

Third Year Class Descriptions

Public Relations, Public Issues & Local Public Policy

Combination of these two descriptions:

Office Marketing – Public Relations

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 & Local Public Policy

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.

Board Management

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.

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.

Interpreting Demographic Changes

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.

Information Access & Management Topics 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.

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.

Computer Skill Development III: Introduction to PowerPoint, Advanced Topics in Excel & Word

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.

Working with the Media

The range of opinions expressed by municipal officials regarding day-to-day dealings with local media run the gamut from proactive relationships to virtual loathing. In this interactive class, a long-time community newspaperman, who worked in tiny towns, (and other places,) 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.