DEPARTMENT GOALS & OBJECTIVES 2018

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DEPARTMENT: NWCCOG Member Services/Regional Business	**SUBMITTAL DATE:** August 2017

STATED MISSION STATEMENT *overall purpose of department*	The purpose of the NWCCOG is to be responsive to our members needs and interests by providing guidance and assistance in problem solving, information sharing and partnership building, advocating members interests and needs with local, state and federal entities, providing quality services to our membership that are relevant, effective and efficient.

GOAL 1: Increase the visibility and presence of the organization within the region	
OBJECTIVES	1. Remodel NWCCOG Website and align Annual Report & other media: for relevant content and visual appeal
	2. Continue reporting about membership issues of mutual interest in newsletter & elsewhere (not just COG)
	3. Continue to increase in-person outreach when relevant & efficient, M&M meetings, with directors, etc
MEASUREABLE OUTCOMES *how will you know when you meet these goals?*	*Track YOY hits on website (increase), assess most used page content *Perform Member Survey -- annual or biannually, look for % increases for value programs *Increase requests for NWCCOG trainings, facilitation, participation and develop "canned" presentations *Branding across departments becomes more consistent, COG identifiable *Visit each member jurisdiction and meet with each board at least once *Bring non-member jurisdictions into membership *Increased value of membership for cost of dues index from Member Survey (was good)
WHY THESE GOALS? *audit review, team aspiration, client input, survey results, etc.*	The 2017 Member Survey confirmed many of our top values being "providing relevant regional information, cross jurisdictional idea sharing, bringing regional perspective to local issues." By focusing on telling their stories, we also tell ours: communicating our usefulness and reinforcing the value of our work so members become champions of our programs

GOAL 2: Strengthen the Organization through Excellence and Resilience from Identifiable Risks	
OBJECTIVES	1. Mitigate expertise in small departments with cross training, communication and cross org teams
	2. Continue focus on best practices for information technology, HR and other risk areas
	3. Where possible, diversify or strengthen program funding streams
MEASUREABLE OUTCOMES *how will you know when you meet these goals?*	*Manage to cross training matrix, current written job instructions per position *Continue review and update of all Policies & Procedures (those not updated in 2017) *No significant server or Internet "down time" due to in-house weaknesses *Excellence in compliance with State & Federal program guidelines and audits
WHY THESE GOALS? *audit review, team aspiration, client input, survey results, etc.*	With so many diverse and complex content areas, grants, federal & state programs and agencies each managed with expertise by a small department, the organization is at risk from this isolation of expertise. Similar situation exists with funding for services dependent on federal allocations.

GOAL 3: Increase Direct "Member Services" to Jurisdictions (beyond program services)	
OBJECTIVES	1. Develop content area professional development resources and trainings for elected officials
	2. Seek regional study/analysis/projects on topics pertinent to region --(ie Housing, VRBO, MJ or other)
	3. Promote use of council/ board facilitation services
MEASUREABLE OUTCOMES *how will you know when you meet these goals?*	The resources themselves, checklists, trainings, projects will be the outcomes. Work with Council to develop priorities.
WHY THESE GOALS? *audit review, team aspiration, client input, survey results, etc.*	Based on 2017 Member Survey, membership would value development of standardized, resources for elected officials in content areas not currently emphasized by CML, CIRSA or other basic elected official training. This kind of resource is lacking currently, and seems to be an area of opportunity to be a resource to our membership.