



# Credentialed Manager Recognition Toolkit

*for the*

**ICMA Credentialing Program  
in California**



FOR MORE INFORMATION, VISIT [icma.org/credentialingprogram](https://icma.org/credentialingprogram)  
or email [credentialing@icma.org](mailto:credentialing@icma.org).



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Developed by the Cal-ICMA Education  
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## I. Purpose and use of this Toolkit

As a local government manager, you are undoubtedly very busy in your day-to-day job demands. Yet despite these demands, you have prioritized professional development and continuous learning in your career and have become an ICMA Credentialed Manager – CONGRATULATIONS! Recognizing the demands on your time, yet also recognizing the importance of giving credit where credit is due (in this case, TO YOU!), Cal-ICMA has assembled a variety of pre-written tools/templates that you may choose to use within your organization and/or community to acknowledge your significant achievement. Cal-ICMA advocates such acknowledgment; it is important to you as a professional manager, as well as important to the profession as a whole by informing the public about the important work required in excellent local government management and the important and varied skills and competencies required to do this work well.

Depending on your particular circumstances and what you think would work best, pick and choose from the enclosed draft materials to promote your achievement – a model proclamation, a model resolution, a draft e-mail announcement, and a draft press release. Customize as you see fit. But don't hesitate to take some sort of promotional action, as it is important to you, as well as to the profession.



# DRAFT Proclamation Template – ICMA Credentialed Manager Designation

## DRAFT Proclamation Template – ICMA Credentialed Manager Designation

### PROCLAMATION

**WHEREAS**, the International City/County Management Association (ICMA) Voluntary Credentialing Program (Program) recognizes professional local government managers qualified by a combination of education and experience, adherence to high standards of integrity, and an assessed commitment to lifelong learning and professional development, and

**WHEREAS**, the Program was established in 2002 and currently has over 1,400 participants, and

**WHEREAS**, the Program recognizes professional managers for their dedication to lifelong learning and a commitment to growing the local government profession through investment in themselves, the next generation of leaders, and the training necessary to prepare for well-informed decision making, and

**WHEREAS**, *[INSERT TITLE AND NAME OF LOCAL GOVERNMENT MANAGER]*  
\_\_\_\_\_, has shown such diligence through her/his career of # \_\_\_ years  
*[INSERT DESCRIPTIVE STATEMENT ABOUT IMPACT OF MANAGER'S WORK, e.g., "building and leading effective teams, facilitating solutions to community needs, and empowering other professionals to serve the community in a way that preserves public resources and public trust"]*, and

**WHEREAS**, *[INSERT BIO OF THE MANAGER HERE WITH KEY POSITIONS THEY HAVE HELD OVER THE COURSE OF THEIR CAREER]*, and

**WHEREAS**, *[INSERT INFO ON ONE OR TWO MAJOR ACCOMPLISHMENTS OF THE MANAGER IN THE CURRENT COMMUNITY]*.

**NOW THEREFORE, I**, \_\_\_\_\_, *[INSERT NAME AND TITLE OF LEAD ELECTED OFFICIAL]*, by the authority vested in me, do hereby on behalf of the residents of the City/Town/County of \_\_\_\_\_, in partnership with ICMA, extend Congratulations and Best Wishes to you,

**Ms./Mr.** \_\_\_\_\_

for exceeding the standards with hard work and dedication in achieving the Credentialed Manager accomplishment and for continued exceptional public service.

**IN TESTIMONY WHEREOF**, I have hereunto set my hand and caused the Seal of the City/Town of \_\_\_\_\_ to be affixed this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_, Mayor

# DRAFT Resolution Template – ICMA Credentialed Manager Designation

## DRAFT Resolution Template – ICMA Credentialed Manager Designation

\_\_\_\_\_  
[INSERT NAME OF CITY/COUNTY ELECTED BODY]

Resolution No. \_\_\_\_\_

**RESOLUTION HONORING [INSERT TITLE AND NAME OF LOCAL GOVERNMENT MANAGER] \_\_\_\_\_ FOR RECOGNITION BY THE INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION (ICMA) AS A CREDENTIALLED MANAGER FOR MANY YEARS OF DEDICATION TO PROFESSIONAL LOCAL GOVERNMENT MANAGEMENT, PUBLIC SERVICE, AND COMMITMENT TO THE CITY/TOWN/COUNTY OF \_\_\_\_\_**

**WHEREAS**, the International City/County Management Association (ICMA) Voluntary Credentialing Program (Program) recognizes professional local government managers qualified by a combination of education and experience, adherence to high standards of integrity, and an assessed commitment to lifelong learning and professional development, and

**WHEREAS**, the Program was established in 2002 and currently has over 1,400 participants, and

**WHEREAS**, the Program recognizes professional managers for their dedication to lifelong learning and a commitment to growing the local government profession through investment in themselves, the next generation of leaders, and the training necessary to prepare for well-informed decision making, and

**WHEREAS**, [INSERT TITLE AND NAME OF LOCAL GOVERNMENT MANAGER] \_\_\_\_\_, has shown such diligence through her/his career of # \_\_\_\_\_ years [INSERT DESCRIPTIVE STATEMENT ABOUT IMPACT OF MANAGER'S WORK. e.g., "building and leading effective teams, facilitating solutions to community needs, and empowering other professionals to serve the community in ways that maximize public resources and public trust"], and

**WHEREAS**, [INSERT BIO OF THE MANAGER HERE HAVE HELD OVER THE COURSE OF THEIR CAREER]

**WHEREAS**, [INSERT INFO ON ONE OR TWO MAJOR THE MANAGER IN THE CURRENT COMMUNITY].

**NOW THEREFORE BE IT RESOLVED**, that the City/Town/County of \_\_\_\_\_, in partnership with ICMA, honors, commends, and congratulates Ms./Mr. \_\_\_\_\_ for the Credentialed Manager accomplishment and for continued exceptional public service.

IN COUNCIL, \_\_\_\_\_ CITY \_\_\_\_\_, CALIFORNIA, this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

### PASSED BY THE FOLLOWING VOTE:

AYES- \_\_\_\_\_

NOES-

ABSENT-

ABSTENTION-

ATTEST:

\_\_\_\_\_  
CLERK'S NAME  
City/County Clerk of the City/Town/County of  
\_\_\_\_\_, California

Sample e-mail announcement from Mayor to all Employees (if recognizing City/Town/General Manager who became an ICMA-CM), or from City/Town/General Manager to all Employees (if recognizing Assistant that became an ICMA-CM)

**Sample e-mail announcement from Mayor to all Employees (if recognizing City/Town/General Manager who became an ICMA-CM), or from City/Town/General Manager to all Employees (if recognizing Assistant that became an ICMA-CM)**

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*Dear Employees of [insert agency name]:*

*It is with great pleasure, respect, and pride in our organization and community, that I am announcing that our [Assistant] [City] Manager, [insert name], has achieved the designation of Credentialed Manager (ICMA-CM) under the International City/County Management Association (ICMA). This designation signifies [insert name]'s commitment to continuous learning and professional development as a professional manager, a value that is essential to building and maintaining a strong and effective organization to deliver the exceptional services our citizens deserve. The ICMA-CM designation is the top international credential specific to the unique and complex work of local government management. [Insert name] has achieved this accomplishment through a significant combination of professional development and local government leadership experience above and beyond the daily demands of leading the organization. Please join me in congratulating [insert name] in this achievement and the example it sets for the organization and the community.*

*For more information about the requirements of the ICMA-CM designation, visit [icma.org/credentialingprogram](http://icma.org/credentialingprogram).*

## Sample Press Release

### Sample Press Release

FOR IMMEDIATE RELEASE

Date: [insert date]

Contact: [Insert name]

[insert e-mail and #]

#### ***[Agency Name] City [County] Manager Achieves Highly Respected International Credential Designation***

[City/Town/County], California – In [month] [year], the International City/County Management Association (ICMA) awarded [City/town/County]’s [position] manager, [name], with its highly respected “Credentialed Manager” designation. This designation signifies [insert name]’s commitment to continuous learning and professional development as a professional manager, a value that is essential to building and maintaining a strong and effective local government organization to deliver exceptional services to the local community.

“[name]’s commitment to continuous learning and professional development is a great asset to our community,” says Mayor [name]. “The delivery of exceptional public services requires an organizational leader, and an organizational culture, that is constantly learning and striving for best practices and innovative thinking and action. [Name]’s achievement of the ICMA Credentialed Manager designation sets a great example for the entire organization, emphasizing the importance of continuous learning and professional development throughout the entire organization.”

ICMA advances professional local government worldwide. The organization’s mission is to create excellence in local governance by developing and fostering professional management to build better communities. The ICMA-CM designation is the top international credential specific to the unique and complex work of local government management, emphasizing core competencies that include:

- Staff Effectiveness
- Policy Facilitation
- Functional and Operational Expertise and Planning
- Citizen Service
- Performance Measurement/Management and Quality Assurance
- Initiative, Risk Taking, Vision, Creativity, and Innovation
- Technological Literacy
- Democratic Advocacy and Citizen Participation
- Diversity
- Budgeting
- Financial Analysis
- Human Resources Management
- Strategic Planning
- Advocacy and Interpersonal Communication
- Presentation Skills
- Media Relations
- Integrity
- Personal Development

[Insert name] has achieved this accomplishment through a significant combination of professional development and local government leadership experience above and beyond the daily demands of leading the organization. For more information about the requirements of the ICMA-CM designation, visit [icma.org/credentialingprogram](http://icma.org/credentialingprogram).