



# Clerk Virtual Summit

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December 10, 2024 | 12:00 pm – 5:00 pm ET



# The Future of Clerking: What Comes Next

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# Agenda

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What is Clerking?

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Evolution of the Municipal Clerk

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Conclusion & Questions



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*President-elect, IIMC*

# Housekeeping

What you need to know



## LinkedIn

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## Interacting

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Try refreshing your browser or clearing cache to fix technical difficulties. For larger issues, reach out to us in the chat or at [marketingevents@granicus.com](mailto:marketingevents@granicus.com).



## Presentations

The slide deck & recording will be sent in a follow-up email after the Summit has concluded.

# What is a Clerk?

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Local official who administers democratic processes such as:

- Elections
- Access to municipal records
- All legislative actions ensuring transparency to the public
- Compliance officer for federal, state & local statutes
- Manages public inquiries and relationships
- Arranges for ceremonial functions



# Evolution of the Municipal Clerk

From the Late '80s to Now

	Then	Now
<b>Technology</b>	<ul style="list-style-type: none"><li>• Paper Records</li><li>• Typewriters</li><li>• Fax Machines</li><li>• Physical Filing Systems</li></ul>	<p><b><i>Technology revolutionized the profession</i></b></p> <ul style="list-style-type: none"><li>• Electronic records management Systems/virtual access to records</li><li>• Cloud storage</li><li>• Software for agenda creation, meeting minutes, and document retrieval</li><li>• Digital tools for remote work</li></ul>
<b>Expanded Responsibilities</b>	<ul style="list-style-type: none"><li>• Primary Focus on Record-Keeping</li><li>• Licensing</li><li>• Supporting council meetings</li></ul>	<ul style="list-style-type: none"><li>• Broader range of responsibilities</li><li>• Acts as election official</li><li>• Coordinates community engagement initiatives</li><li>• Manages social media</li><li>• Other duties as assigned</li></ul>

# Evolution of the Municipal Clerk

From the Late '80s to Now, continued

	Then	Now
<b>Professionalism &amp; Certification</b>	<ul style="list-style-type: none"><li>• Often seen as clerical</li><li>• Fewer requirements for specialized training</li></ul>	<ul style="list-style-type: none"><li>• IIMC: Promoted certifications – CMC &amp; MMC</li><li>• MPAs/Bachelor's Degree</li><li>• Specialized training/continuing education</li></ul>
<b>e-Government Services</b>	<ul style="list-style-type: none"><li>• Transactions were in person</li><li>• USPS Mail</li><li>• Services unavailable outside office hours</li></ul>	<ul style="list-style-type: none"><li>• Public Records Requests</li><li>• Pay Fees</li><li>• Access Services Online, 24/7</li></ul>
<b>Crisis &amp; Emergency Management</b>	<ul style="list-style-type: none"><li>• Limited involvement</li></ul>	<ul style="list-style-type: none"><li>• Specific roles in Emergency Operations Center (EOC)</li></ul>
<b>Community Engagement</b>	<ul style="list-style-type: none"><li>• No expectations!</li></ul>	<ul style="list-style-type: none"><li>• Direct involvement in public relations/community engagement</li><li>• Multi-Language access</li></ul>



# Municipal Clerk Evolution

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Clerical Role



Professional Position/  
Department Head/  
Division Head

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# Dawn's Crystal Ball for the Future

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Predictions for the Future of the Municipal Clerk:

- Digital transformation (AI for Streamlined Processes)
- Virtual Reality (VR) for Civic Engagement & Training
- Increased focus on data security
- Changes in regulations
- Enhanced customer service
- Interdepartmental collaboration
- Emphasis on transparency and public engagement
- Adaptability and continuous learning
- Remote and hybrid work
- Diversity, Equity & Inclusion (DEI)



# DID YOU KNOW 2023 VIDEO

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[Alternative Link: https://youtu.be/u\\_7G8Xy61zs](https://youtu.be/u_7G8Xy61zs)

# Challenges Ahead

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## Potential Challenges:

- Data security concerns
- Resistance to change
- The talent crisis (skills gap)
- Remote/hybrid work is not going away
- Social media – records implications, free speech



# In Conclusion

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*The municipal clerk is an integral part of the continuum of local government.*

Keys to future success:

- Embracing change
- Continuous learning and adaptation





# Questions?



**Thank you!**

For questions contact [info@granicus.com](mailto:info@granicus.com)

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