX OFFICIO:
CHERYL HILVERT
ICMA

SECRETARY/TREASURER:
Summer Minnick
Michigan Municipal League

Date: July 20, 2021

To: President Rebecca Fleury & MME Board of Directors

From: Al Vanderberg, Chair, MME Listserv Community Guidelines Task Force

Subject: Final Report

I am pleased to inform you that the MME Listserv Community Guidelines Task Force has completed its work and hereby submits the following report to the MME Board of Directors. Please let me know if you believe the report to be complete or whether there are other areas that you and Board believe need to be vetted further.

The Task Force Mission as stated in the MME Strategic Plan adopted by the MME Membership is as follows:

CHARGE

The purpose of the Listserv Community Guidelines Task Force is to develop a set of guidelines that enhance the sense of community among members visiting the Listserv and make a recommendation to the Board for any desired changes.

SPECIFIC RESPONSIBILITIES

- This task force would research what other guidelines exist to support a positive environment on the Listserv.
- The task force could use the guidelines developed in 2019 for MME by John Shay as a starting point for a revised proposed set.
- The task force would also develop procedures for the implementation of the guidelines and what would happen if the guidelines are not followed.
- The task force would solicit feedback on the guidelines and the implementation procedure from the MME membership.
- The task force would revise the guidelines and implementation procedure and make a recommendation to the Board.

TASK FORCE MEMBERSHIP

Al Vanderberg, Chair
Jack Duso, Vice-Chair
Patricia Rayl, Secretary
Wendy-Jean Buhner
Bill Cousins
Josh Eggleston
James Freed
Tutt Gorman
Gregg Guetschow
Joe Hefe
Sheryl Mitchell Theriot
Julie Wojtylko

Staff Assistance:
Alan Levy, The Nonprofit Spot/Goaltrac

RECOMMENDATIONS

Recommendations

The following recommendations were adopted by the task force:

1. Listserv Purpose

The Management Forum is a limited subscription discussion list designed as a resource for its subscribers for the purpose of sharing local government information, documents, experiences, questions and answers, and notification of official events specific to the professionally managed local government units in a professional manner consistent with and in compliance with the ICMA Code of Ethics.

2. Listserv Guidelines

MME Listserv Guidelines

Listsrv Etiquette

- Only send a message to the Listserv that everyone can benefit from. Likewise, when responding it should be a response that everyone can benefit from.
- Include signature block on all messages. Include your name, affiliation, location, and email address.
- State concisely and clearly the specific topic of the comments in the subject line. This allows members to respond more appropriately to your posting and makes it easier to search the archives by subject.
- Include only the relevant portions of the original message in your reply, delete any header information, and put your response before the original posting.
- Send messages such as “thanks for the information” or “me, too” to individuals---not to the entire List. Do this by using your email application’s forwarding option and typing in or cutting and pasting in the email address of the individual to whom you want to respond.
- Messages posted to a Listserv must relate to the issues and business of the entity for which the Listserv was established.
- Spell check your message before sending.

- Reread your message before hitting send, make sure it includes everything you want to include. Multiple messages to finish a thought can be frustrating for the other members of the Listserv.
- If you have a new question or train of thought start a new email or change the subject heading to signal a change in subject.
- Do not subject any Listserv member to a personal attack. If a message or topic angers you, wait until you are calm before responding. Consider calling the individual or waiting until you next meet them in person to discuss the issue at hand. Much nuance is lost without face-to-face contact to read body language.

Listserv Content

- Do not post anything containing profanity or profane acronyms.
- Do not post partisan political messages that advocate a particular viewpoint, including links to articles and editorial pieces, unless they relate to a legal issue and the need to place it in context.
- Do not post materials, such as newsletters and related content, generated by a for-profit entity.
- Do not post any message, data, information, text or other material that is unlawful, libelous, defamatory, obscene, pornographic, indecent, lewd, harassing, harmful, invasive of privacy or publicity rights, abusive, inflammatory, threatening, offensive, vulgar or otherwise injurious to third parties, or that would constitute or encourage a criminal offense, create any liability or violate any local, state, national, or international law or regulation.
- Do not post any content such as charity requests, chain letters or letters relating to pyramid schemes, advertising or solicitations for funds, political campaigning, and mass mailings.
- Do not post any harmful content including without limitation, viruses, Trojan horses, worms, time bombs, zombies, cancel bots, or any other computer programming routines that may damage, interfere with, surreptitiously intercept, or expropriate any system, program, data or personal information.
- Do not post any email received from someone else without their expressed permission to do so.
- Do not post any copyrighted material without the permission of the copyright holder.
- Do not post congratulatory comments to the Listserv. Instead, send a private congratulatory email to the individual deserving the congratulations.
- The Listserv is a member resource. Forwarding list postings to non-members is not permitted.
- When sending out survey style or poll style questions, please ask for any responses to be sent to you individually. You are encouraged to consider setting up a free online survey (i.e. surveymonkey.com) so that other Listserv members can respond there directly. It would be appreciated if any data compiled from responses could be shared with the Listserv directly.

Consistent with the approved “mission statement” or “purpose” of the Listserv, any list of guidelines should stress the proper use of the Listserv to achieve its mission. In addition to the above stated etiquette and guidelines, Listserv members should be made aware of how to use the software to their benefit as well as the benefit of other Listserv members. Instructions for accessing and searching the archives as well as setting functions such as digest should be sent to each subscriber.

3. Listserv Membership

Membership should be limited to managers and assistant managers who are full, professional MME members, lifetime members, and retired members.

4. Creation of Second Listserv for Social Purposes

The Task Force recognized that there needs to be a forum for other municipal employees, Next Gen, 16/50 members and those entering the profession to network with managers and assistant managers. The Task Force recommends that a second listserv be created for that purpose.

5. Member List on Website

The Task Force recommends creating and maintaining a list of members and contact information on the MME website so that members have an easier way to contact each other outside the framework of the Listserv.

6. Update MME Application for Membership Form

The Task Force recommended updating the membership form to match the Listserv Membership recommendation (#3 above) and that an oversight process be put into place to make sure that actual membership does not slip from the intended membership as defined in this recommendation. It was suggested that President-Elect serve as moderator in order to familiarize that person with the Listserv policy and procedure prior to their ascension to MME President.

7. Continuance of MME Listserv Community Guidelines Task Force

The Task Force recommends continuing the Listserv Task force for at least one year after the new policy goes into effect. The Task Force would review the results of the policy and determine whether it is good as adopted or whether any other measures such as sanctions need to be developed. The Task Force would also continue to assist the MME Board with implementation and be a resource to the President-Elect.

CONCLUSION

I would like to thank the members of the MME Listserv Community Guidelines Task for their engaging, thoughtful, diligent work to create a set of guidelines that should help to establish and maintain a higher sense of professionalism and comradeship among managers and assistant managers who utilize the Listserv.

We look forward to MME Board Review and feedback and it was an honor to serve the profession in this manner.