Advancing Civic Leadership

Navigating the Future

2017-18

Northern Illinois University

Workshop topics include:
leadership
management
strategic planning
intergovernmental cooperation
engagement
economic development
participatory budgeting
communications & media

+CEU Credits

LOCATIONS
NIU Naperville
NIU Hoffman Estates
Giving DuPage-Wheaton
DeKalb County Community Foundation

Center for Governmental Studies
Outreach, Engagement, and Regional Development
Civic leadership is critical to our communities, governments and not-for-profits as the 21st Century continues to unfold. Leading in today’s ever-changing environment is complex and requires individuals to identify, analyze, collaborate, and solve pressing societal needs and issues through the efforts of engaged public organizations.

**Civic leadership...**

- Can be exercised by an individual, a group or community, within a local, regional, statewide or global capacity. It crosses boundaries of public, private, and nonprofit sectors.

- Requires talent development, understanding and implementation of organizational structures and processes that develop and engage others for a common goal of community problem solving.

- Energizes individuals willing to stretch. To risk. To learn. To challenge. To innovate. To engage. To address problems and issues that can impact every segment of today’s communities.

Thriving communities don’t happen by accident. Successful communities evolve with the commitment and cooperation of government, nonprofits, and businesses working together to solve common yet complex problems and make the region a better place for all. Civic leaders can meet the challenge of solving complex problems with multifaceted solutions.

We invite you to participate in the Civic Leadership Academy and develop your skills to practically employ innovative solutions in addressing problems throughout your community.
What is the Civic Leadership Academy?

The Civic Leadership Academy (CLA) was created in 2004 by the Center for Governmental Studies (CGS) at Northern Illinois University as a leadership skills development program for elected and appointed leaders and managers in government and nonprofit agencies. The Academy has continued to grow and new workshops, addressing emerging or requested topics, have been added to the program since its inception. The workshops take place throughout the region in Naperville, Hoffman Estates, Wheaton and Sycamore. To respond to the increasing demand for services and workshops throughout the region, CLA has partnered with Northern Illinois University’s Office of Continuing Professional Education and the Center for Nonprofit and NGO Studies, the DeKalb County Nonprofit Partnership, and Giving DuPage.

The Academy’s workshops also foster networking opportunities and offer in-person interactions with fellow participants and instructors, using experiential learning techniques. The 2017-18 program offers a series of workshops across an array of topics central to being an effective leader in the 21st Century.

Become a civic leader today!
Here’s how to reach us at NIU’s Civic Leadership Academy (CLA)
Workshop Information 815.753.7574 Registration Information 800.345.9472

Registration
Regular Registration: Single individual registration. Discounted registration fees can be obtained by registering two or more individuals from the same organization.

Members of partner nonprofit agencies may take advantage of partner rate discounts for specific workshops held at partner locations within the Nonprofit Specialization Track.

It is highly recommended that participants take advantage of the Early Bird discounted rate. Participants may register for one or more workshops at a time, and at any time during the program year.

How to Register Online: cgs.niu.edu/CLA Fax: 815.753.6900 Phone: 800.345.9472

Rates are noted below. Special pricing is offered to CLA partner members of the DeKalb County Nonprofit Partnership (DCNP) and Giving DuPage (GD) for workshops held at their respective facilities.

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<tr>
<th>EARLY BIRD</th>
<th>LATE REGISTRATION</th>
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<td></td>
<td>SINGLE</td>
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<tr>
<td>1.5 - 2 Hour Workshop</td>
<td>$55</td>
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<td>Half Day Workshop</td>
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<td>Full Day Workshop</td>
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*Discounts are provided for specific workshops within the Nonprofits Specialization Track to members of the DeKalb County Nonprofit Partnership and Giving DuPage. These discounts are only available to members associated with these agencies. We reserve the right to retroactively charge a registrant for the balance of the regular registration fee should their affiliation not be verified by the partner agencies.

Civic Leadership Academy workshops are not eligible for funding from the Workforce Investment Act (WIA), Illinois Veterans or Illinois National Guard Grant Programs.
Earning your CLA ‘Certificate of Achievement’ can be fulfilled within 1 to 3 years! And with the addition of new and timely workshop opportunities this year, you will gain valuable guidance and discover innovative new ways to succeed in your role as a civic leader.

To be awarded the CLA ‘Certificate of Achievement,’ you must complete 2 full days of required workshops, and 2 full days of additional workshops of your choice, in any combination. Individuals have up to 3 years to complete the series of workshops from when they begin the series.

In total, 4 full days of workshops are required for a CLA ‘Certificate of Achievement.’

**Required Workshops for the CLA ‘Certificate of Achievement’**

*New Civics and the Impact of Globalization*
Offered November 2017 at NIU-Naperville

*Leadership Lessons: Trying Times Demand Sound Leadership*
Offered February 2018 at NIU-Naperville

Specialized Certificates of Achievement are offered in Community/Economic Development, Governmental and Organizational Governance & Performance, Human Resources, or Nonprofits

**CLA’s Specialization Tracks:**

- **Community/Economic Development:** C/ED
- **Governmental and Organizational Governance & Performance:** G
- **Human Resources:** HR
- **Nonprofits:** N

To be awarded a ‘Specialized Certificate of Achievement’, completion of an additional 2 full days of workshops, or combination thereof, within a Specialization Track of workshops is required. This is in addition to the requirements for the general ‘Certificate of Achievement.’ Individuals have up to 3 years to complete the workshops within a Specialization Track.

In total, 6 full days of workshops are required for a CLA ‘Specialized Certificate of Achievement.’

**Already Have a CLA ‘Certificate of Achievement’?**

Don’t stop now. Stay current on new topics or revisit topics that really made an impact. Or, why not add a Specialization Track to your certificate? If you have already been awarded a ‘Certificate of Achievement,’ you only need to complete an additional 2 full days of workshops, or combination thereof, within a Specialization Track to attain a ‘Specialized Certificate of Achievement.’ Individuals have up to 3 years to complete the workshops within a Specialization Track.
Continuing Education Unit (CEU) and Continuing Professional Education (CPE) credits for participation in CLA workshops are available. Continuing education credits are earned based on the instructional hours.

**Earn Credit for ICMA’s Voluntary Credentialing Program by Workshop Participation**

The ICMA Voluntary Credentialing Program recognizes professional local government managers by providing an ‘ICMA Credentialed Manager’ designation. This is awarded to managers who are qualified by a combination of education and experience, adherence to high standards of integrity, and an assessed commitment to lifelong learning and professional development. Managers are recognized by ICMA through a peer review credentialing process, and this self-directed program offers an opportunity for interested ICMA members to quantify the unique expertise they bring to their communities. Members who participate in the Association’s program may earn the designation of ‘ICMA Credentialed Manager’ granted by the ICMA Executive Board. ICMA Credentialed Managers are viewed with growing distinction by local governing bodies and progressive, civically engaged communities. CLA workshops offer ICMA members a variety of opportunities for ongoing professional development in a cross section of topics and practice areas. Workshop alignments with ICMA’s practice areas are noted below.

**ICMA's 18 Practice Areas:**
- Advocacy and Interpersonal Communication
- Budgeting
- Citizen Service
- Democratic Advocacy and Citizen Participation
- Diversity
- Financial Analysis
- Functional and Operational Expertise and Planning
- Human Resources Management
- Initiative, Risk Taking, Vision, Creativity and Innovation
- Integrity
- Media Relations
- Performance Measurement/Management and Quality Assurance
- Personal Development
- Policy Facilitation
- Presentation Skills
- Staff Effectiveness
- Strategic Planning
- Technological Literacy

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**The Center for Nonprofit and NGO Studies**

The Center for Nonprofit and NGO Studies (originally named The Center for Non-Governmental Organization Leadership and Development, or NGOLD) was established in 2010 as an interdisciplinary resource that serves undergraduate students, faculty, researchers, and nonprofit leaders in the northern Illinois region and beyond. Its purpose is to provide high quality academic offerings, research, and programming related to non-nongovernmental organizations, nonprofits, and other forms of public service. In partnership with the CLA, the Center hopes to strengthen opportunities for continuing education among individuals working with the region's nonprofit community.

The Center offers the Nonprofit and NGO Studies major and minor for undergraduate students at Northern Illinois University as well as the ‘Certificate of Undergraduate Study in Nonprofit and NGO Studies.’ Students of these programs regularly take part in service-learning, internship, and volunteer opportunities with nonprofit organizations throughout the region. The Center also provides a variety of workshops, trainings, and other programming for nonprofit employees, volunteers, and board members. For more information on The Center for Nonprofit and NGO Studies please visit niu.edu/nonprofit.

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**Continuing Professional Education**

The NIU Outreach, Department of Continuing Professional Education specializes in the delivery of programs for Human Resources, Project Management, Facility Management, and Finance and Accounting Professionals. Programs are offered at multiple locations throughout northern Illinois and may be customized for in-house delivery for businesses and organizations. Several programs are also offered in an online format. Visit niupd.niu.edu for a complete listing of programs and schedule of upcoming courses. Contact Donna M. Mann, Director, phone 815.732.6249 or email dmann@niu.edu for additional information.
**DeKalb County Nonprofit Partnership (DCNP)**

DCNP is a membership-based program of the DeKalb County Community Foundation that works to strengthen the nonprofit sector through leadership, professional development, and collaboration. DCNP is guided by a Steering Committee representing the areas of art and culture, education, health and human services, advocacy, community development, and civic engagement.

DCNP's role is to assist nonprofits as they carry out services that are vital to the quality of life in this region. DCNP does this by offering training and professional development for nonprofit board members, staff, and volunteers; increasing coordination, efficiency, and effectiveness of nonprofits and the resource providers who serve the nonprofit sector; organizing programs designed to increase nonprofit capacity; conducting timely research on the nonprofit sector to assist decision-makers; providing opportunities for networking and informal discussion among nonprofit leaders; and raising awareness about the role and importance of the nonprofit sector through advocacy, education, and communication.

For more information on the DCNP please visit: [dcnp.org](http://dcnp.org)

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**Giving DuPage (GD)**

Giving DuPage is proud of the partnership with NIU's Civic Leadership Academy (CLA) in providing quality training opportunities to nonprofit and social service agencies in the DuPage region. Giving DuPage is a volunteer center whose mission is to promote giving and volunteering throughout DuPage County.

In support of its mission, Giving DuPage partners with over 350 nonprofit organizations serving DuPage County, by providing volunteer and capacity-building resources. Giving DuPage programs, training, and events are focused on civic engagement and service, as well as connecting nonprofit organizations to existing resources. Our role is to mobilize volunteers, equip organizations and inspire our community.

By partnering with the NIU Civic Leadership Academy, Giving DuPage offers non-profit oriented courses centered on professional development, organizational efficiency and informed leadership. The partnership between CLA and Giving DuPage is the result of combining resources for shared goals and will provide the DuPage nonprofit sector with local access to a quality certification program.

For more information on the Giving DuPage & NIU CLA partnership, please visit: [givingdupage.org/niu-cla](http://givingdupage.org/niu-cla)

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**Customized Training in Your Workplace is Available**

In today's rapidly changing economic climate, new models of learning and instruction delivery are needed for communities to maximize their fiscal resources. Municipalities, counties, nonprofit organizations, schools, and special districts can do this by pooling their training dollars towards collaborative learning opportunities.

Customized training provides for pricing that is modified to fit your needs and budget. Take advantage of guaranteed minimum attendance in order to ensure opportunities for cross-sector inter-governmental participation. For more information contact the CivicLeadershipAcademy@niu.edu today!
General Information

Schedule
Morning workshops run from 9:00 a.m. to 1:00 p.m.; 1.5 hour workshops (webinars) run from 11:30 a.m. to 1:00 p.m.; a 2 hour workshop running from 9:00 a.m. to 11:00 a.m.; afternoon workshops run from 1:00 p.m. to 5:00 p.m. Full-day workshops run from 9:00 a.m. to 4:00 p.m. Light breakfast will be provided for morning workshops, snacks for afternoon workshops, and light breakfast and lunch for full-day workshops. Please check the full registration list for dates, times, and locations at: cgs.niu.edu/CLA.

Locations
Workshops will be held at one of four locations as noted in the descriptions:
- NIU Naperville Campus, 1120 East Diehl Road, Naperville
- NIU Hoffman Estates Campus, 5555 Trillium Boulevard, Hoffman Estates
- DeKalb County Community Foundation (DCCF), 475 DeKalb Avenue, Sycamore
- Giving DuPage/DuPage County Administration Building, 421 N. County Farm Road, Room 3500-B, Wheaton

Workshop Materials
The workshop fee includes all workshop materials typically distributed electronically (prior to the start of the workshop, printed presentation sheets and workshop activity materials distributed at the workshop, workshop facility and associated presenter fees, light breakfast for morning workshops, snacks for afternoon workshops, and light breakfast and lunch for full-day workshops.

Organizational Invoicing
The workshop fee is payable at time of registration. NIU will invoice companies/individuals upon request and with an approved PO and company FEIN number. The complete billing address including name, phone number, and email address of the authorizing party is required at the time of registration. Participants requesting a organizational invoice must register by email.

Cancellation, Substitution, and Refund Policy
Cancellation requests must be received a minimum of 7 days prior to the workshop start date in order to receive a 100% refund. No refunds will be issued for cancellations within 7 days of the workshop start date. Substitutions are allowed with advance notice to NIU.

Special Partner Training Opportunity

Midwest Leadership Institute
March 19-23, 2018
Northern Illinois University, Naperville, IL

The Midwest Leadership Institute is designed for local government professionals including chief administrative officers, assistants, and department heads interested in advancing their career. It is an intensive 4.5 day program with an internal self-focus and one with external organizational focus. The Institute provides the fundamental requirements for leading people in a world with many personalities, competing personal interests, endless news cycles, social media, “gotcha” blogs and few things that are black and white.

Participants will learn how to manage others by:
- Strengthening one’s ability to manage uncivil discourse
- Resolving conflict
- Building a working alliance
- Leading with character and be a source of inspiration
- Mastering the judgment triangle
- Understanding power and influence

How to manage yourself by:
- Understanding emotions and build exceptional emotional and psychological stability
- Developing brain speed and flexibility of mind, the ability to think faster and more efficiently and thus act more decisively at the proper time
- Self-reflecting
- Managing challenges to balancing work, family, and self

Participants will leave the Institute having developed essential leadership skills and will have a greater understanding of when and how to use those skills.

Program Partners: The Midwest Leadership Academy is held in conjunction with Northern Illinois University Center for Governmental Studies, Morrison Associates, Ltd., and Limardi Consulting, LLC.

For more information and registration, visit: cgs.niu.edu/midwest_leadership_institute/
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| September 13, 2017   | **NEW FORMAT!**
Know Your Nonprofit Numbers - Part 1: Purpose: Living Your Values, Vision and Mission Webinar |          |                                  |         |
| September 18, 2017   | **NEW THIS YEAR!**
Measuring Your Nonprofit’s Effectiveness 2 hours Location: Giving DuPage |          |                                  |         |
| September 22, 2017   | Are You the Perfect Board Member? What You Need to Know In Order to Lead and Govern Afternoon Location: Giving DuPage |          |                                  |         |
| September 27, 2017   | Participatory Budgeting - Engaging the Public in Public Decision Making Morning Location: NIU-Naperville |          |                                  |         |
| October 4, 2017      | **NEW FORMAT!**
Know Your Nonprofit Numbers - Part 2: People: Building a Strong Team of Staff and Volunteers Webinar |          |                                  |         |
| October 5, 2017      | Government Communications 101: From Traditional Communications Tools to Popular Social Media Techniques Full Day Location: NIU-Hoffman Estates |          |                                  |         |
| October 12, 2017     | Grant Writing - Part 1: Skills and Secrets Afternoon Location: DeKalb County Community Foundation |          |                                  |         |
| October 19, 2017     | Collective Bargaining: Labor and Management Relations Morning Location: NIU-Naperville |          |                                  |         |
| October 25, 2017     | Grant Writing - Part 2: Grant Writing 200 Full Day Location: DeKalb County Community Foundation |          |                                  |         |
| November 2, 2017     | New Civics and the Impact of Globalization Full Day Location: NIU-Naperville |          |                                  |         |
| November 4, 2017     | Are You the Perfect Board Member? What You Need to Know In Order to Lead and Govern Morning Location: Giving DuPage |          |                                  |         |
| November 8, 2017     | **NEW FORMAT!**
Know Your Nonprofit Numbers - Part 3: Performance: Measuring Your Impact for Sustainability Webinar |          |                                  |         |
| November 15, 2017    | Community Surveys: How, When, & Why Morning Location: NIU-Naperville |          |                                  |         |
| December 6, 2017     | **NEW FORMAT!**
Know Your Nonprofit Numbers - Part 4: Promote: Effectively Telling Your Story to the World Webinar |          |                                  |         |
| January 10, 2018     | **NEW THIS YEAR!**
Performance Measures & Organizational Change Morning Location: NIU-Naperville |          |                                  |         |
| January 16, 2018     | **NEW THIS YEAR!**
Effective Presentations and Public Speaking Afternoon Location: NIU-Naperville |          |                                  |         |
February 1, 2018
Strategic Planning - Issue Based and Directed
Full Day  Location: Giving DuPage
C/ED  G  HR  N

February 8, 2018
Grant Writing - Part 1: Skills and Secrets
Morning  Location: Giving DuPage
C/ED  G  HR  N

February 15, 2018
Grant Writing - Part 2: Grant Writing 200
Full Day  Location: Giving DuPage
C/ED  G  HR  N

February 22, 2018
Leadership Lessons: Trying Times Demand Sound Leadership
Full Day  Location: NIU-Naperville
C/ED  G  HR  N

February 28, 2018
Executive Director 101 - Nuts & Bolts
Full Day  Location: Giving DuPage
C/ED  N

February 28, 2018
Are You the Perfect Board Member? What You Need to Know In Order to Lead and Govern
Evening  Location: Giving DuPage
C/ED  G  N

March 7, 2018
I.T. Checkup or Total Reconstruction?
Morning  Location: NIU-Naperville
C/ED  G  HR  N

March 22, 2018  NEW THIS YEAR!
Employment Law – Nuts & Bolts: Common Pitfalls and Ways To Minimize Liability Wage/Hour & Benefits Law Morning  Location: NIU-Naperville
G  N

April 3, 2018  NEW THIS YEAR!
Strategic Thinking and Planning for Small Organizations
Afternoon  Location: DeKalb County Community Foundation
C/ED  G  HR  N

April 12, 2018
Engineering for Non-Engineers: Infrastructure & Design the Questions to Ask
Morning  Location: NIU-Hoffman Estates
C/ED  G

April 24, 2018  NEW THIS YEAR!
The Lost Art of Listening
Afternoon  Location: NIU-Naperville
C/ED  G  HR  N

April 25, 2018  NEW THIS YEAR!
Constructing Performance Measures
Morning  Location: NIU-Naperville
C/ED  G  HR  N

May 16, 2018
Strategic Planning: The Basics
Afternoon  Location: NIU-Naperville
C/ED  G  HR  N

May 23, 2018
Nonprofits and Community Engagement-Tools and Techniques for Connectedness
Full Day  Location: Giving DuPage
C/ED  G  N

May 31, 2018
High Reliability Organizations: Are You at the Forefront of This Emerging Designation Where Failure Is Not A Viable Option?
Morning  Location: NIU-Naperville
G  HR  N

June 7, 2018
Social Media - Connecting Agencies or Governments and Constituents
Morning  Location: Giving DuPage
C/ED  G  N

June 20, 2018  NEW THIS YEAR!
Improving Intergovernmental Relations/Partnerships with Local, Regional, State and Federal Agencies
Morning  Location: NIU-Naperville
C/ED  G
WEBINAR
9/13/17  Know Your Nonprofit Numbers - Part 1: Purpose: Living Your Values, Vision and Mission  1.5 hours
10/4/17  Know Your Nonprofit Numbers - Part 2: People: Building a Strong Team of Staff and Volunteers  1.5 hours
11/8/17  Know Your Nonprofit Numbers - Part 3: Performance: Measuring Your Impact for Sustainability  1.5 hours
12/6/17  Know Your Nonprofit Numbers - Part 4: Promote: Effectively Telling Your Story to the World  1.5 hours

DEKALB COUNTY COMMUNITY FOUNDATION
10/12/17  Grant Writing - Part 1: Skills and Secrets  Afternoon
10/25/17  Grant Writing - Part 2: Grant Writing 200  Full Day
4/3/18  Strategic Thinking and Planning for Small Organizations  Afternoon

GIVING DUPAGE
9/18/17  Measuring Nonprofit Effectiveness  2 hours
9/22/17  Are You the Perfect Board Member? What You Need to Know In Order to Lead and Govern  Afternoon
11/4/17  Are You the Perfect Board Member? What You Need to Know In Order to Lead and Govern  Morning
2/1/18  Strategic Planning - Issue Based and Directed  Full Day
2/8/18  Grant Writing - Part 1: Skills and Secrets  Evening
2/15/18  Grant Writing - Part 2: Grant Writing 200  Full Day
2/28/18  Are You the Perfect Board Member? What You Need to Know In Order to Lead and Govern  Full Day
2/28/18  Executive Director 101 - Nuts & Bolts  Evening
5/23/18  Nonprofits and Community Engagement-Tools and Techniques for Connectedness  Full Day
6/7/18  Social Media - Connecting Agencies or Governments and Constituents  Morning

NIU-HOFFMAN ESTATES
10/5/17  Government Communications 101: From Traditional Communications Tools to Popular Social Media Techniques  Full Day
4/12/18  Engineering for Non-Engineers: Infrastructure & Design the Questions to Ask  Morning

NIU-NAPERVILLE
9/27/17  Participatory Budgeting - Engaging the Public in Public Decision Making  Morning
10/19/17  Collective Bargaining: Labor and Management Relations  Morning
11/2/17  New Civics and the Impact of Globalization  Full Day
11/15/17  Community Surveys: How, When, & Why  Morning
12/12/17  An Introduction to Effective Performance Measurement & Performance Management for Public Organizations: What’s The Difference? Why Are These Terms Confused & How Are They Related?  Morning
1/10/18  Performance Measures & Organizational Change  Morning
1/16/18  Effective Presentations and Public Speaking  Afternoon
2/22/18  Leadership Lessons: Trying Times Demand Sound Leadership  Full Day
3/7/18  I.T. Checkup or Total Reconstruction?  Morning
3/22/18  Employment Law – Nuts & Bolts: Common Pitfalls and Ways To Minimize Liability Wage/Hour & Benefits Law  Morning
4/24/18  The Lost Art of Listening  Afternoon
4/25/18  Constructing Performance Measures  Morning
5/16/18  Strategic Planning: The Basics  Afternoon
5/31/18  High Reliability Organizations: Are You at the Forefront of This Emerging Designation Where Failure Is Not A Viable Option?  Morning
6/20/18  Improving Intergovernmental Relations/Partnerships with Local, Regional, State and Federal Agencies  Morning
NEW WEBINAR FORMAT!
11:30 a.m. – 1:00 p.m.

Know Your Numbers Series
Presented by Associate Professor Alicia Schatteman, PhD, with joint appointments to the Department of Public Administration and the Center for Nonprofit and NGO Studies

Objectives
- Identify and evaluate your organization’s core values, vision and mission
- Critically think about the impact your organization wants to have
- Identify the human resource needs of your organization
- Evaluate your organization’s efficiency and effectiveness
- Communicate your organization’s impact to effectively engage stakeholders

Description
This four-part webinar series is a “check-up” for your nonprofit organization. You need to where you are now and where you want to be, to evaluate your efforts against your mission and demonstrate your impact. Using examples and exercises, you will critically evaluate your organization’s current situation and come up with improvement plans in several key areas: purpose, people, performance, and promotion.

September 13, 2017
Part 1: Purpose: Living your Values, Vision and Mission
This workshop on values, mission and vision that sets the foundation of your organization including examination of strategic goal alignment.

Civic Leadership Specialization Tracks: G N
Addresses ICMA Practice Areas
1. Staff Effectiveness
3. Functional and Operational Expertise and Planning
4. Citizen Service
8. Democratic Advocacy & Citizen Participation
13. Strategic Planning

October 4, 2017
Part 2: People: Building a Strong Team of Staff and Volunteers
A workshop on the people in your organization and how they support your mission, including staff, volunteers and the Board including roles and responsibilities, ethics and governance.

Civic Leadership Specialization Tracks: HR N
Addresses ICMA Practice Areas
1. Staff Effectiveness
4. Citizen Service
8. Democratic Advocacy & Citizen Participation
12. Human Resources Management

November 8, 2017
Part 3: Performance: Measuring your Impact for Sustainability
A workshop to explore how your organization’s impact includes both financial efficiency and program effectiveness for long-term sustainability.

Civic Leadership Specialization Tracks: C/ED N
Addresses ICMA Practice Areas
1. Staff Effectiveness
4. Citizen Service
8. Democratic Advocacy and Citizen Participation
10. Budgeting
11. Financial Analysis

December 6, 2017
Part 4: Promote: Effectively Telling your Story to the World
A workshop that brings the other elements together in a clear communications strategy. Learn how to tell your “story”, combining human emotion elements with data for an effective engagement strategy.

Civic Leadership Specialization Tracks: C/ED G N
Addresses ICMA Practice Areas
4. Citizen Service
8. Democratic Advocacy and Citizen Participation
7. Technological Literacy
16. Media Relations
SEPTEMBER 18, 2017  NEW THIS YEAR!

NIU-Naperville
9:00 a.m. – 11:00 a.m.

**Measuring Your Nonprofit’s Effectiveness**

Presented by Associate Professor Alicia Schatteman, PhD, with joint appointments to the Department of Public Administration and the Center for Nonprofit and NGO Studies

**Civic Leadership Specialization Tracks:** C/ED G N

**Addresses ICMA Practice Areas**
1. Staff Effectiveness
9. Diversity
12. Human Resources Management
14. Advocacy and Interpersonal Communication

**Objectives**
- Build a diverse Board recruitment strategy
- Retain outstanding Board members
- Conduct due diligence before joining a Board

**Description**
Are the right people driving your bus? Board development is an ongoing process that ensures the Board has the knowledge, skills, and experience necessary to effectively meet the governance, functional, and expert needs of the organization. Board development is an investment in money, time and talent. The right mix of people with a passion for the purpose can advance the organization to greater success.

Don’t have the Board members you need to serve the organization and can’t keep the great ones you have recruited? Building a strong and reliable nonprofit Board of Directors is no easy task, but leveraging simple best practices and innovative strategies can mean the difference between an engaged, effective Board of Directors and a social club with minimal leadership. There are new strategies and vehicles for recruiting Board members and concrete steps your organization can take to set up the Board, and your nonprofit, for success ranging from leadership and governance to fundraising, development and decision-making. This workshop is designed for both nonprofits recruiting Board members and individuals looking to join Boards.

SEPTEMBER 22, 2017

Giving DuPage/DuPage County Administration Building
1:00 p.m. – 5:00 p.m.

**Are You the Perfect Board Member? What You Need to Know In Order to Lead and Govern**

Presented by Tracy Rogers-Tryba, Outreach & Engagement Specialist, Center for P-20 Engagement, Northern Illinois University

**Civic Leadership Specialization Tracks:** C/ED G N

**Addresses ICMA Practice Areas**
4. Citizen Service
9. Diversity
12. Human Resources Management
14. Advocacy and Interpersonal Communication

**Participatory Budgeting - Engaging the Public in Public Decision Making**

Presented by Presidential Engagement Professor and Chair Kurt Thurmaier, PhD, Department of Public Administration and Maria Elaine Hadden, Project Manager, The Participatory Budgeting Project

**Civic Leadership Specialization Tracks:** C/ED G N

**Addresses ICMA Practice Areas**
1. Staff Effectiveness
2. Policy Facilitation
3. Functional and Operational Expertise and Planning
4. Citizen Service
7. Technological Literacy
8. Democratic Advocacy and Public Engagement
10. Budgeting
Objectives
- Gain understanding of the history and development of Participatory Budgeting
- Build individual skills and knowledge in Participatory Budgeting

Description
What is participatory budgeting (PB) and how has it worked in communities around North America? We will introduce you to PB, run a demonstration exercise walking you through an abbreviated PB cycle, and give you easy ways to learn more. Participatory budgeting is a different way to manage public money, and to engage people in government. It is a democratic process in which community members directly decide how to spend part of a public budget. It enables taxpayers to work with government to make the budget decisions that affect their lives. This workshop will introduce participants to the PB process. The PB process focuses on how government works and how people can engage in democracy by crafting processes that bring neighbors together across divides to build stronger communities, and connect residents, experts, and officials to make better decisions together.

OCTOBER 5, 2017
NIU-Hoffman Estates
9:00 a.m. – 4:00 p.m.

Government Communications 101: From Traditional Communications Tools to Popular Social Media Techniques
Presented by Ann Tennes, Director of Marketing and Communications, Village of Skokie; Cheryl Fayne-dePersio, Communications Manager, Village of Northbrook; and Allison Albrecht, Communications Manager, Village of Schaumburg

Address ICMA Practice Areas
1. Staff Effectiveness
4. Citizen Service
7. Technological Literacy
8. Democratic Advocacy and Citizen Participation
16. Media Relations

Objectives
- Build and maintain a working relationship with local media outlets
- Develop compelling content that is tailored to your audience(s)
- Utilize the top social networks for communication, marketing, and customer service
- Leverage technology to engage and collaborate with stakeholders
- Discover how best to deal with the challenges and benefits presented by inward vs. outward facing distribution
- Create a communications policy to ensure that the highest of professional standards are met when disseminating information through your organization’s communication tools

Description
Do you know how to effectively write a press release? Develop content for your website, newsletter, public access channel, etc.? Hold a press conference? This workshop is designed to focus on the traditional communications tools communities have access to. Do you dread working with the media? You won’t after taking this workshop. Building relationships and knowing how to communicate with the media are the keys to success. We are living in an information age and targeting the news media has become one of the most effective methods for transmitting information to the public.

In addition to learning how to utilize traditional communications tools, this workshop is also designed to shift your thoughts about social media from timid curiosity to confident champion. Yes, it will cover the basic terms and definitions but most importantly, it will give you the basis for understanding the structural characteristics of this new media form. We’ll discuss the top social networks and how your agency should be using them to communicate. You’ll also leave with several new tools in your social media arsenal, from cross-platform publishing to monitoring and measurement.

Case studies will be presented to illustrate how video content was created and implemented for communications purposes, and to demonstrate how in some cases, this content can serve double-duty as both an outward-facing and internal communications strategy.

Bringing along your laptop, iPad or smartphone is suggested but not mandatory for this interactive session – we’ll get as hands-on as possible. Come prepared to get involved as key concepts will be illustrated through interactive group exercises.
OCTOBER 12, 2017
DeKalb County Community Foundation
1:00 p.m. – 5:00 p.m.

Grant Writing - Part 1: Skills and Secrets
Presented by Robert Marovich, Associate, Ruby & Associates

Civic Leadership Specialization Tracks: C/ED G HR N

Addresses ICMA Practice Areas
2. Policy Facilitation
4. Citizen Service
10. Budgeting
11. Financial Analysis
14. Advocacy and Interpersonal Communication
15. Presentation Skills

Objectives
• Understand the overall structure and expectations for grant writing
• Learn how to craft a proposal
• Explore the elements essential to constructing a winning request
• Identify new funding sources

Description
This is an advanced grant writing workshop for development professionals who are currently responsible for preparing grant proposals for their organizations or have done so in the past and are looking to refresh their skills. In this interactive session, Robert Marovich, author and veteran grant writer with nearly 30 years’ experience in nonprofit development, will discuss the art and science behind creating competitive grant requests and how to ensure they get the attention of the staff and Boards of private and corporate foundations.

Participants are encouraged to bring a copy of a proposal, letter of inquiry, and cover letter to the workshop for critique and improvement.

OCTOBER 19, 2017
NIU-Naperville
9:00 a.m. – 1:00 p.m.

Collective Bargaining: Labor and Management Relations
Presented by Benjamin Gehrt, Esq., Partner, and Kelly Coyle, Esq., Associate, at Clark Baird Smith LLP

Civic Leadership Specialization Tracks: G HR

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
4. Citizen Service
10. Budgeting
11. Financial Analysis
12. Human Resources Management

Objectives
• Understand the basics of negotiating public sector collective bargaining agreements
• Gain insights into union positions and perspectives
• Learn various collective bargaining strategies

Description
Layered with legal and human resource issues and challenges, labor and management relations can be a difficult area to navigate. Learn negotiation fundamentals as workshop leaders describe and analyze the statutory framework for public sector collective bargaining, unfair labor practices and procedures, and grievance arbitration. Whether you are involved at the bargaining table with unions (police, fire, or outside contractors), or hiring a new city manager, changing laws and regulations complicate the already challenging environment of government labor relations. Discuss the issues frequently arising in public sector collective bargaining and review real-life examples of the difficult issues and decisions that require skillful negotiation by public officials to reach a win-win outcome.

cgs.niu.edu/CLA
OCTOBER 25, 2017
DeKalb County Community Foundation
9:00 a.m. – 4:00 p.m.

Grant Writing - Part 2: Grant Writing 200
Presented by Robert Marovich, Associate, Ruby & Associates

Civic Leadership Specialization Tracks: C/ED G HR N

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional & Operational Expertise and Planning
4. Citizen Service
10. Budgeting
11. Financial Analysis
14. Advocacy and Interpersonal Communication
15. Presentation Skills

Objectives
- Know how to craft letters of inquiry and grant proposals based on what foundations look for in a competitive request.
- Have the confidence to approach private and corporate foundations to discuss their organization and program.
- Receive constructive feedback on their proposal and letter.

Description
This hands-on workshop is for individuals who have attended Grant Writing – Part One: Skills and Secrets in the past and/or have been performing grant writing duties for some time and want to make their letters and proposals more competitive.

In addition to providing participants with advanced tips and techniques, this 200 course will feature a presentation from a foundation officer about the current grant-making climate, what foundations look for in successful proposals and inquiry letters, and best practices in making an initial personal approach to a foundation.

Participants who wish to have their grant writing work reviewed are asked to bring one sample proposal and one sample letter of inquiry with them to the workshop. A major portion of the second half of the day will be dedicated to a public review of individual work and ways to enhance the persuasive elements of these letters and proposals.

NOVEMBER 2, 2017
NIU-Naperville
9:00 a.m. – 4:00 p.m.

New Civics and the Impact of Globalization
Presented by Greg Kuhn, PhD, Assistant Director of Public Management and Training, Center for Governmental Studies, Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G HR N

This is one of two core workshops required to earn a CLA ‘Certificate of Achievement’

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
4. Citizen Service
6. Initiative, Risk Taking, Vision, Creativity, and Innovation
8. Democratic Advocacy and Citizen Participation
9. Diversity
13. Strategic Planning

Objectives
- Understand the reach and impact of globalization: what it is and how it affects local communities, policy choices, and dynamics
- Examine specific demographic, economic, and development trends in northern Illinois that are associated with globalization
- Learn strategies being used by civic leaders to position their communities for success in an increasingly competitive and connected world

Description
The purpose of the workshop is to explore the impact of globalization in our communities and region. Participants will be able to understand the demographic, development, and economic factors that will determine the competitive advantage of local places in an increasingly global world. Vertical and horizontal global networks and current trends affecting our region will be reviewed, including the region’s role in the global economy. Discuss strategies in coping with the challenges and maximizing the opportunities of increased competition and interconnectivity in the global economy that impact communities, local government, the region, and state.
NOVEMBER 4, 2017

Giving DuPage/DuPage County Administration Building
9:00 a.m. – 1:00 p.m.

Are You the Perfect Board Member? What You Need to Know In Order to Lead and Govern
Presented by Stacy French Reynolds, Anchor Advisors, Ltd.

Civic Leadership Specialization Tracks: C/ED  G  N

Addresses ICMA Practice Areas
4. Citizen Service
9. Diversity
12. Human Resources Management
14. Advocacy and Interpersonal Communication

Objectives
● Build a diverse Board recruitment strategy
● Retain outstanding Board members
● Conduct due diligence before joining a Board

Description
Are the right people driving your bus? Board development is an ongoing process that ensures the Board has the knowledge, skills, and experience necessary to effectively meet the governance, functional, and expert needs of the organization. Board development is an investment in money, time and talent. The right mix of people with a passion for the purpose can advance the organization to greater success.

Don’t have the Board members you need to serve the organization and can’t keep the great ones you have recruited? Building a strong and reliable nonprofit Board of Directors is no easy task, but leveraging simple best practices and innovative strategies can mean the difference between an engaged, effective Board of Directors and a social club with minimal leadership. There are new strategies and vehicles for recruiting Board members and concrete steps your organization can take to set up the Board, and your nonprofit, for success ranging from leadership and governance to fundraising, development and decision-making. This workshop is designed for both nonprofits recruiting Board members and individuals looking to join Boards.

NOVEMBER 15, 2017

NIU-Naperville
9:00 a.m. – 1:00 p.m.

Community Surveys: How, When, & Why
Presented by Mindy Schneiderman, PhD, Assistant Director, Center for Governmental Studies, Northern Illinois University

Civic Leadership Specialization Tracks: C/ED  G  N

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional & Operational Expertise and Planning
4. Citizen Service
5. Performance Measurement, Management & Quality Assurance
8. Democratic Advocacy and Citizen Participation
10. Budgeting
14. Advocacy and Interpersonal Communication
15. Presentation Skills

Objectives
● Gain an understanding of the variety of methods available for conducting community attitude/satisfaction surveys
● Build individual skills and knowledge in what techniques can be used and at what costs
● Build knowledge and decision-making awareness on the difference between statistically significant/accurate surveys and informal survey techniques
● Link participants with resources for community polling and engagement

Description
On-the-spot polling, surveys, instant feedback and laptop/pda participation seem to be everywhere. Local governments and not-for-profits are not immune to changing expectations when it comes to gathering accurate input, feedback and public opinions. With so many choices and so much at stake, the question that surfaces is “What approach is best”? Do all survey techniques fit all circumstances? Are the results of informal polling, surveys or drop-off cards reliable or legitimate inputs for decision-making? How can you capture public input for key policy decisions and questions? This workshop will approach these questions in two parts: polling and community surveying, and public input and participation for legislative action including public hearings and informational meetings.

Dr. Mindy Schneiderman, head of NIU’s Public Opinion Laboratory at CGS and Dr. Greg Kuhn, Asst. Director of Public Management and Training at CGS will offer vital insights into the methods, techniques and credibility of
scientifically designed survey methods vs. post card or do-it-yourself survey software approaches. NIU’s Survey Research team undertakes about 30 surveys a year for client groups ranging from Federal and state government agencies to local governments. This workshop will introduce participants to the concepts, tools essential to capturing accurate feedback and input.

DECEMBER 12, 2017
NIU-Naperville
9:00 a.m. – 1:00 p.m.

An Introduction to Effective Performance Measurement & Performance Management for Public Organizations: What’s The Difference? Why Are These Terms Confused & How Are They Related?

Presented by Greg Kuhn, PhD, Assistant Director of Public Management and Training, Center for Governmental Studies, Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G HR

Addresses ICMA Practice Areas
2. Policy Facilitation
3. Functional and Operational Expertise and Planning
5. Performance Measurement/Management and Quality Assurance
10. Budgeting
13. Strategic Planning

Objectives
- Gain understanding of the differences and similarities between these often interchanged terms
- Be able to define/explain/deploy performance measurement and performance management systems
- Build individual skills and knowledge in performance measurement and performance management approaches and techniques
- Link participants with resources for performance measurement and performance management

Description
Are you measuring with meaning? What is being measured? What isn’t and what’s not being utilized? What is the difference between Performance Management and Performance Measurement? Why are these terms often confused for one another? How are they related? Or, are they?

Presenter will review the key elements of effective performance measurement and performance management systems in a public organization.

The session will include discussions on why these terms are sometimes confused, and, they are related. The session will also point to how performance feedback and measures can provide valuable information to decision makers, stakeholders and constituencies about program efforts, effectiveness, outcomes and resource needs. Using data to inform decisions and analysis is not as foreboding as some might think. There is no such thing as a “one best way” to endeavor into performance measures, whether it’s for people or programs. Establish a system of measures in your organization will help build communications, accountability and decision-making. However, there are some necessary basics to learn. This session will introduce the fundamental approaches and examples of both performance measurement and management.

JANUARY 10, 2018
NEW THIS YEAR!
NIU-Naperville
9:00 a.m. – 1:00 p.m.

Performance Measures & Organizational Change

Presented by Associate Professor Eric Zeemering, PhD, Department of Public Administration in the School of Public and Global Affairs at Northern Illinois University and Greg Kuhn, PhD, Assistant Director of Public Management and Training, Center for Governmental Studies, Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G HR

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional and Operational Expertise and Planning
4. Citizen Service
7. Technological Literacy
8. Democratic Advocacy and Public Engagement
10. Budgeting

Objectives
- Participants will distinguish between performance measure use for incremental program adjustments and fundamental redesign
- Participants will practice approaches to employee engagement in performance measure construction and implementation for organizational learning
- Participants will learn how to develop questions to identify and develop program or service benchmarks
- Participants will practice using performance data to discuss budgetary and programmatic needs

For onsite workshops, check-in time is 8:30 a.m. for full-day and morning workshops and 12:30 p.m. for afternoon workshops. Evening workshop check-in time is 4:15 p.m. Refreshments will be provided.
Description
Many public and non-profit organizations collect data about the performance of their programs and services but do not make use of that data to change the management of their programs and services. This workshop challenges participants to make the shift from performance measure data collection to performance management. The workshop will explain how performance measures can be used to engage in organizational learning and change. Participants will engage in scenarios to practice employee engagement, benchmarking, and advocacy for program needs.

JANUARY 16, 2018  NEW THIS YEAR!
NIU-Naperville
1:00 p.m. – 5:00 p.m.

Effective Presentations and Public Speaking
Presented by Professor Judy Santacaterina, Director, Bachelor of General Studies Baccalaureate Degree Program and Director of Individual Events, NIU Forensics, College of LA&S at Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G HR N

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional and Operational Expertise and Planning
8. Democratic Advocacy and Public Engagement

Objectives
● Participants will learn about the difference between oral and written communication
● Participants will be exposed the verbal and nonverbal tools they can employ to be stronger communicators
● Participants will learn about rehearsal and relaxation techniques

Description
Effective presentation and communication skills are one of the tools that staff members at all levels will find themselves called upon to use. Presenting findings and recommendations in large meetings or public settings is a key role senior staff members often find themselves asked to fulfill. The ability to organize, summarize, and convey information comfortably and effectively is a mixture of both preparation and technique. Participants will explore some of the techniques that help lead to effective presentations including how to summarize, prepare, and anticipate questions or discussion items. Similarly, session attendees will also have the opportunity to both learn and apply some of the approaches covered during the session during interactive practice presentation exercises.

FEBRUARY 1, 2018
Giving DuPage/DuPage County Administration Building
9:00 a.m. – 4:00 p.m.

Strategic Planning - Issue Based and Directed
Presented by Stacy French Reynolds, Anchor Advisors, Ltd. and Tracy Rogers-Tryba, Outreach & Engagement Specialist, Center for P-20 Engagement, Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G HR N

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
4. Citizen Service
13. Strategic Planning
15. Presentation Skills

Objectives
● Understand different strategic planning approaches and techniques and their attendant advantages and disadvantages
● Gain understanding of the importance of strategic plan implementation and follow-up through best practice applications
● Learn how strategic planning fits into other organizational functions, such as budgeting and accountability

Description
This workshop will be hosted in two parts with the morning session focused on the impact of strategic planning on local government, nonprofits, and corporate industry, and local businesses. Strategic planning is participatory and necessary for organizations as a means of determining their path ahead. The strategic and focused use of a plan can result in success in executing operational plans to drive economic and community development. Organizations engaged in planning are considered to be forward thinking, identifying future challenges while creatively solving problems when looking at the organization as a whole.

Afternoon discussion will center on the differences between sectors’ strategic plans and how an individual’s role and job plays a crucial part in making a functional and successful plan. Individuals will learn how to be an effective participant in the planning process. Register for this workshop and participate in hands-on activities with scenario planning and a sector-driven exercise.
FEBRUARY 8, 2018
Giving DuPage/DuPage County Administration Building
9:00 a.m. – 1:00 p.m.

Grant Writing - Part 1: Skills and Secrets
Presented by Robert Marovich, Associate, Ruby & Associates

Civic Leadership Specialization Tracks: C/ED G HR N

Addresses ICMA Practice Areas
2. Policy Facilitation
3. Functional & Operational Expertise and Planning
4. Citizen Service
10. Budgeting
11. Financial Analysis
14. Advocacy and Interpersonal Communication
15. Presentation Skills

Objectives
- Understand the overall structure and expectations for grant writing
- Learn how to craft a proposal
- Explore the elements essential to constructing a winning request
- Identify new funding sources

Description
This is an advanced grant writing workshop for development professionals who are currently responsible for preparing grant proposals for their organizations or have done so in the past and are looking to refresh their skills. In this interactive session, Robert Marovich, author and veteran grant writer with nearly 30 years’ experience in nonprofit development, will discuss the art and science behind creating competitive grant requests and how to ensure they get the attention of the staff and Boards of private and corporate foundations.

Participants are encouraged to bring a copy of a proposal, letter of inquiry, and cover letter to the workshop for critique and improvement.

FEBRUARY 15, 2018
Giving DuPage/DuPage County Administration Building
9:00 a.m. – 4:00 p.m.

Grant Writing - Part 2: Grant Writing 200
Presented by Robert Marovich, Associate, Ruby & Associates

Civic Leadership Specialization Tracks: C/ED G HR N

Addresses ICMA Practice Areas
2. Policy Facilitation
3. Functional & Operational Expertise and Planning
4. Citizen Service
10. Budgeting
11. Financial Analysis
14. Advocacy and Interpersonal Communication
15. Presentation Skills

Objectives
- Know how to craft letters of inquiry and grant proposals based on what foundations look for in a competitive request.
- Have the confidence to approach private and corporate foundations to discuss their organization and program.
- Receive constructive feedback on their proposal and letter.

Description
This hands-on workshop is for individuals who have attended Grant Writing – Part One: Skills and Secrets in the past and/or have been performing grant writing duties for some time and want to make their letters and proposals more competitive.

In addition to providing participants with advanced tips and techniques, this 200 course will feature a presentation from a foundation officer about the current grant-making climate, what foundations look for in successful proposals and inquiry letters, and best practices in making an initial personal approach to a foundation.

Participants who wish to have their grant writing work reviewed are asked to bring one sample proposal and one sample letter of inquiry with them to the workshop. A major portion of the second half of the day will be dedicated to a public review of individual work and ways to enhance the persuasive elements of these letters and proposals.
Leadership Lessons: Trying Times Demand Sound Leadership

Presented by Greg Kuhn, Assistant Director of Public Management and Training, Center for Governmental Studies, Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G HR N

*This is one of two core workshops required to earn a CLA ‘Certificate of Achievement’

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional & Operational Expertise and Planning
4. Citizen Service
5. Performance Measurement, Management & Quality Assurance
8. Democratic Advocacy & Citizen Participation
9. Diversity
14. Advocacy and Interpersonal Relations
17. Integrity

Objectives
- Learn the differences and relationships between leadership and management
- Develop an understanding of the wide variety of leadership approaches in use today
- Gain insight into your own leadership style

Description
This workshop is an active exploration of the art and science of leadership. Participants will study various leadership styles as well as the broad spectrum of tools, techniques, and theories available for leading an organization. The workshop is interactive and uses video, written case studies, simulations, and discussion to explore current issues, authors, and developments in leadership theory and practice. Participants will leave the session energized and with new insights on how they act and serve as leaders. Administrative leaders, elected officials, volunteer Board members, and supervisors will all benefit from this course.

Executive Director 101 - Nuts & Bolts

Presented by Associate Professor Alicia Schatteman, PhD, with joint appointments to the Department of Public Administration and the Center for Nonprofit and NGO Studies

Civic Leadership Specialization Tracks: C/ED N

Addresses ICMA Practice Areas
1. Staff Effectiveness
4. Citizen Service
5. Performance Measurement/Management and Quality Assurance
10. Budgeting
12. Human Resources Management
13. Strategic Planning

Objectives
- To understand the roles and responsibilities of the Executive Director in relation to the Board of Directors
- To assess risks for the organization and develop a plan to mitigate those risks
- To understand the necessity for long-term strategic planning for the organization
- To understand the process and purpose of performance measurement
- To use paid and volunteer staff effectively
- To know how best to promote your organization, your events and programs through the latest technology tools

Description
This workshop will cover all the basics of running a nonprofit organization from planning, to human resources management, to budgeting and financial management, to performance measurement and communications. Whether you have just been promoted internally to the top staff position or you are switching sectors to manage your first nonprofit, this workshop is for you. For practiced professionals this workshop is a great way to refresh and update your skills in compliance with current best practices.
**FEBRUARY 28, 2018**

**Are You the Perfect Board Member? What You Need to Know In Order to Lead and Govern**

Presented by Tracy Rogers-Tryba, Outreach & Engagement Specialist, Center for P-20 Engagement, Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G N

**Addresses ICMA Practice Areas**

9. Diversity
12. Human Resources Management
14. Advocacy and Interpersonal Communication

**Objectives**

- Build a diverse Board recruitment strategy
- Retain outstanding Board members
- Conduct due diligence before joining a Board

**Description**

Are the right people driving your bus?

Board development is an ongoing process that ensures the Board has the knowledge, skills, and experience necessary to effectively meet the governance, functional, and expert needs of the organization. Board development is an investment in money, time and talent. The right mix of people with a passion for the purpose can advance the organization to greater success.

Don’t have the Board members you need to serve the organization and can’t keep the great ones you have recruited? Building a strong and reliable nonprofit Board of Directors is no easy task, but leveraging simple best practices and innovative strategies can mean the difference between an engaged, effective Board of Directors and a social club with minimal leadership. There are new strategies and vehicles for recruiting Board members and concrete steps your organization can take to set up the Board, and your nonprofit, for success ranging from leadership and governance to fundraising, development and decision-making. This workshop is designed for both nonprofits recruiting Board members and individuals looking to join Boards.

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**MARCH 7, 2018**

**I.T. Checkup or Total Reconstruction?**

Presented by Sam Ferguson, retired Municipal Director of Information Technology: Village of Palatine; Village of Schaumburg; Interim CIO for the City of Joliet, and Greg Kuhn, PhD, Assistant Director of Public Management and Training, Center for Governmental Studies, Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G HR N

**Addresses ICMA Practice Areas**

1. Staff Effectiveness
3. Functional & Operational Expertise & Planning
6. Initiative, Risk-taking, Vision, Creativity & Innovation
7. Technological Literacy

**Objectives**

- Build a better understanding of the ever-changing technological backbone of your governmental or nonprofit organization
- Understand the technical concepts terms that corresponding to operational and capital needs for I.T. in your organization.
- Explore what’s on the cutting edge, what’s out of date and fiscal investments needed to keep up with staff and public expectations for connectivity, access, usability and productivity through technology

**Description**

Bits, bytes, gigabytes, network integrity and the cloud. What does it all mean? This workshop provides leaders with a good foundation to better understand the whirlwind of demands that information technology presents for every organization. Wi-fi, hi-fi or sci-fi? The workshop will present an up-to-date view on technology which every leader should know in order to survive in our digitally-driven environment. Government is not immune to the advances of technology. Participants will learn how and why technology matters and what is being embraced out there as “state of the art.” Participants will also learn about organizational decision-making approaches they can use to critically assess the cost-benefit and viability of new technologies. These new models will enable leaders to better manage competing demands as well as coordinate the integration of technological changes into old or new organizational arrangements.
### MARCH 22, 2018  NEW THIS YEAR!

**NiU-Naperville**  
9:00 a.m. – 1:00 p.m.  

**Employment Law – Nuts & Bolts: Common Pitfalls and Ways To Minimize Liability Wage/Hour & Benefits Law**  

Presented by Benjamin Gehrt, Esq., Partner, and Roxana Crasovan, Esq., Associate, at Clark Baird Smith LLP  

**Civic Leadership Specialization Tracks:** G N  

**Addresses ICMA Practice Areas**  
1. Staff Effectiveness  
3. Functional and Operational Expertise and Planning  
10. Budgeting  
12. Human Resources Management  
14. Advocacy and Interpersonal Communication  

**Objectives**  
- Gain an understanding of the state and federal wage payment laws  
- Become aware of common mistakes made with FLSA, Illinois Minimum Wage Law, and Illinois Wage Payment and Collection Act and what can happen  
- Provide strategies and techniques for improved administrative systems  
- Identify areas for management staff and supervisory training  
- Provide options for resources and expert reviews  

**Description**  
This workshop will examine common mistakes and misconceptions with state and federal wage payment laws, including the Fair Labor Standards Act (FLSA), Illinois Minimum Wage Law, and Illinois Wage Payment and Collection Act. Public employers have found themselves in the crosshairs of plaintiff’s lawyers seeking a quick settlement because these laws are far more complicated than they appear on the face. The presentation will focus on areas where mistakes are commonly made, such as misclassification of exempt employees, off-the-clock claims, and the proper calculations of overtime rates of pay.

### APRIL 3, 2018  NEW THIS YEAR!

**DeKalb County Community Foundation**  
1:00 p.m. – 5:00 p.m.  

**Strategic Thinking and Planning for Small Organizations**  

Presented by Greg Kuhn, PhD, Assistant Director of Public Management and Training, Center for Governmental Studies, Northern Illinois University  

**Civic Leadership Specialization Tracks:** C/ED G HR N  

**Addresses ICMA Practice Areas**  
3. Staff effectiveness  
4. Policy Facilitation  
5. Citizen Service  
13. Strategic Planning  
15. Presentation Skills  

**Objectives**  
- Explore the importance of strategic thinking as a branch of essential leadership roles in small organizations  
- Be able to apply the concepts of strategic thinking across the organization  
- Understand the core components of strategic planning processes for smaller organizations including challenges  
- Learn how strategic planning fits into other organizational functions, such as budgeting and accountability  
- Recognize the dimensions that make certain issues strategic and other issues more tactical or task-centered  

**Description**  
This workshop will serve as an orientation and awareness session for leaders and senior staff in small organizations. Organization size does not eliminate or diminish the need for both strategic thinking and planning. In fact, these critical roles are more likely to be magnified in smaller organizations. The session will give you an opportunity to explore and fully understand the power and critical nature of strategic thinking, and the impact of strategic planning as an extension of strategic thinking. The session will focus on introducing participants to the various elements that bridge together the two including being able to identify and recognize strategic issues, plan for a meaningful strategic planning process and map out an approach for implementation, all within the context of limited staffing or measured organizational resources.
APRIL 12, 2018
NIU-Hoffman Estates
9:00 a.m. – 1:00 p.m.

Engineering for Non-Engineers: Infrastructure & Design the Questions to Ask

Presented by Mike Shrake, P.E., Vice-President/Principal, Gewalt Hamilton Associates, Inc., and Greg Kuhn, PhD, Assistant Director of Public Management and Training, Center for Governmental Studies, Northern Illinois University (Includes a panel discussion segment by experienced practitioners)

Civic Leadership Specialization Tracks: C/ED G

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional & Operational Expertise and Planning
4. Citizen Service
5. Performance Measurement, Management & Quality Assurance
10. Budgeting
13. Strategic Planning

Objectives
- Build a strong understanding of the intersection of civil engineering and policy
- Understand the terms, concepts and critical information often provided by experts for some of your most expensive or controversial public works/utility decisions
- Learn about cost-estimating, design choices and options
- Be informed on the regulations and opportunities that come with Federal, State and Local standards and requirements for public improvements

Description
Do you feel lost or a little behind when your Village/City Engineer or consulting engineers present information, analyses or options to you? Do you understand the language and lingo of civil engineers on items like “pulverization” “jetting a trench” or “fixed form paving”? How about the mystery of estimates and preparing design plans? Do you understand the basics of Illinois Law or Regulations when it comes to stormwater drainage, public ROWs, use of MFT Funds, the importance of Construction Observation? How about the Federal Highway Program and standards? These are just the sample of the kinds of terms and concepts that non-engineer decision makers at the elected or senior administration level often encounter when engineers work to give your organization their best advice. Join us for a half-day session that will shed light on these and other terms and concepts that can equip you to better understand the expertise your Village/City or Consulting engineers bring to you.

APRIL 24, 2018
NIU-Naperville
1:00 p.m. – 5:00 p.m.

The Lost Art of Listening

Presented by Professor Judy Santacaterina, PhD, Director, Bachelor of General Studies Baccalaureate Degree Program and Director of Individual Events, NIU Forensics, College of LA&S at Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G HR N

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
4. Citizen Service
6. Initiative, Risk Taking, Vision, Creativity, and Innovation
8. Democratic Advocacy and Citizen Participation
9. Diversity
13. Strategic Planning

Objectives
- Participants will complete a personal listening inventory
- Participants will learn the importance of listening
- Participants will learn how to overcome poor listening habits

Description
Perhaps one of the most important communication skills is listening. Unfortunately it is also the least taught. This workshop will concentrate on the lost skill of listening. Participants will learn the misconceptions surrounding listening, conduct a self-assessment of their listening skills, and be provided with some specific strategies to improve their listening.
Constructing Performance Measures

April 25, 2018
NIU-Naperville
9:00 a.m. – 1:00 p.m.

New this year!

Presented by Associate Professor, Eric Zeemering, PhD, Department of Public Administration in the School of Public and Global Affairs at Northern Illinois University

**Addresses ICMA Practice Areas**
1. Staff Effectiveness
2. Policy Facilitation
3. Functional and Operational Expertise and Planning
4. Citizen Service
5. Technological Literacy
6. Democratic Advocacy and Public Engagement
7. Budgeting

**Objectives**
- Participants will learn about the development of performance measures for internal and external stakeholders
- Participants will learn to develop a program logic model to provide a foundation for the measurement of program or service performance
- Participants will distinguish between output and outcome measures
- Participants will develop measures of efficiency, effectiveness and equity for their own program or service

**Description**
Organizations are asked to provide evidence that their programs are delivering the intended results. External stakeholders demand evidence of effectiveness and responsiveness to their demands. Internal managers desire insight into the efficiency of their employees and programs. All of these demands assume the presence of good data and performance measures. This workshop will provide the basic steps necessary to construct useful performance measures. Participants will practice constructing measures related to program inputs, outputs, efficiency, effectiveness, and equity.

Strategic Planning-The Basics

May 16, 2018
NIU-Naperville
1:00 p.m. – 5:00 p.m.

Presented by Greg Kuhn, PhD, Assistant Director of Public Management and Training, Center for Governmental Studies, Northern Illinois University

**Addresses ICMA Practice Areas**
1. Staff Effectiveness
4. Citizen Service
8. Democratic Advocacy & Citizen Participation
10. Budgeting
11. Financial Analysis
13. Strategic Planning

**Objectives**
- Explore the basic elements of the most common strategic planning approaches
- Understand the core components of strategic planning processes including advantages and disadvantages
- Learn how strategic planning fits into other organizational functions, such as budgeting and accountability
- Recognize the importance of implementation and the action planning phase of a thorough strategic planning process

**Description**
This workshop will serve as a “guided tour” of the practical techniques and fundamental components of strategic planning processes. The session will focus on introducing participants to the various elements that comprise a successful and holistic strategic planning process. Whether you’re in government or any kind of public service organization, strategic plans are one the central techniques for progressive leadership and management. Topics will include stakeholder input, environmental scanning, SWOT analysis, prioritization, communication and implementation. The workshop leaders will focus on building skills and awareness for participants that have never done, or, already have done—but want to improve, strategic planning in their organization.
2017-18 Civic Leadership Academy Program Series

MAY 23, 2018
Giving DuPage/DuPage County Administration Building
9:00 a.m. – 4:00 p.m.

Nonprofits and Community Engagement-Tools and Techniques for Connectedness
Presented by Tracy Rogers, Research Associate, Center for P-20 Engagement, Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G N

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional & Operational Expertise and Planning
4. Citizen Service
5. Performance Measurement, Management & Quality Assurance
8. Democratic Advocacy and Citizen Participation
10. Budgeting
14. Advocacy and Interpersonal Communication
15. Presentation Skills

Objectives
● Gain understanding of the importance of community engagement for not-for-profit organizations
● Build individual skills and knowledge in community engagement practices and techniques
● Link participants with resources for engagement

Description
What is community engagement? If you’re a non-profit, aren’t you “engaged already”? Non-for profit organizations are by definition, connected to the communities and stakeholders they serve. However, a question that frequently arises in both new and mature organizations is this “what does it meant to be truly “engaged”? How can organizations be truly connected with their stakeholders, clients and community members? Is your organization in a state of readiness for engagement? Can it or has it mobilized support? Is that support sustained or sustainable? How does your mission fit with the needs of the community as well as the views of constituents, members and the community at large? How can you connect your resources to the needs of the population you serve? How can you recruit others to join your cause and advance your mission? Is your organization capable of raising its profile, build lasting relationships and advance its mission for the communities it’s pledged to serve? This workshop will introduce participants to the concepts, tools and leadership steps necessary to build healthy community engagement. Work through a case study as the workshop participants take an actual initiative and develop an engagement plan.

MAY 31, 2018
NIU-Naperville
9:00 a.m. – 1:00 p.m.

High Reliability Organizations: Are You at the Forefront of This Emerging Designation Where Failure Is Not A Viable Option?
Presented by Greg Kuhn, Assistant Director of Public Management and Training, Center for Governmental Studies, Northern Illinois University including a panel of HRO practitioners/thinkers

Civic Leadership Specialization Tracks: G HR N

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional & Operational Expertise and Planning
4. Citizen Service
5. Performance Measurement, Management and Quality Assurance
6. Initiative, Risk-taking, Vision, Creativity and Innovation
8. Democratic Advocacy & Citizen Participation
16. Media Relations

Objectives
● Be introduced to the concept of High Reliability Organizations
● Understand the essence of HRO’s and how we rely on and are surrounded by these types of organizations
● Learn how HRO concepts evolved and how they can and should apply to your unit of government
● Explore the elements essential to creating and HRO culture

Description
What do these types of organizations or teams have in common? ...nuclear power plants, commercial aviation, hospitals and their OR’s and ER’s, Navy aircraft carrier pilots, air traffic controllers, paramedics, police, public water utilities, etc.? They all represent what’s come to be known as High Reliability Organizations (HRO’s). HRO’s are the types of organization where acute failures in mission or performance result in a high price or extensive losses for others. Where does your organization fit in? How about police, fire, water utilities, public works departments, disaster responses, haz mat scenes, etc. Almost all local governments of all sizes and kinds are HRO’s too. High Reliability Organizations are commonly described as “an organization that performs high-risk work but without rare, catastrophic events”. Learn about the concepts and principles of HRO’s and how the emerging organizational
concept is capturing and fostering new thinking in high-risk/high-reliability organizations from public to private industry. Engage with others and explore how quality, safety, reliability, resilience, preparation and organizational culture must all come together to create effective HRO’s.

JUNE 7, 2018
Giving DuPage/DuPage County Administration Building 9:00 a.m. – 1:00 p.m.

Social Media - Connecting Agencies or Governments and Constituents
Presented by Susy Schultz, President, Public Narrative.

Civic Leadership Specialization Tracks: C/ED G N

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional & Operational Expertise and Planning
4. Citizen Service
8. Democratic Advocacy and Citizen Participation
14. Advocacy and Interpersonal Communication
15. Presentation Skills
16. Media Relations

Objectives
- Gain an understanding of the use and prevalence of ‘new media/social media’ in the non-profit and governmental arenas
- Build individual skills and knowledge in new media / stakeholder engagement practices and techniques
- Introduce participants to options for social media use for their organizations

Description
Social media has exploded as a communication tool. If you need evidence, look at world events and even the 2016 Presidential campaign. Tweet? Unfriend? Status? Follow? Hash-tag? These terms and the very thought of social media are second nature to younger professionals, officials and stakeholders but somewhat bewildering for those more comfortable with more traditional or early electronic communication tools (like brochures, voicemail, email and texting!). Even though it can be intimidating, social media is a new and expanding world of communication that can be used to inform and engage stakeholders, residents, clients and organization members.

JUNE 20, 2018 NEW THIS YEAR!
NIU-Naperville 9:00 a.m. – 1:00 p.m.

Improving Intergovernmental Relations/Partnerships with Local, Regional, State and Federal Agencies
Presented by Curt Wood, PhD, Associate Professor Emeritus in the Department of Public Administration in the School of Public and Global Affairs, Northern Illinois University

Civic Leadership Specialization Tracks: C/ED G

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
4. Citizen Service
8. Democratic Advocacy and Citizen Participation
17. Integrity

Objectives
- Describe/discuss/evaluate the models of vertical and horizontal IGR between local, regional, state, and/or federal agencies that are found in the academic literature.
- Describe/discuss/evaluate models of vertical and horizontal IGR NOT found in the literature, drawing upon the workshop panelists (if applicable) cases/experiences and participant cases/experiences.
- Based on what has been learned in the workshop, the panelists (if applicable) and participants will discuss and evaluate the model(s), political and managerial leadership skills, and the strategies approaches that can/should be used to build effective relationships and achieve positive outcomes when creating new or managing existing intergovernmental partnerships.

Description
In order to achieve the three (3) workshop objectives, the following process will be used:
During the first part of the workshop, Dr. Wood will describe/explain/evaluate the models of inter-governmental (horizontal and vertical) relations found in the academic literature.
Following Dr. Wood’s presentation, each panelist (if applicable) will describe/discuss/evaluate one case/experience that fits (or does not fit) the IGR models found in the literature.
Next, participants will be divided into small groups. A panelist (if applicable) will be assigned to each group. Each participant will share (describe) an IGR case/experience with his/her fellow group members, and the group will analyze and evaluate the IGR model(s) that apply, if any, and determine the factors that led to successful or not so successful outcomes.
BOTH pages must be completed and mailed or faxed.
Make photocopies first to share with colleagues.

Attendee Name:________________________________________________________
Primary/Daytime Phone ________________________________________________

Morning: 9 a.m. - 1 p.m.       Afternoon: 1 p.m. - 5 p.m.       1.5 hours: 11:30 a.m. - 1:00 p.m.
Evening: 4:30 p.m. - 8:30 p.m.  Full Day: 9 a.m. - 4 p.m.       2 hours: 9 a.m. - 11 a.m.

<table>
<thead>
<tr>
<th>DATE</th>
<th>DAY</th>
<th>LOCATION</th>
<th>TITLE</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept 13</td>
<td>Wed</td>
<td>Webinar</td>
<td>Know Your Nonprofit Numbers - P1: Purpose: Living Your Values, etc.</td>
<td>1.5 Hours</td>
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<tr>
<td>Sept 18</td>
<td>Mon</td>
<td>Giving DuPage</td>
<td>Measuring Your Nonprofit’s Effectiveness</td>
<td>2 Hours</td>
</tr>
<tr>
<td>Sept 22</td>
<td>Fri</td>
<td>Giving DuPage</td>
<td>Are You the Perfect Board Member? What You Need to Know In Order to Lead and Govern</td>
<td>Afternoon</td>
</tr>
<tr>
<td>Sept 27</td>
<td>Wed</td>
<td>NIU-Naperville</td>
<td>Participatory Budgeting - Engaging the Public in Pub. Decision Making</td>
<td>Morning</td>
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<tr>
<td>Oct 4</td>
<td>Wed</td>
<td>Webinar</td>
<td>Know Your Nonprofit Numbers - P2: People: Building a Strong Team</td>
<td>1.5 Hours</td>
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<tr>
<td>Oct 5</td>
<td>Thur</td>
<td>NIU-Hoffman Est</td>
<td>Government Communications 101</td>
<td>Full Day</td>
</tr>
<tr>
<td>Oct 12</td>
<td>Thur</td>
<td>DCCF</td>
<td>Grant Writing - P1: Skills and Secrets</td>
<td>Afternoon</td>
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<tr>
<td>Oct 19</td>
<td>Thur</td>
<td>NIU-Naperville</td>
<td>Collective Bargaining: Labor and Management Relations</td>
<td>Morning</td>
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<tr>
<td>Oct 25</td>
<td>Wed</td>
<td>DCCF</td>
<td>Grant Writing - P2: Grant Writing 200</td>
<td>Full Day</td>
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<tr>
<td>Nov 2</td>
<td>Thur</td>
<td>NIU-Naperville</td>
<td>New Civics and the Impact of Globalization</td>
<td>Full Day</td>
</tr>
<tr>
<td>Nov 4</td>
<td>Sat</td>
<td>Giving DuPage</td>
<td>Are You the Perfect Board Member?</td>
<td>Morning</td>
</tr>
<tr>
<td>Nov 8</td>
<td>Wed</td>
<td>Webinar</td>
<td>Know Your Nonprofit Numbers - P3: Performance, etc.</td>
<td>1.5 Hours</td>
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<tr>
<td>Nov 15</td>
<td>Wed</td>
<td>NIU-Naperville</td>
<td>Community Surveys: How, When, &amp; Why</td>
<td>Afternoon</td>
</tr>
<tr>
<td>Dec 6</td>
<td>Thur</td>
<td>Webinar</td>
<td>Know Your Nonprofit Numbers - P4: Promote: Effectively, etc.</td>
<td>1.5 Hours</td>
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<tr>
<td>Dec 12</td>
<td>Wed</td>
<td>NIU-Naperville</td>
<td>An Introduction to Effective Performance Measurement &amp; Performance Management for Public Organizations</td>
<td>Morning</td>
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<tr>
<td>Jan 10</td>
<td>Wed</td>
<td>NIU-Naperville</td>
<td>Performance Measures &amp; Organizational Change</td>
<td>Morning</td>
</tr>
<tr>
<td>Jan 16</td>
<td>Tues</td>
<td>NIU-Naperville</td>
<td>Effective Presentations and Public Speaking</td>
<td>Afternoon</td>
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<tr>
<td>Feb 1</td>
<td>Thur</td>
<td>Giving DuPage</td>
<td>Strategic Planning - Issue Based and Directed</td>
<td>Full Day</td>
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<tr>
<td>Feb 8</td>
<td>Thur</td>
<td>Giving DuPage</td>
<td>Grant Writing - P1: Skills and Secrets</td>
<td>Morning</td>
</tr>
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<td>Thur</td>
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<td>Grant Writing - P2: Grant Writing 200</td>
<td>Full Day</td>
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<tr>
<td>Feb 22</td>
<td>Thur</td>
<td>NIU-Naperville</td>
<td>Leadership Lessons: Trying Times Demand Sound Leadership</td>
<td>Full Day</td>
</tr>
<tr>
<td>Feb 28</td>
<td>Wed</td>
<td>Giving DuPage</td>
<td>Executive Director 101 - Nuts &amp; Bolts</td>
<td>Full Day</td>
</tr>
<tr>
<td>Feb 28</td>
<td>Wed</td>
<td>Giving DuPage</td>
<td>Are You the Perfect Board Member?</td>
<td>Evening</td>
</tr>
<tr>
<td>Mar 7</td>
<td>Wed</td>
<td>NIU-Naperville</td>
<td>I.T. Checkup or Total Reconstruction?</td>
<td>Morning</td>
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<tr>
<td>Mar 22</td>
<td>Thur</td>
<td>NIU-Naperville</td>
<td>Employment Law – Nuts &amp; Bolts</td>
<td>Morning</td>
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<tr>
<td>Apr 3</td>
<td>Tues</td>
<td>DCCF</td>
<td>Strategic Thinking and Planning for Small Organizations</td>
<td>Afternoon</td>
</tr>
<tr>
<td>Apr 12</td>
<td>Thur</td>
<td>NIU-Hoffman Est</td>
<td>Engineering for Non-Engineers: Infrastructure/Design the Ques. to Ask</td>
<td>Morning</td>
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<tr>
<td>Apr 24</td>
<td>Tues</td>
<td>NIU-Naperville</td>
<td>The Lost Art of Listening</td>
<td>Afternoon</td>
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<tr>
<td>Apr 25</td>
<td>Wed</td>
<td>NIU-Naperville</td>
<td>Constructing Performance Measures</td>
<td>Morning</td>
</tr>
<tr>
<td>May 16</td>
<td>Wed</td>
<td>NIU-Naperville</td>
<td>Strategic Planning: The Basics</td>
<td>Afternoon</td>
</tr>
<tr>
<td>May 23</td>
<td>Wed</td>
<td>Giving DuPage</td>
<td>Nonprofits and Community Engagement-Tools and Techniques for Connectedness</td>
<td>Full Day</td>
</tr>
<tr>
<td>May 31</td>
<td>Thur</td>
<td>NIU-Naperville</td>
<td>High Reliability Organizations</td>
<td>Morning</td>
</tr>
<tr>
<td>Jun 7</td>
<td>Thurs</td>
<td>Giving DuPage</td>
<td>Social Media - Connecting Agencies or Govs. and Constituents</td>
<td>Morning</td>
</tr>
<tr>
<td>Jun 20</td>
<td>Wed</td>
<td>NIU-Naperville</td>
<td>Improving Intergovernmental Relations/Partnerships</td>
<td>Morning</td>
</tr>
</tbody>
</table>
**Two or More From the Same Organization Registration Process**

If you have more than one individual from the same organization registering, please complete a registration form for each individual with payment information and fax to 815-753-6900.

**Discounts are provided to members of the DeKalb County Nonprofit Partnership (DCNP) and Giving DuPage for specific workshops within the Nonprofit Specialization Track. For other workshops not part of the specialization track, regular registration rates will apply.**

Membership will be verified 7 days prior to the start of the workshop and if not a member, an additional billing for the regular attendee rate will be applied retroactively.

Due to new PCI (payment card industry) compliance requirements, for credit card transactions, the cardholder's name and billing address must appear exactly the way it is listed on their credit card statement.

Charge will appear as “NIU Outreach, DeKalb, IL.”

Fax Your Registration (credit cards only) to: 815-753-6900

Make check payable to NIU and mail along with this registration form to:

Outreach Services,
Registration Office
Northern Illinois University
DeKalb, IL 60115

**Cancellation and Refund Policy**

Cancellation requests received at least 7 days prior to the workshop start date will be entitled to a 100% refund. No refunds will be issued for cancellations within 7 days of the workshop start date. Substitutions are allowed with advance notice to NIU. All cancellation and substitution requests must be submitted in writing to Outreachregistration@niu.edu or fax (815) 753-6900. NIU reserves the right to cancel programs within 6 days of class if enrollments are insufficient to cover cost.