

**Goal #1: Deliver high quality professional development, that is always relevant and directly connected to the skills of being a municipal leader for both existing and aspiring CAOs**

- Continuous improvement of professional development for CAO and Aspiring CAO members
- Build on Professional Development Workshops to meet expectations of Aspiring CAOs
- Undertake a collaborative process to endorse training provided by other Associations that would provide a recommended path for Aspiring CAOs
- Explore the possibility of working with ICMA to have OMAA Retired Members trained in presenting ICMA University Courses

**Goal #2: Deliver the best opportunities for CAOs and aspiring CAOs to grow professionally and learn from each other through networking and connecting**

- Create and deliver on regional events strategy
- Explore new formats for OMAA Workshops that will continue to enhance a) the quality of training and b) maximize networking opportunities
- Facilitate meetings of Ontario CAO sub groups in conjunction with the annual Workshops.
- In order to continue to generate revenues that support OMAA activities, ensure Workshop formats and attendance is attractive to Sponsors and Exhibitors without detracting from OMAA Member experience

**Goal #3: Retain and grow the membership to strengthen the Association and its overall impact with respect to good governance in Ontario**

- Ensure there is a clear “value proposition” for Members i.e. a well defined description of Member Benefits
- Member Retention and New Member Recruitment
- Continue to create enhanced Services for all OMAA Members
- Evaluate opportunities to expand Specialty and new members, including:  
→ Mentoring → Explore affinity service

**Goal #4: Continuously improve the operational effectiveness and efficiency of the OMAA**

- Update Association legal and governance structures, including:
- OMAA corporate status, by-laws, and board governance materials
- Prepare an updated mandate for the Executive Committee
- Improve OMAA committee structure and explore opportunities to reinvigorate committees/ engage/non-board members
- Continue to improve and explore other means to communicate, inform and engage with members using:  
→ Technology → Social media → Website
- Explore other partnership opportunities other associations as opportunities are presented
- Evaluate OMAA Staff Resource assignment, keeping in mind the annual sustainable revenue stream and the small size of the Association

**Goal #5: Increase OMAA input in the “provincial conversation” to bring forward the professional management perspective on the development and implementation of public policy considered significant or compelling by the Board**

- Define OMAA’s target interests with respect to provincial policy implementation and in particular the opportunities that may be available to clarify the role of the Ontario Chief Administrative Officer
- Develop relationship with other associations and levels of government regarding policy implementation and CAO role discussions