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

WCMA Membership 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 a strong, engaged, and growing membership. To support these goals, WCMA has formed a Membership Committee.

On behalf of and in coordination with the WCMA Board, the Committee will advance member recruitment, engagement, retention, and connectivity across the organization. The Committee will support efforts to ensure that WCMA remains responsive, relevant, and valuable to current and prospective members throughout all stages of their careers in local government management.

The Committee's responsibilities include but are not limited to:

- Developing and implementing strategies to recruit new members and strengthen awareness of WCMA throughout Washington State and the broader local government management profession.
- Supporting member retention through meaningful engagement opportunities, outreach, and communication with current members.
- Promoting opportunities for networking, mentorship, and peer connection among members.
- Collaborating with the Communications Committee to highlight member benefits, celebrate member accomplishments, and increase awareness of WCMA programs and opportunities.
- Working with the Professional Development, Conference, and Scholarship Committees to ensure members are aware of and connected to WCMA events, training, scholarships, and leadership opportunities.
- Identifying and supporting pathways for emerging professionals, students, and first-time members to become active participants in WCMA.
- Encouraging diversity of membership across geography, organization size, career stage, and lived experience to strengthen the profession and organization.
- Gathering member feedback through surveys, outreach, and other engagement efforts and providing recommendations to the WCMA Board regarding member needs and priorities.
- Reviewing membership trends, participation levels, and engagement metrics to inform future recruitment and retention strategies.
- Supporting efforts to maintain accurate membership records and assist with membership renewals in coordination with WCMA administrative support.
- Helping cultivate future WCMA leaders by encouraging member involvement in committees, conference planning, mentorship, and board service.

The Committee is a standing WCMA Board Committee, appointed by the Board annually and consisting of at least five members, including a WCMA Board member who serves as chair or liaison to the Board. Committee membership may include representatives from a variety of local government organizations, career stages, and geographic regions to ensure broad member perspectives and continuity across years.

The Committee will work throughout the year, aiming to meet monthly or as needed to support membership goals and organizational priorities.

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