



**Northern Illinois University's
Division of Public Administration
and Center for Governmental Studies**

Illinois Township Management Academy

The Illinois Township Management Academy offers an opportunity for township professional staff in Illinois to participate in four professional management workshops. The four workshops will take place at NIU's Naperville Campus, 1120 East Diehl Road, Naperville, IL 60563. Directions can be found at <http://www.niu.edu/visit/maps/regional/index.shtml>. The workshops are scheduled on **Friday, October 25 and Friday, November 1**. Two workshops will be offered each day; one in the morning (9:00 am-12:00 pm) and one in the afternoon (1:00 pm-4:00 pm).

Continental breakfast will be provided. Lunch is also provided for each participant who attends both workshops on the same day.

Participants who enroll in all four workshops will receive a *Certificate of Completion* and will receive a discounted rate. Participants will also have the opportunity to earn CEU credits. All materials will be provided in class.

For information about the workshops, call **815/753-0311** or e-mail kthur@niu.edu. For registration information, call **815/753-7574** or e-mail jbollie@niu.edu.

Friday, October 25, 2013

9:00 am – 12:00 pm

Social Media for the Technically Challenged and/or Intimidated

Eileen Setti

Tweet? Unfriend? Status? Follow? Hash-tag? These terms and the very thought of social media may be mind boggling for those of us of a "certain" age. Even though intimidating, social media is a new and exciting world of communication that can be used to inform and engage residents. This session will present a basic understanding of social media and who uses it, identify how an organization can leverage social media and outline how you can include social media in your communication strategy. Because many townships lack a full-time communications professional, we will use the expertise in the room to discover how best to add and manage social media to your arsenal of media tools. You won't be an expert when you leave this session, but you'll have an understanding of social media and a simple plan to enhance your communication efforts.

1:00 pm – 4:00 pm

Ethics and Accountability in Government

Peter Burchard

This workshop will focus on individual and organizational responsibility for executing and reflecting on work that is ethical, transparent and that builds public trust. Participants will explore the thinking and behavior that leads to trouble and ethical breaches as well as what leads to establishing and exuding excellence in public service. We will also explore issues of ethics and accountability within supervisory and team relationships. Finally, we will explore what it means to have a culture of ethics and related management systems.

Friday, November 1, 2013

9:00 am – 12:00 pm

Employee Performance and Evaluation

Janelle Crowley

This workshop will cover the process of managing employee performance and conducting performance reviews. Topics include performance management, assessing employees' performance, and discussing objectives, key components, and the goals of the performance review.

1:00 pm – 4:00 pm

Interpreting Board Policies and Directives

Peter Burchard

This workshop will focus on a major pillar of success for persons in high level local government positions - how to approach and manage the relationship between elected and appointed officials based on board policies and directives. Individual and organizational success depends on the ability of key players to understand policies, interpret direction and act with courage, skill and vision. This work effort often occurs amidst conflicting expectations and vague information. Participants will discuss individual experiences and explore a series of practices aimed at building skills that: lessen the need to interpret direction, surface needed information early and assist in speeding up successful implementation.

Registration Form

Name	Title
Organization	
Address	
City	State Zip
Work Phone	Home Phone Email

Social Media for the Technically Challenged and/or Intimidated \$85 _____
October 25, 2013; 9:00-12:00

Ethics and Accountability in Government \$85 _____
October 25, 2013; 1:00-4:00

Employee Performance and Evaluation \$85 _____
November 1, 2013; 9:00 -12:00

Interpreting Board Policies and Directives \$85 _____
November 1, 2013; 1:00-4:00

If enrolled in all four workshops, you receive a discount **Less \$40** _____

Your Total _____

	Continuing Education Contact Hours <i>(number of workshops you're attending x 2.8 hours)</i>
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Payment Information				
Payment Method <i>(check one)</i>				
Check	MC	Visa	Discover	Am Exp
Card Number			Exp. Date	
Name*		Cardholder's Signature		
Address				
City		State		Zip
<i>Charge will appear as "NIU Outreach, DeKalb, IL"</i>				
<i>*Due to 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.</i>				
Fax Your Registration (credit card 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				