

Technical Communication Skills for Municipal Clerks Part I*

September 10 | 9:00 a.m. to Noon

Clerks elevate the professionalism of municipal communications through the organizational tools, formatting, and branding styles that they implement. During this session, participants will learn technical skills in Microsoft Word and Microsoft PowerPoint to develop and execute branding standards for municipal communications, including meeting minutes, letterhead, contracts, advertisements, policies, and presentations. This session will include a step-by-step tutorial and an opportunity to practice these skills with support from the instructor.

Presented by Sarah Pragg, Institute for Public Administration

Technical Communication Skills for Municipal Clerks Part II*

September 10 | 12:30 to 3:30 p.m.

Whether you are inviting the community to a public meeting or a parade—attractive and welcoming designs can help communicate your message quickly and effectively. During this session, participants will learn technical skills for developing public notices and advertisements to use on a variety of platforms—from printed flyers to social media posts. Utilizing the online platform Canva, participants will learn graphic design tips including how to incorporate municipal branding, choose appropriate photos and wording, and adapt one design for multiple uses. This session will include a step-by-step tutorial and an opportunity to practice these skills with support from the instructor.

Presented by Sarah Pragg, Institute for Public Administration

Grant Writing for Local Governments

September 17 | 12:30 to 3:30 p.m.

Learn the basics of identifying and applying for grants in Delaware and discover specific grants intended for local governments in the state. Course topics include how to identify grant opportunities, when to pursue a grant, what to keep in mind when pursuing grants, what to know when you are writing a grant application, and what to expect if you win a grant.

Presented by Mary Ellen Gray, City of Newark, Kesha Braunskill, Town of Smyrna, Delaware, Michael Tholstrup and Kelly Valencik, Delaware DNREC and DOT

Emerging Transportation Innovations

September 24 | 9:00 a.m. to Noon

This session will provide an overview of emerging transportation and infrastructure-related innovations that impact local governments. Linkages among shifts in demographics, land-use, and other demand drivers will be discussed, along with policies and practices for addressing transportation challenges among communities.

Presented by Phil Barnes and Julia O’Hanlon, Institute for Public Administration, and Nate Attard, Delaware Transit Corporation

Leadership, Organization, and Management through a Diversity Lens*

September 24 | 12:30 to 3:30 p.m.

This workshop, focused on culturally competent service delivery, will aim to assist with unifying individuals comprised of diverse backgrounds and cultures. Participants will gain an understanding of individual and collective cultural differences, and the impacts these differences can have on values, beliefs, and day-to-day work interactions. This workshop will also analyze the subtle ways that racial, ethnic, gender, and sex biases inhibit a positive and inclusive work environment. Emphasis will be placed on creating positive and collaborative work relationships by educating participants on strategies for effective communication and conflict management.

Presented by Jennifer Daniels, Ph.D. Candidate, Biden School of Public Policy & Administration, University of Delaware

Community Connections & Leadership*

October 1 | 9:00 a.m. to Noon

This session will be an interactive review of successful (and not so successful) ways to connect with various stakeholder groups in the community. We will look at best practice processes for collaborations, conduct case studies, and brainstorm opportunities to address existing issues in your communities.

Presented by Leann Moore, The Newark Partnership

Self-Actualization: Overcoming Imposter Syndrome*

October 1 | 12:30 p.m. to 3:30 p.m.

Fear and self-doubt manifest themselves in the form of “Imposter Syndrome.” Psychologists Pauline Clance and Suzanne Imes coined this term in their 1978 study of over 150 successful women. Did you know that imposter syndrome is more prevalent among women than men? Did you know that minoritized, first-generation, and LGBTQ+ individuals are also disproportionately impacted by imposter syndrome? During this workshop, we will discuss why we suffer from imposter syndrome despite clear evidence of our skills and accomplishments. We will also discuss how to overcome imposter syndrome through the self-actualization process. Attendees will leave with tangible and actionable steps to follow when self-doubt arises.

Presented by Latoya Watson, Associate in Arts Program, University of Delaware

Designing and Administering Effective Public Meetings*

October 8 | 9:00 a.m. to Noon

Effective meetings don’t just happen on their own. They happen when thoughtful consideration is given to the meeting purpose, goal(s), attendees, timeframe, and format. This presentation will explain how to design and administer an effective in-person or virtual public meeting. During the presentation we will discuss the importance of creating a meeting agenda, establishing ground rules, understanding meeting roles and responsibilities, gathering participant feedback, facilitating groups, and dealing with difficult dynamics.

Presented by Kathy Murphy, Institute for Public Administration

Municipal Elections Administration – Clerks’ Role

October 8 | 12:30 to 3:30 p.m.

This presentation highlights the various parts of a Municipal Election and what role clerks play in the process. The information covered will include the notices the Department requires, the Code requirements for who is allowed in the polling location, the processes involved with Absentee Voting, and the point of contact in each county.

Presented by Anthony Albence and Rebecca Argo, Delaware Department of Elections

Planning your Community’s Future: Land Use Administration

October 15 | 9:00 a.m. to Noon

Basic Land Use Administration covers basic principles governing land-use law, delegation of authority, due process, just compensation, and vested rights. The course also covers implementing comprehensive plans, zoning and subdivisions ordinances, and standard site plan review procedures.

Presented by Ann Marie Townshend, City of Lewes, and Savannah Edwards, AECOM

Legal Issues Facing Municipalities*

October 15 | 12:30 to 3:30 p.m.

This session will focus on legal matters clerks need to be prepared to recognize and address on a regular basis, as well as an update on legislation recently adopted that will have an impact on municipalities.

Presented by Barrett Edwards, Hudson, Jones, Jaywork and Fisher

Citizen Participation through a Planning Lens*

October 22 | 9:00 a.m. to Noon

Has your municipality worked hard to develop a strategic plan or policy that was then strongly opposed when it got to public meeting or hearing? Engaging the public in creating common goals, policies, and programs takes innovation, dedication, and time. This interactive workshop will explore the pros and cons of common tools and techniques for citizen participation, consider the challenges of reaching our target audiences, and discuss what a “successful” public outreach might look like.

Presented by Jennifer Reitz, Institute for Public Administration

Productivity Protocols: A Practical Approach to Knowledge and Project Management*

October 22 | 12:30 to 3:30 p.m.

Is your desk a sea of papers, to-do lists, notes, and un-opened mail? Do you feel mentally fatigued and task saturated? Is multi-tasking your middle name? It may take time to get organized, but in doing so you will find time you did not know you had. In this session you will learn how to create a decision matrix, manage tasks through project management software, and practical steps to combat procrastination.

Presented by Danielle Vota, Institute of Public Administration

Accounting and Budgeting for Municipal Governments*

October 29 | 9:00 a.m. to Noon

The goal of this presentation is to provide a broad range of information regarding governmental accounting and budgeting. This course will discuss basic, practical, and not over-technical accounting and budgeting practices used by municipalities. Basic accounting terminology, fund accounting, government financial statements, budgeting principals, budgeting cycles, revenues, and property tax will be discussed. During this session you will learn: Generally Acceptable Accounting Principles, Basic Governmental Accounting Concepts – Fund Accounting, the purpose of a budget, common revenue sources for governments, and principles to guide budget development.

Presented by **Teresa Tieman, Town of Fenwick Island, Delaware**

Sustainable Water Management: Delaware's Water World

October 29 | 12:30 to 3:30 p.m.

This session will address what stormwater is and why it matters, rules and regulations to govern water resources, and water initiatives, programs, and resources available throughout Delaware.

Presented by **Martha Narvaez and Hayley Rost, Water Resources Center (WRC), Institute for Public Administration**

How to Register

You can register online for the full Municipal Clerks Institute or individual MMC-level courses:

- If you plan to use a credit card, please [register via CashNet](#). (Use discount code "5CLASS" at checkout to purchase 5 MMC classes for \$245.)
- To register for the Institute and pay via check, please [fill out this form](#) so that IPA can create an invoice.
- Scholarships are also available. [Learn more here](#). [Apply for a scholarship here](#).

Registration Deadline is August 25.

Questions?

Contact Julia O'Hanlon at jusmith@udel.edu or call 302-831-6224.

* Asterisk denotes MMC Level Courses