

Wisconsin City/County Management Association (WCMA)
SENIOR ADVISOR PROGRAM POLICY

Approved March, 4 2015

I. PURPOSE

The purpose of the Senior Advisor Program is to make the counsel, experience and support of respected, retired managers of the profession available to individual members. The program is designed to help with personal and professional issues and not to provide technical assistance nor to solve substantive problems in a local government.

II. APPOINTMENT OF SENIOR ADVISORS

A. QUALIFICATIONS - A Senior Advisor shall have the following qualifications:

- A resident of Wisconsin at the time of appointment.
- At least ten years' experience as an appointed Chief Administrative Officer (CAO) and/or an Assistant/Deputy CAO in local government.
- A willingness to actively participate in the program for the duration of the appointment.
- A commitment to follow the outline of responsibilities for Senior Advisors and the ICMA Senior Advisor Program Guidelines and Manual.
- Be a member of ICMA and WCMA at time of appointment and to maintain such memberships during service as a Senior Advisor.
- Have an active phone number and email address.

B. APPOINTMENT PROCESS - The following process shall be used for the appointment of Senior Advisors.

- Creation of an open position by the WCMA Board of Directors through the declaration of a vacancy as a result of the departure of an incumbent or by expanding the total number of Senior Advisor positions.
- Notice of any vacancy shall be given to all WCMA members, who then shall be given 30 days from the date of notice to recommend candidates to apply or to recommend others to the WCMA President. Potential candidates shall be requested to submit a letter of interest and a resume. The final selection process shall be determined by the Board of Directors.
- Appointments shall be made by the President of WCMA with concurrence of the WCMA Board and the Executive Director of ICMA.

C. TERM OF APPOINTMENT

- The appointment shall be for an initial term of one year. A review is then conducted by the WCMA President and Executive Director to assess whether expectations for the Senior Advisor and for WCMA and ICMA are being met. Senior Advisors must continue to meet the program's qualifications in order to be considered for reappointment. Reappointment can be made for up to two years with a review conducted at least every two years. Any one of the three parties may end the appointment upon written notification to the others.

III. OUTLINE OF RESPONSIBILITIES FOR SENIOR ADVISORS

- The Senior Advisor is encouraged to make contact by phone, email, or in person with each corporate (voting) member within his/her assigned area as practicable or suitable on an annual basis. The goal is for each member of the association to be contacted at least every 2 years.
- The Senior Advisor is encouraged to contact, within the Senior Advisor's assigned area, each newly appointed manager and assistant manager within one month of notice of appointment; and is encouraged upon notification to immediately contact each member in transition within the Senior Advisor's assigned area. Regional Coordinators have a responsibility to let the Senior Advisor's know of new members in their region as soon as possible.
- The Senior Advisor is expected to provide confidential counseling to all ICMA and WCMA corporate (voting) members on personal and professional issues when invited to do so by a member within a 48 hour response time if at all possible.
- The Senior Advisor is expected to offer support upon request in a private manner directly to members who may be experiencing problems with their elected officials.
- The Senior Advisor is encouraged to attend at least one meeting or social event annually of the managers' group within the Senior Advisor's assigned area.
- The Senior Advisor is expected to attend at least one of the WCMA conferences each year.
- The Senior Advisor is expected to refrain from direct or indirect public criticism of any member and to uphold the standards of the profession as embodied in the ICMA Code of Ethics.
- The Senior Advisor shall provide, at least quarterly, a statement of expenses along with a report of activities to the WCMA Executive Director who shall then forward the same to the WCMA President and ICMA Senior Advisor Coordinator.
- As requested assist in recruitment of ICMA and WCMA members and other joint activities and programs with ICMA.

IV. SENIOR ADVISOR EXPENSES

- Each year the WCMA Board of Directors shall determine eligible expenses and approve an annual budget for the Senior Advisor Program. Any changes to the budget should be communicated to ICMA.
- Eligible Expenses may include:
 - automobile travel at the current IRS mileage rate
 - transportation, meals, lodging, and registration fees while attending managers meetings and the WCMA Annual Conference
 - ICMA Annual Conference attendance
- Procedure for Expense Reimbursement
 - Senior Advisors shall send the request for expense reimbursement along with a report of activity required in Section III to the WCMA Executive Director.
 - WCMA shall submit, at least quarterly, a request for 50% reimbursement to ICMA using the form provided by ICMA.

V. OUTSIDE ACTIVITIES

- Senior Advisors may engage in part-time consulting or comparable professional activities as private entities and/or sole proprietors. They may also engage in teaching, consulting, or interim services with state agencies, quasi-public entities, local governments or regional agencies. Such part-time activities shall be in accordance with ICMA Senior Advisor Guidelines. Senior Advisors shall advise the President and Executive Director of WCMA before accepting any consulting agreement with a local government. In no instance shall a Senior Advisor accept a consulting assignment with a community without the expressed consent of the senior ICMA or WCMA member at the same entity.
- Senior Advisors may engage in interim manager positions and shall notify the WCMA President and Executive Director of the acceptance of any such position. Such an assignment should not detract from the Senior Advisor's attention to his/her Senior Advisor responsibilities.
- Retired administrators who commercially advertise as consultants are not eligible for Senior Advisor appointment. Senior Advisors may be employed by a consulting firm on a part-time basis or as an independent contractor if the focus of the work is on providing technical expertise on individual projects and there is no responsibility for soliciting business or for client development/maintenance for purposes of future business.

VI. SUPPORT FOR AND REVIEW OF SENIOR ADVISOR PROGRAM

- The WCMA Board of Directors shall serve as the Oversight Committee for the Senior Advisor Program and accepts by reference the ICMA Senior Advisor Program Guidelines.
- The WCMA Board of Directors shall review this Statement of Policy and all aspects of the program at least every two years and shall meet with the Senior Advisors at the WCMA annual conference to discuss the Senior Advisor Program. At least every two years there shall be a formal review and assessment of the performance of all parties in meeting their responsibilities and expectations.
- The WCMA President shall recognize the contributions of the Senior Advisors at the annual meeting of the association.

VII. APPROVAL OF AND AMENDMENTS TO THE STATEMENT OF POLICY

- This Statement of Policy shall become effective upon majority vote of the WCMA Board of Directors.
- This Statement of Policy may be amended using the same process as with its original approval.