



# FMCA's Governmental Entity Certificate of Excellence in Communications



**\$250**

**Governmental Entity**  
(\$100 to renew annually  
after initial award).

- ▶ Each item is worth a point value. Some items are required.
- ▶ For the Governmental Entity certificate, the entity must reach at least 100 points to receive the designation. Renew annually for the same point value.
- ▶ Points are accumulated from October 1 - March 30 (6-month period).
- ▶ Application process: Must be an FMCA member in good standing to apply on behalf of the governmental entity. FMCA members will use the submission form on the FMCA website to self-report accumulated points with corresponding items and upload document proof or screenshots.
- ▶ Certificate recipients will be announced in conjunction with Annual Conference in April.

# Governmental Entity

(Must have at least one staff person as an FMCA member):

Item	Point Value
Verified social media account	10
Updated Crisis Communications Plan (Verified by department head, City Manager or council)	10
Mobile-responsive website	10
App or reporting app (Fix potholes, report outages, etc.)	10
Employs at least one full-time communications professional	10
Conducts Annual State of the City	10
Outreach program(s) to communicate city info with community (examples: neighborhood councils, citizen's academy, youth councils, etc.)	10
Livestreaming commission meeting	10
More than one staff member with FMCA membership	10
Citizen outreach/education materials offered in more than one language	10
Promote Florida City Government Week	10
Updated/current media/reporter list	10
Established brand guidelines	10

**Note:** The governmental entity must reach at least 100 points to receive the designation.

# SAMPLE

## FMCA Professional Development Plan

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- 1. **Self-Assessment**
- 2. **Goals**
- 3. **Strategies**
- 4. **Resources**
- 5. **Timeline**
- 6. **Professional Accomplishments Summary (Past 6-12 months)**

### Professional Development Plan example:

#### Self-assessment

Currently a Communications Specialist but would like to move into a Communications Manager role.  
Currently have good interpersonal and technological savviness.  
Need to improve my time-management skills and leadership skills.

#### Goals

Apply for and earn the certificate of excellence designation for my governmental entity.  
Increase my salary by 5%.  
Earn a promotion to be a Communications Manager.

#### Strategies

Find a management mentor.  
Accept increased responsibilities in my current job.  
Complete a communications management seminar.  
Complete at least two leadership books.  
Learn specific coaching techniques.

#### Resources

FMCA webinars.  
The Florida League of Cities University on-demand library.  
Videos on different communications management strategies.

#### Timeline

In one month: Ask to lead the team for a small project.  
In two months: Secure a mentor.  
In three months: Enroll in communications management seminar.  
In one to two years: Ask for promotion.