

CORNELL MUNICIPAL CLERKS INSTITUTE
July 20 - 24, 2008

THIRD YEAR
TENTATIVE AGENDA AND CURRICULUM

Sunday, July 20, 2008

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| 2:30 – 4:30 PM | Registration at Robert Purcell Community Center |
| 5:00 – 6:00 | Optional Campus Tour |
| 6:30 | Clerks Orientation and Dinner at Mews Hall |

Monday, July 21

- 7:00 AM** Breakfast Market Place Eatery
- 7:45 – 8:15** Welcoming remarks, Learning Action Plans
- 8:15 – 10:15** ***Running a Meeting***
Meetings can be effective ways to get things done, or they can be a waste of everyone's time. This workshop will examine the procedures and skills involved in ensuring that the meetings are productive and engaging. Topics covered will include pre-meeting essentials that ensures time will be well spent, the facilitating and decision-making techniques that help a group move beyond Robert's Rules and the wrap-up and post-meeting work that allows the next meeting to build on the one that came before.
Instructor: Judy Saul
- 10:15 – 10:30** Break
- 10:30 – 12:00 PM** ***Human Resource Management***
Introductory principles of recruitment, training, assessment and promoting productivity in the municipal workplace. Some attention will be given to working with organized employees and negotiations.
Instructor: Jim Sheridan
- 12:00 – 1:00** Lunch at ILR
- 1:00 – 3:00** ***Human Resource Management (continued)***
- 3:00 – 3:15** Break
- 3:15 – 5:30** ***Green Initiative***
As New York's local governments continue to face mounting pressure to reduce the growth in property taxes and operating costs, many municipalities are investigating opportunities to reduce energy costs by improving energy efficiency. Simultaneously, many municipalities are undertaking efforts to minimize their impact on global climate change by purchasing or providing clean and reliable energy through alternative sources of renewable energy. This session will focus on how municipalities in NYS have addressed these issues and the potential effects of current related State initiatives and funding opportunities. The discussion will include an overview of recent "green" audits conducted by the Office of the State Comptroller, including the Usage of Solar Panels in Municipalities and the Procurement and Use of Green Cleaning Products in School Districts.
Instructors: Coraline Falco and David Sears
- 5:30** Adjourn
- 5:30 – 7:00** Dinner at Market Place Eatery
- 7:00 – 9:00** ***Evening Class: Personal Well-being***
Stress, Distress and Living Well: Even on a good day life is stressful. This presentation will talk about the causes of stress and a variety of ways to survive and thrive during harried and difficult times.
Instructor: Cindy Glanville

Tuesday, July 22

7:00 AM	Breakfast at Market Place Eatery
8:00 – 8:15	Special Topics
8:15 – 10:00	<i>Board Management</i> 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. <i>Instructor: Jean McPheeters</i>
10:00 – 10:15	Break
10:15 – 12:00 PM	<i>Non-profits in Communities</i> This session will review how nonprofit organizations interact with local government and its impact on the clerk function. The session will include information regarding the size of the nonprofit sector, nonprofit revenue and challenges affecting the relationship between nonprofit organizations and local government, such as issues in government contracting and policy debates over property taxes and nonprofit organizations. <i>Instructor: David Campbell</i>
12:30 – 1:30	Lunch at ILR
1:30 – 3:15	<i>Computer Skill Development: Advanced Topics</i> A suite of software tools is growing in use for a variety of tasks. The hands-on computer skill development sequence is designed to familiarize clerks with key features of spreadsheets, word-processing and other software tools for the information management roles they carryout. Course III provides advanced training in Word and Excel, and introduces the use of PowerPoint for presentations and in developing flyers and promotional materials. <i>Instructor: Christina Homrighouse</i>
3:15 – 3:30	Break
3:30 – 5:30	<i>Computer Skill Development: Advanced Topics (continued)</i>
5:30	Adjourn
5:30 – 7:30	Dinner at Market Place Eatery
7:30 – 9:00	Optional Outdoor Activity (TBD)

Wednesday, July 23

- 7:00 AM** Breakfast at Market Place Eatery
- 8:00 – 8:15 AM** Special Topics
- 8:15 – 10:00** ***Interpreting Demographic Change***
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.
Instructor: Robin Blakely
- 10:00 – 10:15** Break
- 10:15 – 11:45** ***Information Access II***
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.
Instructor: Deb Schmidle
- 11:45 – 12:30 PM** Lunch at ILR
- 12:30 – 3:00** ***Public Relations, Public Issues & Local Public Policy***
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.
Instructors: David Kay and Suzanne Motheral
- 3:00 – 3:15** Break
- 3:15 – 4:45** ***Public Relations, Public Issues & Local Public Policy (continued)***
- 6:30** **Clerks' Reception at Cornell's Lab of Ornithology**
- 7:30** **Dinner and Awards**
Speaker: Mohammad H. Eftekhari, Ph.D., Director of Education and Research, International Institute of Municipal Clerks

Thursday, July 24

- 7:00 AM** Breakfast at Market Place Eatery
- 8:00 – 9:00** *Q&A on IIMC and Certification*
- 9:00 – 10:30** *Local Government's Role in Economic Development*
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.
Instructor: Jean McPheeters
- 10:30 – 10:45** Break
- 10:30 – 12:15 PM** *Working with the Media*
The relationship between municipal officials and the local media can run the gamut from proactive and friendly to troublesome and confusing. In this interactive class, a newspaperwoman, who has worked in tiny towns and larger cities, talks about ways to make working with the media palatable, at the very least, and in the best-case scenario, a positive, win-win experience.
Instructor: Kathy Hovis
- 12:15 – 1:00** **Lunch at ILR, *Follow-up to Learning Action Plans (Required)***
- 1:00 – 3:00** *Optional Class: Integrating Newcomers into Community Life*
A reality of community life is that new people move in and others move away. Many New York communities are attracting a variety of new residents from different walks of life. For example, people may move in after retirement or immigrants may arrive to work for a local employer. Newcomers can bring a lot to a community, but to fully capture all that the newcomers have to offer, communities need to make sure that the newcomers develop linkages with community members that help them to become integrated into the local social and economic life. This class focuses on the benefits that result when newcomers are effectively integrated into community life, and ways that communities can encourage such integration. Participants will engage in collective problem solving exercises that produce ideas to try in their home communities.
Instructor: Max J. Pfeffer
- 3:00** **Adjourn**