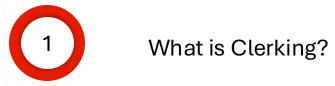


Clerk Virtual Summit

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



The Future of Clerking: What Comes Next



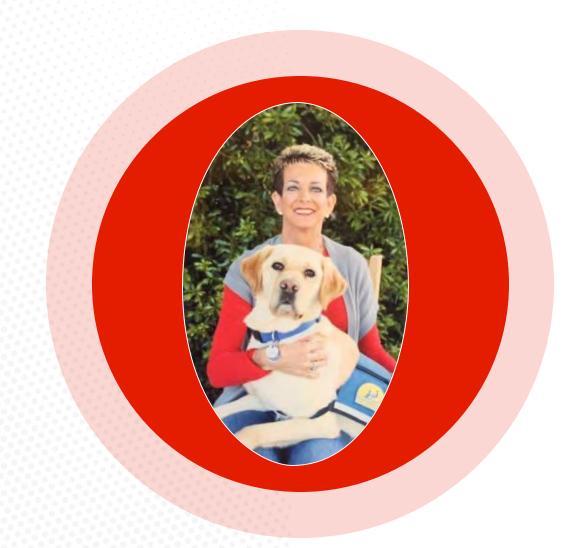
Evolution of the Municipal Clerk

Agenda

Dawn's Crystal Ball for the Future

4 Challenges Ahead

Conclusion & Questions



Dawn Abrahamson

City Clerk, Vallejo, CA President-elect, IIMC

Housekeeping

What you need to know



LinkedIn

Follow @Granicus and use #ClerkVirtualSummit to share what you learned.



Interacting

Submit your questions using the Q&A tab to the right of the presentation. Use the Chat tab to say hello to your peers!



Tech Issues

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.



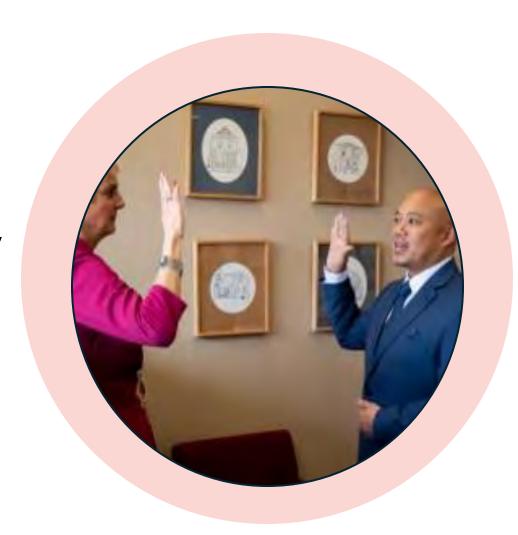
Presentations

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

What is a Clerk?

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
Technology	 Paper Records Typewriters Fax Machines Physical Filing Systems 	 Technology revolutionized the profession Electronic records management Systems/virtual access to records Cloud storage Software for agenda creation, meeting minutes, and document retrieval Digital tools for remote work
Expanded Responsibilities	 Primary Focus on Record-Keeping Licensing Supporting council meetings 	 Broader range of responsibilities Acts as election official Coordinates community engagement initiatives Manages social media Other duties as assigned

Evolution of the Municipal Clerk

From the Late '80s to Now, continued

	Then	Now
Professionalism & Certification	 Often seen as clerical Fewer requirements for specialized training 	 IIMC: Promoted certifications – CMC & MMC MPAs/Bachelor's Degree Specialized training/continuing education
e-Government Services	 Transactions were in person USPS Mail Services unavailable outside office hours 	Public Records RequestsPay FeesAccess Services Online, 24/7
Crisis & Emergency Management	Limited involvement	 Specific roles in Emergency Operations Center (EOC)
Community Engagement	No expectations!	 Direct involvement in public relations/community engagement Multi-Language access

Municipal Clerk Evolution





Clerical Role

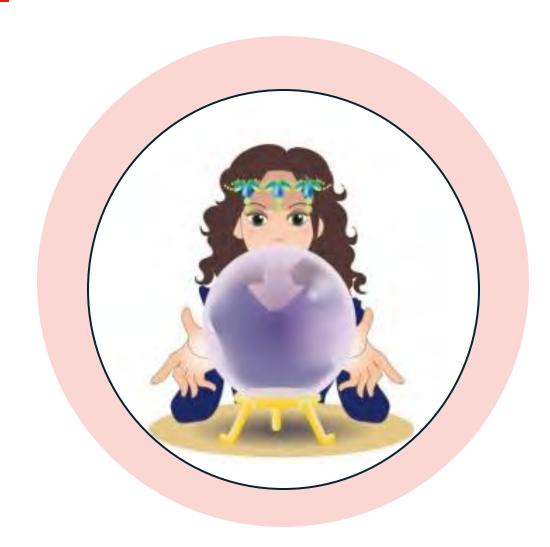
Professional Position/ Department Head/ Division Head

???

Dawn's Crystal Ball for the Future

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



Alternative Link: https://youtu.be/u 7G8Xy61zs

Clerk Virtual Summit

Challenges Ahead

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

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