ICMA-ASU Student Chapter Annual Report for the 2016/2017 Academic School Year

Narrative:

The ASU chapter of the International City/County Management Association held a transformative and record-breaking year this past academic year. With the support of the School of Public Affairs staff, social media support, and the wider network of support from active professionals in local government, we have reimagined and reenergized the student chapter. From the very beginning when we redesigned the logo to include ASU’s iconic pitchfork, to the very end of the year, we worked to assure that our chapter of ICMA was active, engaged, and re-imaging the way we could connect students and career professionals.

Team leadership team began their work this past year, by restructuring the flow of monthly meetings and programming to attract more and new members into the organization. As such, we began each month with an informational event featuring a professional guest(s) covering a monthly theme. The third week of the month, we maintained the theme, hosting either a professional network social or an excursion to a professional site of interest.

For example, in our first month, we held the theme was public safety and our program event featured guest was a long-time homeland security professional. The third week of that month, we initiated an excursion with the City of Phoenix dispatch command center, with discussion focused on careers in public safety. The next month, we focused on the theme of budget with a presentation from an active ICMA member who has direct interaction with budget analysis and planning. The third week of that month, we hosted a social with budget professionals, faculty, and students to foster an environment of open networking.

We found this meeting pattern to be rather successful as we were able to appeal to multiple audiences: those who were interested in a more structured environment (through the program series) and those who were interested in the social-networking aspect (provided by the networking mixers or organized excursions.

With staff and faculty support, the end of the year saw an expansion of chapter membership with the undergraduate student population. At summer planning sessions, the leadership team and School had identified the goal of increasing undergraduate representation, but faced difficulties breaking into that demographic. A spring membership promotion was conducted through the University's online Student Organization system. Requests for membership increased 2:1 by undergraduate students. Membership grew and elected leadership for 2017-18. The leadership team will be spearheaded by a student completing a 4+1 undergraduate and Master’s degree in 2019. The outgoing leadership team is confident the successful promotion, leadership and school support will bolster additional undergraduate participation. After a record-breaking, successful year, our leadership team has transitioned planning, programming, and outreach to the incoming board and look forward to supporting their vision.
Chapter Hosted Events - 2016/2017 Academic Year:

August Kick-Off Social, 8/19/16

September Professional Program- Public Safety, 9/7/16

September Excursion - Tour of the City of Phoenix Dispatch Command Center, 9/16/16

October Professional Program - Budget, 10/5/16

ASU-ICMA October Social with Budget practitioners, Fiscal Allocations and Libations, 10/21/16

November Professional Program, Economic Development, 11/2/16

ASU-ICMA Holiday Happy Hour, 12/2/16

ASU-ICMA Welcome Back/ New Year Social, 1/27/16

February Professional Program- Intergovernmental Relations, 2/8/17

March Professional Program - Human Resources: Recruitment and Hiring Processes, 3/8

ASU-ICMA Human Resources Social, 3/24

April Membership Promotion

Nominations and Election, April

Leadership Handoff, May

Professional Participants of Note:

Kari Kent, Assistant City Manager, City of Mesa*
Nicole Lance, Assistant City Manager, City of Surprise*

Heidi Hansen, Economic Vitality Director, City of Flagstaff

Brian Dalke, City Manager, City of Goodyear*

Pam Weir, Assistant to the City Manager, City of Goodyear

Jeanine Jerkovic, Economic Development Director, City of Surprise*

Gina Montes, Assistant City Manager, City of Avondale*

Thomas Adkins, Intergovernmental Affairs Director, City of Peoria

Charmion Hines, Human Resources Director, City of Phoenix

Bold= Presenter; *= attended networking socials
New ASU-ICMA logo: