

## INTERNATIONAL INSTITUTE OF MUNICIPAL CLERKS

**To:** IIMC Board of Directors

**From:** Mary Johnston, MMC,  
IIMC President

Chris Shalby  
Executive Director

**Date:** July 20, 2020

**Subject:** Executive Director's Update

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As we are midway through 2020 and working through the current environment, we continue to operate efficiently, leveraging our online tools and management platform to sustain our connection to our members.

And, with COVID-19 pushing some members to stay home and all in-person engagements such as Association conferences and Institutes are on indefinite pause, we are forging ahead to bring that same value to our members despite the possibility of membership attrition rates.

Although not the IIMC norm, we have shifted our focus to increasing digital engagements and online professional development opportunities. By doing so, IIMC has been able to provide continued value to its members. Here is what we've relied upon and what we will continue to produce in terms of tactics and strategies to ensure uninterrupted communication with members.

### **Maintain Consistent Communication With Members**

While this is a confusing and hectic time for our members, IIMC maintains consistent communication since it's crucial to ensure our members don't start lapsing, especially during these times of instability. We continue to deliver informative weekly E-Briefings, a monthly online magazine, online education opportunities through virtual Institutes and IIMC's own distance learning courses. All offer meaningful content.

### **Collaborate With IIMC Institutes**

Members continue to benefit from IIMC-Institute joint efforts to create online curricula, provide resources and market learning opportunities. IIMC takes a team approach by working closely with Institutes to address all aspects of the Virtual Institutes from technological support for speakers, panelists and attendees; discussion facilitation; coordination of interactive elements and materials dissemination. An unplanned, but encouraging and welcome result is the recurring request from Institutes for IIMC to assist and advise as they set up their own online programs. IIMC also assists in marketing Institute programs, including Virtual Athenian Dialogues, via E-Briefings and coordinated social media campaigns.

### **Increase Virtual Engagement Opportunities**

As we've already discussed, in-person meetings and large events are out of the question for the time being. While this is disappointing to our members, staff has been proactive from the beginning, offering virtual alternatives to members seeking certification and professional development through virtual Institutes, Athenian Dialogues and webinars. These past months have also seen an increase in Zoom Meetings as the IIMC Board and Committees have met via this platform. We're also finalizing an upcoming outreach opportunity for members to engage with IIMC President Mary Johnston, MMC, in an informal session to discuss IIMC and other related topics.

We are in the process of working with the Membership Department to incorporate digital platforms to create additional methods of outreach to and communication with IIMC membership. Soon, IIMC members will be able to schedule one-on-one, online meetings for consultations with a Membership Department staff member. The Membership Department will set specific hours on an electronic calendar which Members will be able to access and select days/times for appointments. The calendar will be integrated with the Join.me platform to create a dedicated video conference line for the Membership Department.

The Membership Department is also working to launch an "Ask Membership" event to reach out to new Members. The event will take place on Zoom and stream live on IIMC's YouTube channel.

Our data has provided us with a big clue to how popular and productive these types of engagement efforts are, at least for the time being.

Data has also told us that as amenable as the online programs are, nothing compares to face-to-face networking, conferences, meetings and learning opportunities.

No one could have predicted what 2020 would bring and how the impact would affect IIMC and all areas of society. However, we are endeavoring to support our members and the value of IIMC membership.

Thank you.