# CMCI Curriculum 2012 - Module III

**Every class listed here is required** in order to receive credit for 40 hours of instruction. This includes the Sunday, Monday and Tuesday evening classes.

# When Things Get Hot: Supporting People While Managing Difficult Conversations, Jeff Shepardson

The interface between public services and the public is a potential "hot spot" for conflict and negative interactions. People often frustrated and angry before before even stepping through the door and can become stuck in a negative interaction. This 2 hour session will explore the dynamic at work in conflict and those negative interactions and will offer specific strategies based on this understanding to help support people making shifts towards more productive engagement and conversations.

# Orientation, Rod How and Heidi Mouillesseaux-Kunzman

Required for all new students. Highly recommend for all others (RPCC)

# Emotional Intelligence: Undestanding Yourself and Others, Patricia Wilkins

Emotional Intelligence (EI) is the ability to be aware of our own emotions and those of others, in the moment, and to use that information to manage emotions in ourselves and our relationships. It is a pivotal factor for personal and professional success and individuals with high levels of emotional intelligence tend to be more productive, healthier, have more positive relationships with co-workers, are better able to adapt to changes in the workplace, and possess higher levels of employee engagement. It is only when we come to understand our own emotions, that we're able to effective manage our relationship with others.

# Interpreting Demographic Change, Robin Blakely

The amount and availability of Social, Economic, and Demographic data can be overwhelming to many of us. This workshop will work through some of the standard indicators of community well-being, discuss where to access this information, how to establish benchmarks, how to interpret changes, and what this may mean for short- and long-term planning at the community level.

#### Crisis Emergency Risk Communications, Alfred Piombino

As community leaders, town clerks are often seen as the best impartial source of vital information. This fast-paced seminar provides necessary tools for local government officials to successfully navigate the harsh realities of speaking to the public and news media during an intense, public safety emergency, including terrorism.

# Culture and Cultural Competency, Kirby Edmonds

This highly interactive workshop will be a brief overview of culture, cultural competency and the issues that people may need to address in being effective across cultural difference.

# Working with the Media, Joe Schwartz

The relationship between municipal officials and the media ranges from mutual respect and cooperation to outright hostility. In this interactive class, a former newspaper reporter, magazine editor and town

official discusses how to make your relationship with the media more productive and in the best case, mutually beneficial.

# Non-profits in Communities, David Campbell

This workshop will introduce participants to nonprofit organizations in the United States and the role they play in community life. The session will examine the legal definition of nonprofit organizations and examine critical issues local government officials face in their work with nonprofit organizations (including taxation and solicitation).

#### Creating Effective Reports and Presentations, Christina Homrighouse

Clerks and those in similar positions are required to create some fairly straight-forward documents such as agendas and meeting minutes as well as complex documents such as lengthy reports which may incorporate table data, charts or other information generated in Excel. In all instances, there are organizational as well as formatting features that will greatly increase the efficiency of these processes. For example, using styles to easily apply and update specific types of formatting, generating a table of contents which automatically updates and using templates to base new documents on. Similarly, if this information is presented to constituents, it often requires the creation of PowerPoint slides which incorporate data into an interesting and coherent package. PowerPoint is also a useful tool for generating different types of announcements or fliers about upcoming events that are important for the public. The effective use of Word and PowerPoint to create these types of documents ensures consistency, professionalism and credibility.

#### It's Time to Take an Assessment of your Technology, Dan Foster and Liz Mistretta

Our course will provide an understanding of evaluating document/record centric business processes to take your organization from today's current state to the future's desired state for efficiency and process improvement. We will look at real examples of government entities assessing their document processes/technology and will engage in an interactive approach to beginning this evaluation at your own organization.

#### Public Relations, Public Issues & Local Public Policy , David Kay and Suzanne Motheral

Part of the clerk's daily job description is to keep the "customer"--the public--informed and satisfied. We'll cover some tips for listening carefully, treating the public as "customers," responding to complaints, and dealing with different types of people (angry, whining, talkative).

Public issues arise from a variety sources. Citizen interest, local crises and municipal staff are several of the avenues. Managing issues, knowing when outside assistance is needed, and deciding when local government should enter a new policy area are some of the topics that benefit from a broader overview of local government policy development and managing public issues.

#### Information Access II, Aligae Geraci

This session is a continuation of Information Access I. A variety of community relevant online information sources from university libraries and other public and private sources will be highlighted. This hands-on workshop will provide an in-depth look at these sources and will provide participants with the skills necessary for finding information for local needs.

#### Rural Broadband, Paul Treadwell

We are in an exciting era of having technology work for us. This workshop will explore web-based tools and resources that are aids to local governments and their community and business partners. How can broadband access be an asset to municipalities? How can websites be a catalyst for civic engagement? The presenters look forward to hearing about your experiences.

# Advice for Living from the Oldest (and Wisest) Americans, Karl Pillemer (Keynote Address, Graduation Banquet)

Can our elders serve as "experts" on how to live our lives? To answer this question, Dr. Karl Pillemer, gerontologist and Professor of Human Development at Cornell University, decided to seek advice on how to live from the oldest

Americans. In the Cornell Legacy Project, he surveyed over 1200 elders, asking them for their most important lessons for living — on topics like marriage, career, parenting, aging, regrets, happiness, and overcoming loss. In this talk, he highlights some of the key findings from the project, focusing on practical advice from the "Greatest Generation" for living a happier, healthier, and more fulfilling life.

# Local Government's Role in Economic Development, Jean McPheeters

Local officials are regularly asked to provide either symbolic or real financial support for proposals to help the local economy. This session will provide background on the understanding local and regional economic development and discuss some of the roles that local governments can serve in to support local development and some of the pitfalls to avoid.

# Board Management, Jean McPheeters

Effective boards use tools and concepts to ensure that they are focusing their efforts, meeting goals, and fulfilling their legal obligations. This class will focus on fiduciary responsibilities, strategic planning, and board management.