WCMA
Washington City/County Management Association
A State Affiliate of ICMA

WCMA Conference Committee
Statement of Purpose

The mission of WCMA is to advance the profession, support local government managers, and promote excellence in local government management. The WCMA Strategic Plan focuses on five strategic directions for the years 2026-2031:

1. Strengthen Governance, Roles, and Organizational Infrastructure
2. Deepen Member Value, Engagement, and Connection
3. Build and Sustain a Strong Leadership Pipeline
4. Elevate the Profession and Strengthen Recruitment
5. Align Capacity, Priorities, and Partnerships for Long-Term Sustainability

As a result, WCMA expects to see, among other things, strong resources and support systems for members, a dynamic and engaged peer network that promotes collaborative learning and growth, active and engaged members, and a strengthened pipeline into local government management.

Integral to the delivery of WCMA's strategic vision and purpose is the WCMA Annual Conference. To ensure that the conference continues to be successful in providing value to the mission and organization, WCMA has formed a Conference Committee.

Every third year, the WCMA Conference Committee will plan two conferences, both the Annual Conference in August and a spring conference in March. Hosting of the spring conference rotates between the states of Alaska, Oregon and Washington. Washington hosted the spring conference in 2022 and 2025 and is scheduled to host the spring conference in 2028 and 2031 and every third year thereafter.

On behalf of and in coordination with the WCMA Board, the Committee will advance the planning, delivery, assessment, and ongoing refinement of the annual conference. This includes but is not limited to:

- Developing a meaningful and inspiring conference theme that grounds the conference program, speakers, and sessions in the Washington State municipal management zeitgeist.
- Attracting a compelling (and affordable) keynote speaker.
- Developing the conference program and organizing sessions and presenters that align with the keynote speaker and theme.
- Driving sponsorship to support the conference and organization through direct contact, new strategic approaches, and across-the-board collective participation.
- Working with MRSC to coordinate logistics, including conference logo, website, registration, the conference app, materials, and hotel and conference center reservations.
- Providing continuity across years by documenting systems, timelines and milestones, and processes to hand to future committees and guarantee ongoing success.
- Work with the WCMA Executive Board to confirm annual conference registration fees and ensure those fees are keeping pace with inflation and are sufficient to cover attendee costs.
- Liaising with the WCMA Executive Board and Communications and Membership Committees to generate buzz and registration numbers and with the Scholarship Subcommittee to integrate the announcement, awareness, and celebration of the WCMA scholarship recipient.
- Assessing the conference, including surveying attendees, considering feedback for refinements, and providing a summary to the WCMA board.

The Committee is a standing WCMA Board Committee, appointed by the board annually and consisting of at least 5 members, including the WCMA Board Vice President who chairs the committee. The committee includes an I-NAPA representative as part of the WCMA's partnership with that entity. Committee membership may also include two committee members from the general WCMA membership as a way to build capacity, generate interest in the board and conference, and ensure continuity across multiple years/conferences. The committee will work throughout the year, aiming to meet monthly and as needed running up to the conference.

Adopted by the WCMA Board of Directors on 6/24/2026