

REGION XI MEETING RECAP

Over the years, IIMC has always asked what does Region XI expect out of IIMC? What does Region XI need from IIMC? How can IIMC help attract more members from this Region?

The inaugural Region XI meeting which was held on October 12 in Reading, the United Kingdom, did not answer those questions completely; however, the nearly day-long meeting with its 26 participants shed some light on direction and, possibly, new ventures for the members. Some of the salient points to emerge included:

- IIMC certification and how can it meet the needs of Clerks and Municipal Officers outside North America? What, if anything, needs to be done to enhance current certifications to ensure that they become an international baccalaureate for our profession? Certification goes a long way into making IIMC relevant, and it is a qualification that can be recognized in any Region XI country.
- How can IIMC build electronic networks which will build our international Organization and overcome the “tyranny of distance” which has inhibited the development of IIMC region XI in the past? IIMC’s new web site, Facebook and the implementation of forum modules will help lessen that distance.
- Building a Best Practice International Resource On Line Library would not only promote Region XI but could be useful for all IIMC members.
- What will encourage a broadening of IIMC membership among the international community of Clerks, Municipal Managers and Administrators?

The discussions were positive, optimistic and progressive. Currently, IIMC affiliates with Associations in the United Kingdom (SLCC and ADSO); Scotland (SOLAR); South Africa (IMASA); Israel, (IAM); the Netherlands (VVG); and Bulgaria. IIMC’s global opportunities include the Study Abroad Programs and the International Exchange Program. Our membership in this region continues to grow and over the years, IIMC has made great strides in developing and building relationships in Region XI. There are two Region XI Institutes – the UK and Bulgaria. The Netherlands is on the verge of launching an IIMC Institute in early 2012, providing IIMC with three approved Region XI Institutes, the most in this Organization’s international history.

IIMC’s targeted marketing efforts in this Region the past four years has been instrumental in membership growth. The efforts will continue with more fruitful outcomes.

By Chris Shalby, IIMC Executive Director