



FLORIDA ASSOCIATION OF CITY CLERKS

STRATEGIC PLAN 2025 – 2030

(Revised July 2025)

Vision: The FACC is and will remain an organization that prides itself on providing high-quality education and networking opportunities to ensure our members have the proper knowledge and background necessary for them to professionally serve their communities with distinction.

Guiding Principles: To achieve this vision, the FACC has adopted the following strategic focus areas, along with strategies and action steps:

Quality Education

Branding/Marketing

Membership

Financial Stewardship

United Voice for Clerks/Advocacy

Engagement and Representation

Strategic Focus Area: Quality Education

Strategic Context: FACC acknowledges a quality education is vital to the success and professionalism of the municipal clerk. Goals include education and certification for new and advanced clerks, as well as a life-long learning component.

Strategic results include: A program for life-long learning; continuing educational opportunities; municipal clerks trained to train others; and increased participation of municipal clerks statewide in educational opportunities.

Strategies and Action Steps:

- The continued development of life-long learning programs and their implementation.
- Florida Institute of Government (IOG) to work with IIMC and/or FACC on life-long learning.
- Continue to offer the Florida certification program.
- The Florida Certification Task Force will, in cooperation with the Institute of Government (IOG), Board and staff, continue to implement a viable and sustainable continuing education program, the Florida Certified Professional Clerk (FCPC).
- Promote the FCPC program through FACC events, website and media.
- The Florida Institute of Government (IOG) will develop a practical series of educational sessions.
- The Professional Education Committee (PEC) and the Institute of Government (IOG) will identify seasoned clerks to serve as instructors.
- The Professional Education Committee (PEC) will continue to develop practical instruction and educational sessions.
- Include training related to compliance-based challenges facing Florida cities.
- Promote the importance of FACC training and educational offerings to elected municipal officials and city managers.
- A letter from the president will be sent to all cities highlighting the value of FACC training.

Strategic Focus Area: Branding/Marketing

Strategic Context: FACC acknowledges the role and duties of the city clerk are often unknown or unrecognized by others in municipal government or the public.

Strategic results include: Increased awareness and professionalism of municipal clerks.

Strategies and Action Steps:

- Promote the role and duties of city clerks through various means (media, events, schools, etc.).
- Develop a message that enhances and clarifies the role of city clerks.
- Continue district-level and statewide recognition of city clerks.

Strategic Focus Area: Membership

Strategic Context: FACC's strength lies in its members. A strong, active membership benefits the association.

Strategic results include: increased and retained membership, mentoring and improved communication.

Strategies and Action Steps:

- Send outreach materials to non-member city clerks.
- Reconnect with non-renewed members.
- Promote communication through the FACC Discussion Forum and social media.
- Encourage new ideas, educational topics and suggestions for improvement with district directors and FACC staff.
- Encourage and promote participation in the Mentor Program.

Strategic Focus Area: Financial Stewardship

Strategic Context: FACC is committed to stability and responsible resource management.

Strategic results include: self-supporting events and sufficient budget to pursue goals.

Strategies and Action Steps:

- Ensure events are self-supporting.
- Post proposed fee changes annually.
- Evaluate and explore new revenue sources and investment opportunities.

Strategic Focus Area: United Voice for Clerks/Advocacy

Strategic Context: FACC serves as a unifying voice and advocate for Florida's municipal clerks.

Strategic results include: identifying, adopting and advocating positions that benefit clerks in their roles.

Strategies and Action Steps:

- FACC members to serve as subject matter experts for the Florida League of Cities.
- Collaborate with other governmental associations on important legislative issues.
- Encourage FACC members to serve on Florida League of Cities' Legislative Policy Committees and the Advocacy Committee.
- Recognize FACC members who advocate and those honored as Home Rule Heroes.

Strategic Focus Area: Engagement and Representation

Strategic Context: FACC values maximizing engagement and leveraging member talents for organizational success.

Strategic results include: building a stronger association through representation and engagement.

Strategies and Action Steps:

- Promote committee service to ensure the broadest representation of the membership.
- Educate and mentor members for leadership roles.