Advancing Civic Leadership
Navigating the Future

Northern Illinois University

2018-19

Our 14th Year!

Workshop topics include:
- Leadership skills & insights
- Management methods & techniques
- Strategic thinking & planning
- Intergovernmental relations
- Engagement & input
- Governance
- Communications, messaging & media
- Technical tools & expertise
- Organizational performance & design

+CEU Credits

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

- Is fundamental to organizational success and effectiveness.
- Is exercised by individuals and groups and crosses boundaries of public, private and nonprofit sectors.
- Energizes individuals willing to stretch, learn, challenge, innovate and engage.
- Values talent development, understanding and the application of concepts, ideas and lessons learned.

Thriving communities and organizations 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.

Workshop descriptions and presenter information can be found at: [cgs.niu.edu/CLA](cgs.niu.edu/CLA)
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. Since the Academy’s inception, it continues to grow and adds emerging or requested topics by adding new workshops to the program. The workshops take place throughout the region in Naperville, Hoffman Estates, Sycamore, and Wheaton. 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, Center for Nonprofit and NGO Studies, 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 2018-19 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

**Standard Registration**

Discounted registration fees can be obtained by registering two or more individuals from the same organization.

**Partner Discounted Rate Registration**

Qualified individuals may take advantage of partner rate discounts for the workshops held at DeKalb County Community Foundation and Giving DuPage/DuPage County Administration Building. 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

**ONSITE WORKSHOPS**

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**LATE REGISTRATION**

(increased rates within 13 days of workshop)

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**WEBINARS**

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**NOTE:** All webinar registrations must be either faxed to 815-753-6900 or scanned and emailed to jbollie@niu.edu. If scanned, leave credit card information off. You will be contacted for this information.

*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 April 2019 at NIU-Naperville

**Leadership Lessons: Trying Times Demand Sound Leadership**
Offered November 2018 at NIU-Naperville and June 2019 at DuPage County Administration Building

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

Looking to expand your leadership knowledge even more? In addition to the general ‘Certificate of Achievement’, a ‘Specialized Certificate of Achievement’ in four different Specialization Tracks is offered to participants.

**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. Workshops cannot be combined for completion of multiple Specialization Tracks.

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.

Workshop descriptions and presenter information can be found at: cgs.niu.edu/CLA
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 progressively, 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:**

1. Staff Effectiveness
2. Policy Facilitation
3. Functional and Operational Expertise and Planning
4. Citizen Service
5. Performance Measurement/Management and Quality Assurance
6. Initiative, Risk Taking, Vision, Creativity and Innovation
7. Technological Literacy
8. Democratic Advocacy and Citizen Participation
9. Diversity
10. Budgeting
11. Financial Analysis
12. Human Resources Management
13. Strategic Planning
14. Advocacy and Interpersonal Communication
15. Presentation Skills
16. Media Relations
17. Integrity
18. Personal Development

**Schedule**

The 1.5 hour webinars will run from 11:30 AM – 1:00 PM. Morning (half-day) workshops will run from 9:00 AM - 1:00 PM; afternoon (half-day) workshops will run from 1:00 PM - 5:00 PM. Full-day workshops will run from 9:00 AM - 4:00 PM. Light breakfast will be provided for onsite 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](http://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 activities 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.

**Company Invoice**

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 e-mail address of the authorizing party is required at the time of registration. Participants requesting a company invoice must register by phone.

**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.**

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 3 days of class if enrollments are insufficient to cover costs or at any time to reschedule if the presenter has an emergency or if there is predicted severe weather conditions.
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-governmental 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.

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. DCNP also coordinates the 24-hour giving day, Give DeKalb County, which raises unrestricted funds for nonprofits located in or serving DeKalb County. For more information on the DCNP please visit: dcnp.org

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 e-mail dmann@niu.edu for additional information.

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.

continued on the next page
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

Women’s Legacy Project

8th Annual Conference
May 17, 2019
Northern Illinois University, Naperville, IL

In 2011, the Legacy Project was formed by a group of women at various levels of public service as they began to consider core questions:

- How can we help attract, mentor and retain women in local government?
- How can we encourage students to pursue careers in local government management?
- How can we help diversify the profession and encourage more minority representation?

A Steering Committee and Advisory Board were then formed—seeking to answer these questions through the development of initiatives and programs in key areas. The Legacy Project arose with a call to “Advancing Women in Local Government” and continues to operate around its values:

- Share knowledge and expertise.
- Mentor women in local government.
- Diversify the profession to encourage greater minority involvement.

Midwest Leadership Institute
April 29 – May 3, 2019
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/
October 4, 2018
NIU-Hoffman Estates  9:00 AM – 4:00 PM
  Government Communications 101: From
  Traditional Communications Tools to Popular
  Social Media Techniques
  C/ED  G  N

October 18, 2018
NIU-Naperville  9:00 AM – 1:00 PM
  Comparing Performance Measurement
  & Performance Management for Public
  Organizations: An Introduction - What’s
  The Difference? Why Are These Terms
  Confused & How Are They Related?
  C/ED  G  HR  N

October 24, 2018  NEW THIS YEAR!
DeKalb County Community Foundation
9:00 AM – 1:00 PM
  Strategic Leadership for Nonprofit Staff
  & Boards
  C/ED  G  HR  N

November 1, 2018  NEW THIS YEAR!
NIU-Naperville  9:00 AM – 1:00 PM
  Fund Development Plan 101– If You Don’t
  Know Where You Are Going; You Won’t
  Get There
  C/ED  G  HR  N

November 7, 2018  NEW THIS YEAR!
Giving DuPage  9:00 AM – 1:00 PM
  Budgeting and Understanding Financial
  Statements
  C/ED  G  HR  N

November 9, 2018
NIU-Naperville  9:00 AM – 4:00 PM
  Leadership Lessons: Trying Times Demand
  Sound Leadership
  C/ED  G  HR  N

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

November 12, 2018
Webinar
11:30 AM – 1:00 PM
  Getting to Great Non-Profit Leadership Series
  Part 1: Purpose: Living Your Values, Vision
  and Mission
  G  N

November 15, 2018
NIU-Naperville  1:00 – 5:00 PM
  The Lost Art of Listening
  C/ED  G  HR  N

November 19, 2018
Webinar
11:30 AM – 1:00 PM
  Part 2: People: Building a Strong Team of
  Staff and Volunteers
  HR  N

November 26, 2018
Webinar
11:30 AM – 1:00 PM
  Part 3: Performance: Measuring your Impact
  for Sustainability
  C/ED  N

December 3, 2018
Webinar
11:30 AM – 1:00 PM
  Part 4: Promote: Effectively Telling your Story
  to the World
  C/ED  G  N

December 4, 2018
NIU-Naperville  1:00 PM – 5:00 PM
  Effective Presentations and Public Speaking
  C/ED  G  HR  N

January 15, 2019
Giving DuPage  9:00 AM – 4:00 PM
  Executive Director 101 - Nuts & Bolts
  C/ED  N

January 17, 2019
NIU-Naperville  9:00 AM – 1:00 PM
  Constructing & Using Performance Measures
  C/ED  G  HR  N
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!
## WEBINAR

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<td>11/12/18</td>
<td>“Getting to Great” Non-Profit Leadership Series: (formerly “Know Your Numbers”)&lt;br&gt;P1: Purpose: Living your Values, Vision and Mission</td>
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<td>P2: People: Building a Strong Team of Staff and Volunteers</td>
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<td>P3: Performance: Measuring your Impact for Sustainability</td>
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<td>P4: Promote: Effectively Telling Your Story to the World</td>
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## DEKALB COUNTY COMMUNITY FOUNDATION

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<td>Strategic Leadership for Nonprofit Staff &amp; Boards</td>
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<td>3/19/19</td>
<td>Strategic Planning for Small Organizations &amp; Nonprofits</td>
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## GIVING DUPAGE

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<td>Budgeting and Understanding Financial Statements</td>
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<td>1/15/19</td>
<td>Executive Director 101 - Nuts &amp; Bolts</td>
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<td>The Lost Art of Listening</td>
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<td>5/16/19</td>
<td>Strategic Planning - Reboot - Lessons Learned and Following Through</td>
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<td>6/11/19</td>
<td>Leadership Lessons: Trying Times Demand Sound Leadership</td>
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## NIU-HOFFMAN ESTATES

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<td>Government Communications 101: From Traditional Communications Tools to Popular Social Media Techniques</td>
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<td>Engineering for Non-Engineers: Infrastructure &amp; Design the Questions to Ask</td>
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## NIU-NAPERVILLE

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<td>Comparing Performance Measurement &amp; Performance Management for Public Organizations: An Introduction - What’s The Difference?&lt;br&gt;Why Are These Terms Confused &amp; How Are They Related?</td>
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<td>Fund Development 101: If You Don’t Know Where You Are Going; You Won’t Get There</td>
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<td>11/9/18</td>
<td>Leadership Lessons: Trying Times Demand Sound Leadership</td>
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<td>12/4/18</td>
<td>Effective Presentations and Public Speaking</td>
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<td>1/17/19</td>
<td>Constructing &amp; Using Performance Measures</td>
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<td>Trends in Employment Law and Collective Bargaining</td>
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<td>Strategic Choices and I.T. Leadership: Where Are You Going and Who is Going to Lead?</td>
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<td>3/7/19</td>
<td>Strategic Thinking and Planning for Small Organizations</td>
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<td>3/28/19</td>
<td>Time Management &amp; Organizational Skills</td>
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<td>4/5/19</td>
<td>New Civics and the Impact of Globalization</td>
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<td>4/25/19</td>
<td>Are You Thinking About a Community Survey?: How, When, &amp; Why</td>
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<td>6/4/19</td>
<td>High Reliability Organizations: Are You at the Forefront of This Emerging Designation Where Failure is Not A Viable Option?</td>
<td>Morning</td>
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Getting to Great Non-Profit Leadership 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 know 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.

NOVEMBER 12, 2018
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

NOVEMBER 19, 2018
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 26, 2018
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 & Citizen Participation
10. Budgeting
11. Financial Analysis
16. Media Relations

DECEMBER 3, 2018
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
7. Technological Literacy
8. Democratic Advocacy and Citizen Participation
16. Media Relations
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.

### OCTOBER 4, 2018

NIU-Hoffman Estates  
9:00 AM – 4:00 PM  

**Governmental and Organizational Governance & Performance: G**  

**Human Resources: HR**  

**Community/Economic Development: C/ED**  

**Nonprofits: N**

#### 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

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

#### Addresses ICMA Practice Areas

1. Staff Effectiveness  
2. Citizen Service  
3. Technological Literacy  
4. Democratic Advocacy and Citizen Participation  
5. Media Relations

#### Objectives

- Empower existing supporters to spread your message within their own networks  
- Develop cost effective video content for multiple distribution channels  
- Utilize best practices when creating a content strategy  
- 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 18, 2018

NIU-Naperville  
9:00 AM – 1:00 PM  

**Comparing Performance Measurement & Performance Management for Public Organizations: An Introduction - 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 N
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.

OCTOBER 24, 2018  NEW THIS YEAR!
DeKalb County Community Foundation
9:00 AM – 1:00 PM

Strategic Leadership for Nonprofit Staff & Boards
Presented by Rita Yerkes, EdD, Principal, Yerkes Consulting LLC

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
4. Citizen Service
5. Performance Measurement/Management and Quality Assurance
10. Budgeting
13. Strategic Planning

Objectives
- Discuss leadership styles and their relationship to the nonprofit sector and identify their own
- Discuss strategic leadership for nonprofit organizations
- Discuss the board and staff roles in the strategic leadership of a nonprofit organization
- Discuss and identify nonprofit leadership challenges using selected case studies
- Translate strategic leadership into action/results and next steps to implementation

Description
One of the fundamental challenges that nonprofit staff and boards have is that they must provide strategic leadership and planning to set the direction for their organization. Boards with staff input need to provide a guiding framework for ongoing decision-making, planning, and prioritization in a dynamic and unpredictable environment. Nonprofit boards and staff may even consider and cultivate the role of possible partnerships now and into the future to enable their organization to thrive and survive.
**NOVEMBER 1, 2018 NEW THIS YEAR!**

NIU-Naperville
9:00 AM – 1:00 PM

*Fund Development Plan 101— If You Don’t Know Where You Are Going; You Won’t Get There*

Presented by Rita Yerkes, EdD, Principal, Yerkes Consulting LLC

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

**Addresses ICMA Practice Areas**

- 2. Policy Facilitation
- 3. Functional and Operational Expertise and Planning
- 4. Citizen Service
- 5. Performance Measurement/Management and Quality Assurance
- 10. Budgeting
- 13. Strategic Planning

**Objectives**

- Understand the overall need, structure and expectations for a fund development plan
- Learn about the key components of a fund development plan
- Explore the elements essential to constructing a successful plan
- Identify common challenges in creating a plan that fits your organization

**Description**

Economists are predicting that the 2018 Tax Reform Bill will adversely affect your non-profit organization. Now more than ever before non-profit organizations need to plan effectively so that they not only survive but also thrive. This session will define what a fund development plan is, key components, how it is used and common challenges in its creation. In this interactive session, Rita Yerkes will lead us in an exploration of “best practices” in fund development planning.

Participants are encouraged to bring a copy of a current plan they are using or developing to the workshop for critique and improvement.

**NOVEMBER 7, 2018 NEW THIS YEAR!**

Giving DuPage
9:00 AM – 1:00 PM

*Budgeting and Understanding Financial Statements*

Presented by Timothy J. Gavin, CPA, Senior Audit Manager, John Kasperek, Co., Inc. and Betsy Hull, CPA, MPA, Finance Director, DeKalb County Community Foundation

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

**Addresses ICMA Practice Areas**

- 2. Policy Facilitation
- 3. Functional and Operational Expertise and Planning
- 5. Performance Measurement/Management and Quality Assurance
- 10. Budgeting
- 17. Integrity

**Objectives**

- Understand the basics of financial report structure
- Read and interpret the balance sheet, income statement, and statement of cash flows
- Analyze the note disclosure
- Identify the information most important in analysis and decision-making
- Explore the What’s, Why’s, and When’s of non-profit budgeting
- Examine budgeting techniques, timing and trends
- Budgeting versus forecasting
- Illustrate budget documents and presentation of budget data
- Frame the importance of budget as a decision-making and policy tool

**Description**

Financial statements can be confusing and hard to read, and yet they provide some of the most valuable information in assessing the financial health of an organization. With so much information that is presented, it can be hard to separate what matters to you from what doesn’t. This session will demonstrate how to interpret the numbers and notes in a standard financial report and show how to best use the information to understand an organization. Whether
you’re a manager, board member, or other stakeholder, making sense of a financial report is key in making informed decisions.

Non-profit budgeting is essential to the success of an organization. This session will focus on why, when and how nonprofits should approach the budgeting process and expected outcomes. We will examine budget documents from sample organizations and practice building and evaluating our own budgets. We encourage attendees to bring their organization’s budget to the session as a frame of reference.

NOVEMBER 9, 2018
NIU-Naperville
9:00 AM – 4:00 PM

Leadership Lessons: Trying Times Demand Sound Leadership

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
3. Functional & Operational Expertise and Planning
4. Citizen Service
5. Performance Measurement, Management & Quality Assurance
6. Financial Management & Analysis
7. Information Management & Technology
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
- Explore historical examples and stories of leaders in action
- 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 concepts, 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.

CLA will be offering “Special Topics Seminars” for new and returning CLA attendees. Watch for the series and session announcements from November 2018 through June 2019.
The Lost Art of Listening
Presented by Professor Judy Santacaterina, MA, Director, Bachelor of General Studies Baccalaureate Degree Program and Director of Individual Events, NIU Forensics, College of LA&S at Northern Illinois University

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
14. Advocacy and Interpersonal Communication
15. Presentation Skills

Objectives
- Explore the often overlooked art of listening as part of effective communications
- Participants will learn the importance of listening
- Participants will complete a personal listening inventory
- Participants will learn techniques on 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.

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

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional and Operational Expertise and Planning
8. Democratic Advocacy and Public Engagement
14. Advocacy and Interpersonal Communication
15. Presentation Skills

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. Attendees will also have the opportunity to both learn and apply some of the approaches covered during interactive practice presentation exercises.
### January 15, 2019

**Giving DuPage**
9:00 AM – 4:00 PM

**Executive Director 101 - Nuts & Bolts**
Presented by Rita Yerkes, EdD, Principal, Yerkes Consulting LLC

**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 understand the necessity of strategic leadership and planning for your organization
- To explore current trends in organization fund development and how it is tied to accountability and marketing
- To understand the roles and responsibilities of staff and volunteers in relation to the executive director and the board
- To explore best practices in nonprofit organization promotion through the latest technology

**Description**
This workshop will cover the basics of running a nonprofit organization from mission to roles of the Executive Director, board, staff and volunteers, to best practices in nonprofit strategic leadership and management. In this interactive session, the presenter will lead you in an exploration of “best practices” and case studies in the Nonprofit Executive Director’s role and expectations of performance by key stakeholders. Whether you have been promoted internally to the top staff position or you are switching sectors to manage your first nonprofit, this is the workshop for you. For practiced professionals, this workshop is a great way to refresh and update your skills in compliance with current best practices.

### January 17, 2019

**NIU-Naperville**
9:00 AM – 1:00 PM

**Constructing & Using Performance Measures**
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**
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 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 explore the differences between output and outcome measures
- Participants will develop measures of efficiency, effectiveness and equity for their own program or service
- Participants will reflect on how performance measures are related to organizational change and effectiveness

**Description**
Organizations are asked to provide evidence that their programs are delivering the intended results. External stakeholders look for demonstrated results or evidence of activities, effectiveness and responsiveness to their demands. Internal managers seek insight into the efficiency of their employees and programs. All of these demands assume the presence and utilization 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 results.
FEBRUARY 14, 2019  NEW THIS YEAR!

NIU-Naperville
9:00 AM – 1:00 PM

Trends in Employment Law and Collective Bargaining

Presented by Roxana M. (Crasovan) Underwood, J.D., Associate Attorney, at Clark Baird Smith LLP, Chicago

Civic Leadership Specialization Tracks:  G  N

Addresses ICMA Practice Areas
1. Staff Effectiveness
2. Policy Facilitation
3. Functional and Operational Expertise and Planning
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
● 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 as a result of those mistakes
● Provide strategies and techniques for improved administrative systems
● Identify areas for management staff and supervisory training
● Provide options for resources and expert reviews

Description
In this session, you will learn fundamentals of collective bargaining negotiations and wage payment requirements for public sector employers. Managing a public sector workforce in the State of Illinois presents unique challenges that are not commonly found in the private sector. Among those challenges is the fact that the public sector workforce is highly unionized. In the first part of this session, you will learn negotiation fundamentals as the workshop leader describes and analyzes the statutory framework for public sector collective bargaining, unfair labor practices and procedures, and grievance arbitration. The presenter will 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.

This second part of the 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. The presentation will focus on areas where mistakes are commonly made, including wage-hour issues that are unique to the public sector such as firefighter Kelly Days, 7(k) work periods, and compensatory time off.

FEBRUARY 21, 2019

Giving DuPage
9:00 AM – 4:00 PM

Grant Writing

Presented by Bob Marovich, Independent Grant Writer/Consultant

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
● Understand the overall structure and expectations for grant writing
● Identify new potential funding sources
● Learn how to craft a compelling letter of inquiry
Explore the elements essential to constructing a winning request

Acquire the tools to create effective program budgets

Develop sound goals, objectives, outcomes, and impacts through a logic model

Description
This grant writing workshop is 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 popular interactive session, Robert Marovich, author and veteran grant writer with more than 30 years of 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. Along the way, attendees will learn about research resources; the importance of building relationships with foundation officers; how to craft effective goals, objectives, outcomes, and impact statements; how to create an effective project budget and other financial requirements; and how to construct a logic model. In addition to Bob providing participants with tips and techniques, Ms. Robin Doeden, President of the McHenry County Community Foundation, will join Bob in the presentation and discussion 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.

FEBRUARY 26, 2019 NEW THIS YEAR!
NIU-Naperville
9:00 AM – 1:00 PM

Strategic Choices and I.T. Leadership: Where Are You Going and Who Is Going to Lead?

Presented by Sam Ferguson, MS, retired Municipal Director of Information Technology: Village of Palatine; Village of Schaumburg; Interim CIO for the City of Joliet

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 non-profit 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 technologies

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 5, 2019
Giving DuPage
1:00 – 5:00 PM

The Lost Art of Listening

Presented by Professor Judy Santacaterina, MA, 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.

MARCH 7, 2019
NIU-Naperville
9:00 AM – 1:00 PM

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 and Melissa Henriksen, MPP, Research Associate, Center for Governmental Studies, 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
- 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.
**Strategic Planning for Small Organizations & Nonprofits**

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

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

**Addresses ICMA Practice Areas**
1. Staff Effectiveness
2. Strategic Planning
3. Democratic Advocacy & Citizen Participation
4. Budgeting
5. Financial Analysis
6. Strategic Planning

**Objectives**
- Explore the basic elements of the most common strategic planning approaches that apply to small and medium-sized organizations
- Review how to use/implement the core components of strategic planning processes including the advantages and disadvantages to different components
- Learn how strategic planning fits into other organizational functions, such as budgeting and accountability
- Recognize the ways to coordinate a process by using outside resources or parts of your organization
- Identify steps to take for the all important element 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 for small to medium-sized government or non-profit organizations. The session will focus on introducing participants to the various elements that comprise a successful strategic planning process.

Whether you’re in government or any kind of civic service organization, strategic plans are fundamental to progressive leadership and management. Topics will include how to’s on stakeholder input, environmental scanning, SWOT analysis, goal-setting, prioritization, communication and implementation.

**Time Management & Organizational Skills**

Presented by Brian Smith, MSW, LCSW, Director of Employee Assistance and Training Program 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
4. Citizen Service
5. Performance Measurement/Management and Quality Assurance
6. Personal Resilience and Development

**Objectives**
- How to set boundaries with yourself and others
- Implementing skills to effectively organize yourself and your schedule
- Achieving a healthy work-life balance

**Description**
Does it seem as though you are working harder and longer than ever before and trying to keep up with an increasingly demanding workload? Most professionals are finding that their calendar is jammed with commitments and conflicts as feelings of stress and powerlessness mounts. This is not to mention the increasing pressure to maintain a healthy work-life balance.

Sound all too familiar? Then take heart! We’ve developed a practical new approach to organizing your time in our Time Management and Organization Skills training. The goal of the training is to assist participants in getting more done and assisting with achieving a more satisfying work-life balance.
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 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 worlds

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.

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 25, 2019
NIU-Naperville
9:00 AM – 1:00 PM

Are You Thinking About a Community Survey? 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.

cgs.niu.edu/CLA
Strategic Planning - Reboot - Lessons Learned and Following Through

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
- Take a fresh look at strategic planning approaches and techniques
- Gain a deeper understanding and appreciation of the importance of strategic plan implementation, action-planning and follow-through
- Consider the importance of strategic planning processes to other organizational discussions and functions
- Identify options and the pros and cons of stakeholder input components

Description
This workshop will take a fresh look at strategic planning as a leadership tool for nonprofits local governments. Strategic planning is the conversation necessary for organizations to shape their path to the future. The strategic components of a plan can result in success in executing policies, plans, and organizational growth and development. Organizations engaged in planning are looking forward and thinking about future challenges, adaptation and change.

Part II of the discussion will center on action planning and execution. How can an individual’s role and job play an important part in making a functional and successful plan? Where do teams come in? How can you create accountability, accomplishments and follow-through?
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 11, 2019
Giving DuPage
9:00 AM – 4:00 PM

Leadership Lessons: Trying Times Demand Sound Leadership

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

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

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
5. Performance Measurement, Management & Quality Assurance
6. Democratic Advocacy & Citizen Participation
7. Diversity
8. Advocacy and Interpersonal Relations
9. Integrity

Objectives
- Learn the differences and relationships between leadership and management
- Develop an understanding of the wide variety of leadership approaches in use today
- Explore historical examples and stories of leaders in action
- 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 concepts, 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.
Select all that apply:

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<thead>
<tr>
<th>DATE</th>
<th>DAY</th>
<th>LOCATION</th>
<th>TITLE</th>
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<tr>
<td>Oct 4</td>
<td>Thu</td>
<td>NIU-Hoffman</td>
<td>Government Communications 101: From Traditional Communications</td>
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<td>Why Are These Terms Confused &amp; How Are They Related?</td>
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<td>Giving DuPage</td>
<td>Budgeting and Understanding Financial Statements</td>
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<td>Nov 12</td>
<td>Mon</td>
<td>Webinar</td>
<td>“Getting to Great” Non-Profit Leadership Series: (formerly “Know Your Numbers”)</td>
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<td>P1: Purpose: Living your Values, Vision and Mission</td>
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<td>Thu</td>
<td>NIU-Naperville</td>
<td>The Lost Art of Listening</td>
<td>Afternoon</td>
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<td>Mon</td>
<td>Webinar</td>
<td>P2: People: Building a Strong Team of Staff and Volunteers</td>
<td>11:30-1:00</td>
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<td>Mon</td>
<td>Webinar</td>
<td>P3: Performance: Measuring your Impact for Sustainability</td>
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<td>P4: Promote: Effectively Telling Your Story to the World</td>
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<td>Effective Presentations and Public Speaking</td>
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<td>Strategic Choices and I.T. Leadership: Where Are You Going</td>
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<td>Strategic Planning for Small Organizations &amp; Nonprofits</td>
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<td>Thu</td>
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<td>Time Management &amp; Organizational Skills</td>
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<td>Apr 5</td>
<td>Fri</td>
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<td>New Civics and the Impact of Globalization</td>
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<td>Apr 11</td>
<td>Thu</td>
<td>NIU-Hoffman</td>
<td>Engineering for Non-Engineers: Infrastructure &amp; Design the Questions to Ask</td>
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<td>Are You Thinking About a Community Survey?: How, When, &amp; Why</td>
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<td>Thu</td>
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<td>Strategic Planning - Reboot - Lessons Learned and Following Through Emerging Designation Where Failure is Not A Viable Option?</td>
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<td>High Reliability Organizations: Are you at the Forefront of This</td>
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<td>Emerging Designation Where Failure is Not A Viable Option?</td>
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<td>Full Day</td>
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Note: Giving DuPage workshops will be held in the DuPage County Administration Building.
Attendee Information
Make photocopies first to share with colleagues.

Name ___________________________ Title ___________________________
Email ___________________________ Fax ___________________________
Work Phone ______________________ Primary Phone ______________________

Company/Organization ___________________________ Address is a [ ] Business [ ] Home

Address ___________________________

Suite, Apartment, etc. ___________________________

City ___________________________ State ___________________________ Zip ___________________________

Calculate Total Cost by number of each workshop:
Registrations (postmarked/faxed/phone) received within 14 days of the scheduled workshop will be assessed an additional 10% handling/processing fee in accordance with our late registration policy. Outreach has the right to assess this fee upon the account if received late.

ONSITE WORKSHOPS

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<tr>
<td>SINGLE</td>
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<td>HALF DAY</td>
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WEBINARS

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<td>3-4 individual(s)</td>
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<tr>
<td>5 or more individual(s)</td>
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NOTE: All webinar registrations must be either faxed to 815-753-6900 or scanned and emailed to jbollie@niu.edu. If scanned, leave credit card information off. You will be contacted for this information.

Attendee Grand Total: $ ____________

Payment Information
☐ Check ☐ MasterCard ☐ Visa ☐ Discover ☐ American Express

Card Number ___________________________ Expiration Date ___________________________

Name ___________________________

Address ___________________________ Suite, Apartment, etc. ___________________________

City ___________________________ State ___________________________ Zip ___________________________

Cardholder’s Signature ___________________________