

LOCAL Government 101

MASTER THE
FUNDAMENTALS



What is Local Government 101?

A Guide to Understanding if this Program is Right for You



**You heard about Local Government 101 at the
ICMA Annual Conference.**

Received emails about it in your inbox.

Scrolled by promotions of it on social media.

But what is it, really?

Simply put...

Local Government 101 is:

- **A five-course, online certificate program;**
- **Available online or on-demand;**
- **And, a great tool to help build the skills you need to become an effective local government manager.**

And those skills are...

Leadership

Management

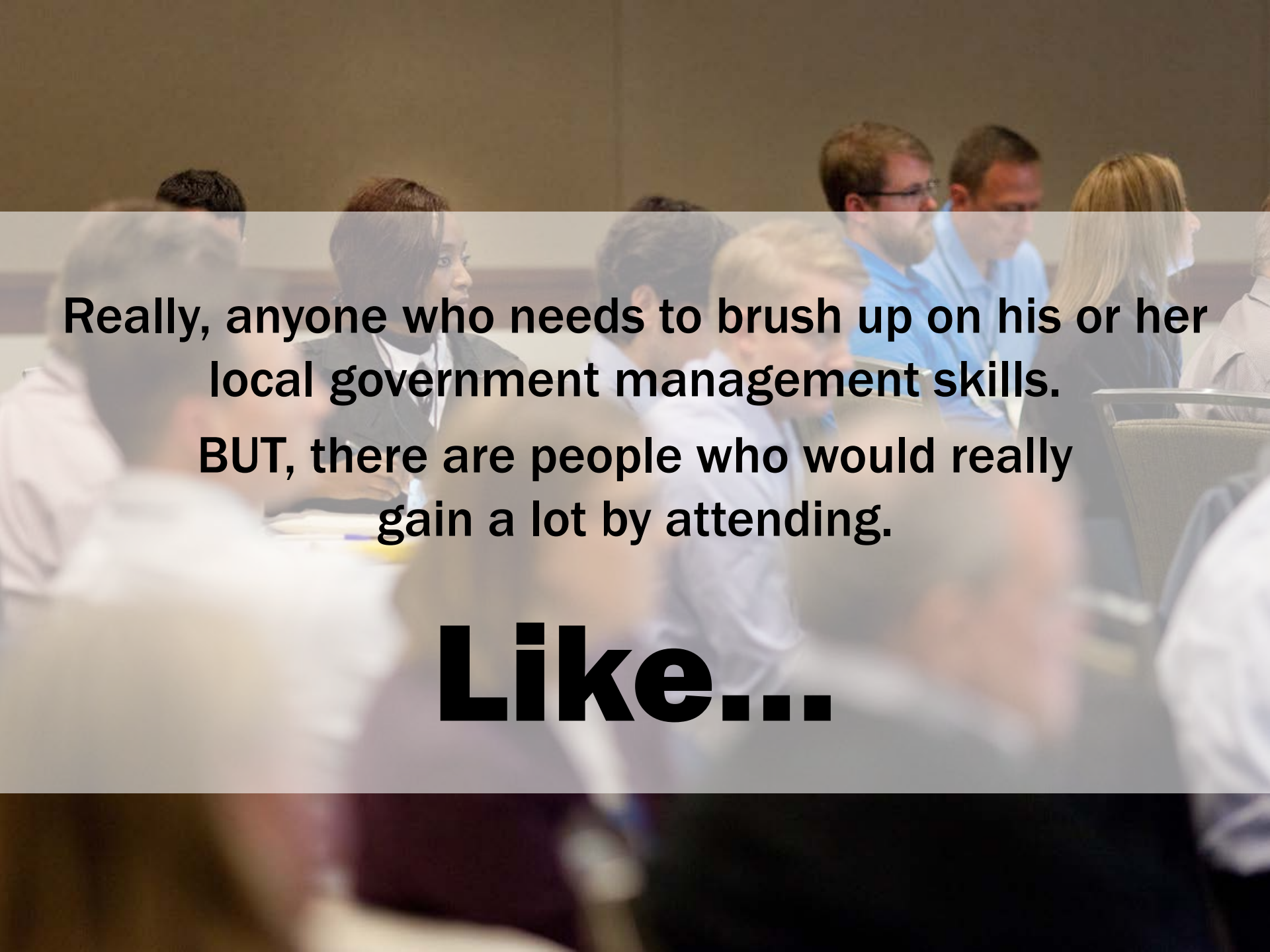
Service Delivery

Budgeting

Human Resources

That's great...

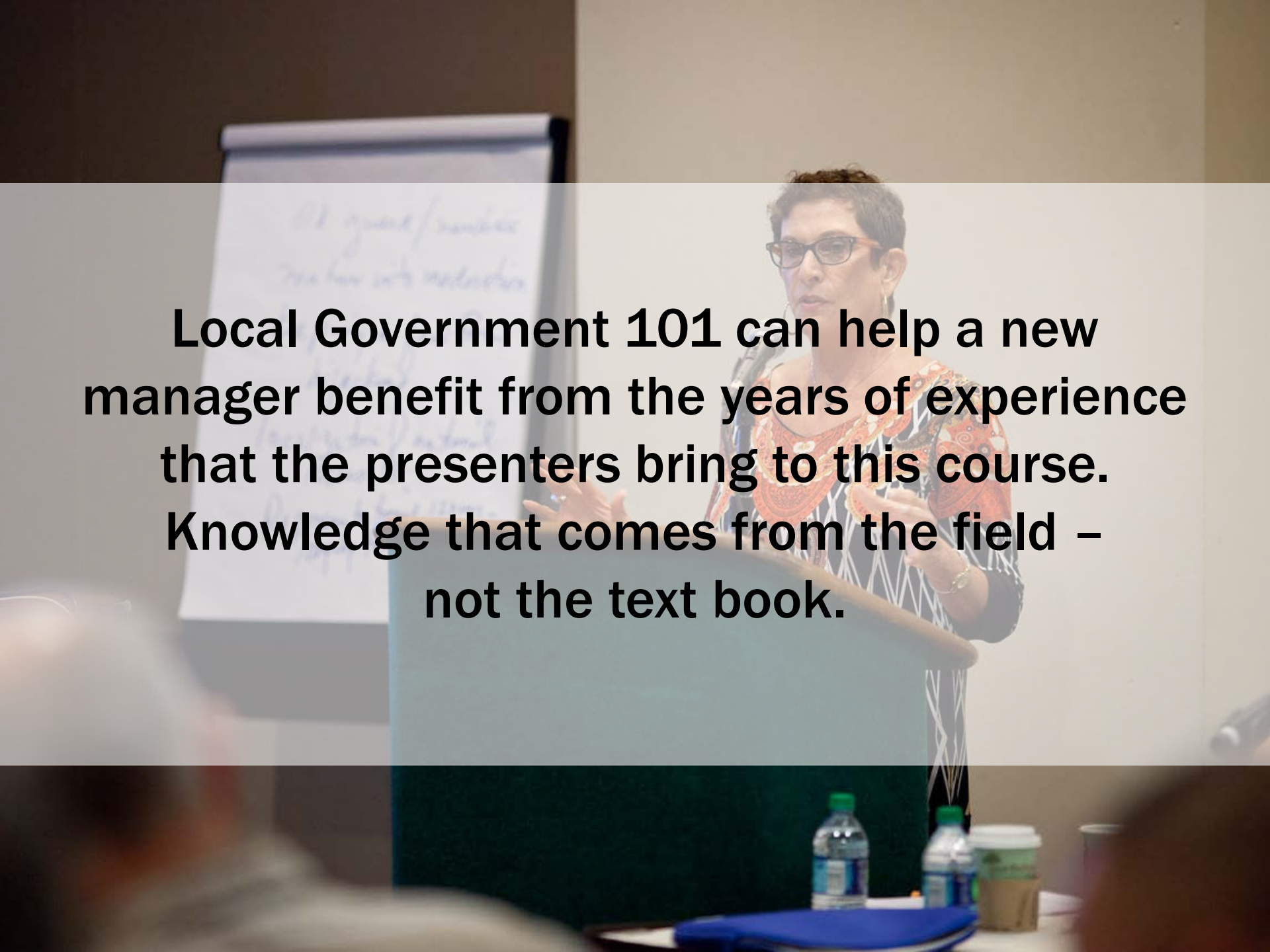
But who should really consider a certificate
from Local Government 101?



**Really, anyone who needs to brush up on his or her
local government management skills.
BUT, there are people who would really
gain a lot by attending.**

Like...

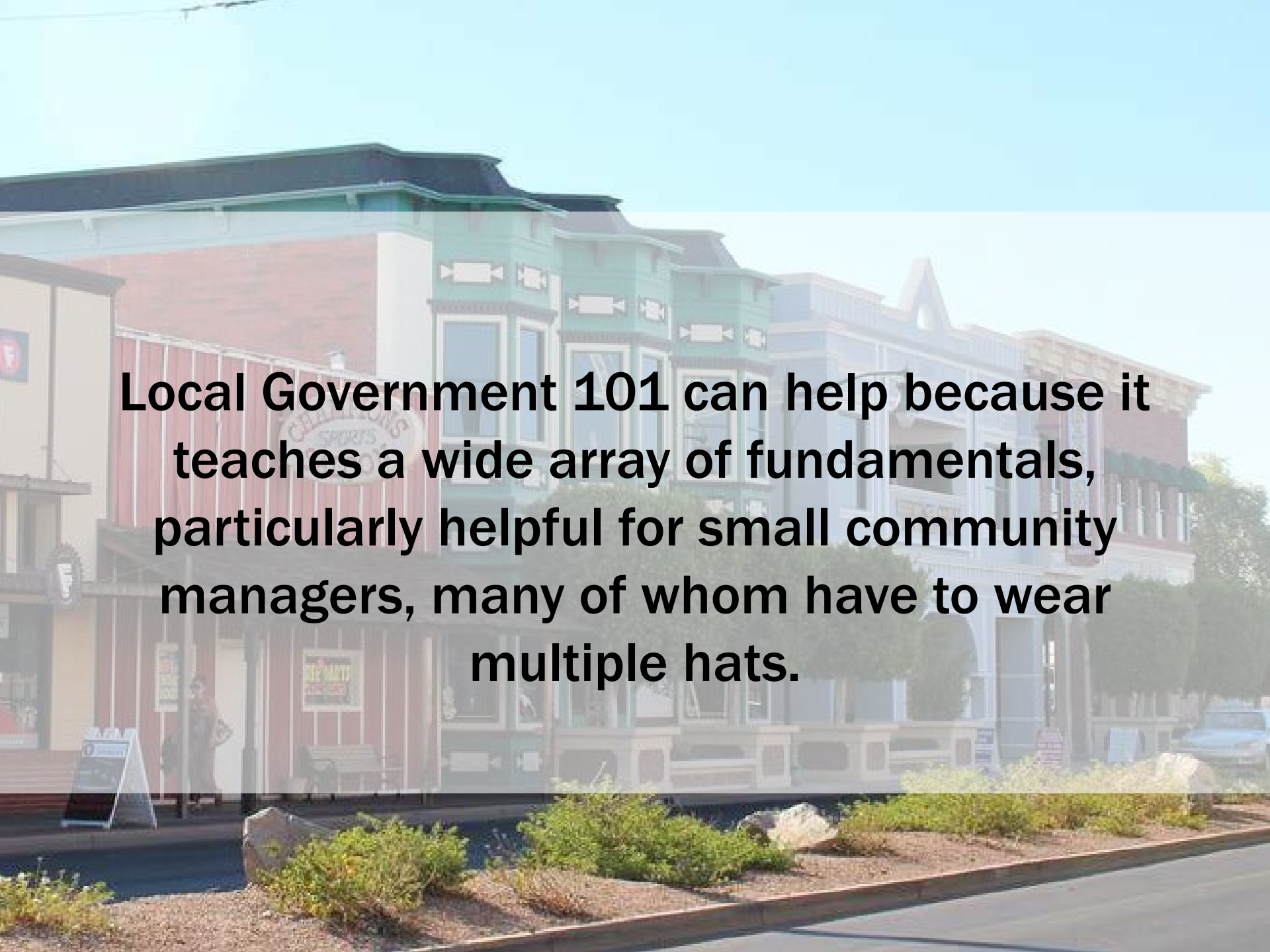
THE “NEW” MANAGER

A woman with short dark hair and glasses is speaking at a podium. She is wearing a black and white patterned top with a red and orange necklace. Her hands are raised as she speaks. In the background, there is a flip chart with handwritten notes. The foreground shows the back of a person's head and some items on a table, including water bottles and a coffee cup.

Local Government 101 can help a new manager benefit from the years of experience that the presenters bring to this course. Knowledge that comes from the field – not the text book.

NEXT...

THOSE SMALL COMMUNITY MANAGERS

A row of colorful Victorian-style houses in San Francisco, known as the 'Painted Ladies'. The houses are painted in various colors including red, green, blue, and yellow. The text is overlaid on the image.

Local Government 101 can help because it teaches a wide array of fundamentals, particularly helpful for small community managers, many of whom have to wear multiple hats.

CAN'T FORGET ABOUT...

MID-CAREER MANAGERS


A photograph of a long, straight asphalt road with a double yellow line down the center, receding into the distance. The road is flanked by green grassy fields. In the far distance, a range of mountains with patches of snow is visible under a bright blue sky filled with fluffy white clouds. The overall scene conveys a sense of journey and direction.

Local Government 101 can help because it takes you back to the fundamentals and gives practical advice to improve your effectiveness.

FUNDAMENTALS

HELLO!


ASSISTANT MANAGERS

A person is walking on a wooden plank surface, likely a boardwalk or a set of stairs. The image is taken from a low angle, focusing on the person's legs and feet. The person is wearing dark pants and white sneakers with black laces. The wooden planks are light brown and run horizontally across the frame. A semi-transparent white rectangular box is overlaid on the center of the image, containing black text. The text is bold and reads: "Local Government 101 can help because having an ICMA professional certificate increases your marketability should you be considering the next step in your career." The background is slightly blurred, emphasizing the person's movement.

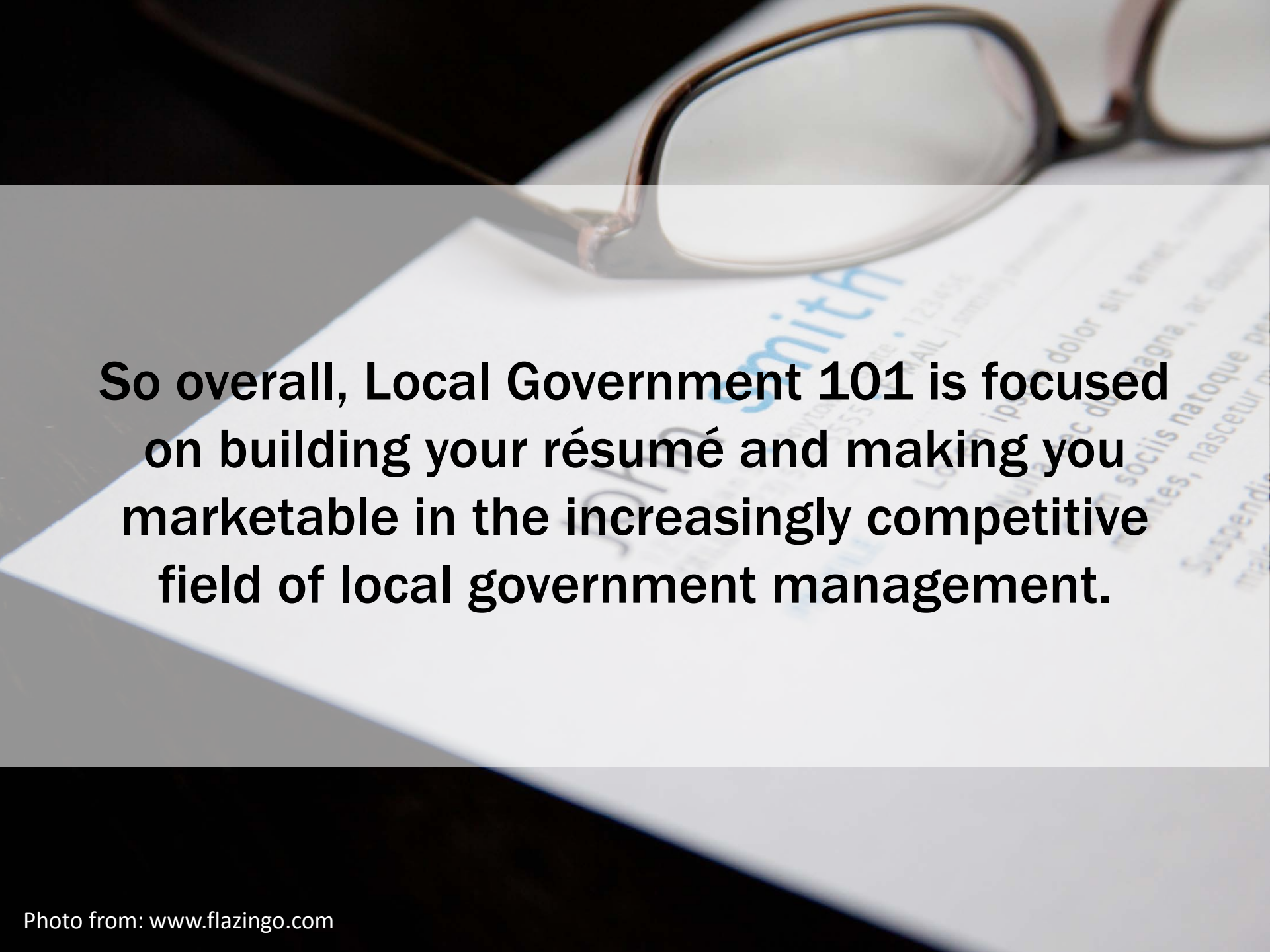
Local Government 101 can help because having an ICMA professional certificate increases your marketability should you be considering the next step in your career.

LAST BUT NOT LEAST

THE CAREER CHANGERS



Local Government 101 can help you become acclimated to local government management because it goes back to the basics and covers a wide range of important issues in the field.

A pair of glasses with dark frames and clear lenses is positioned diagonally across the top right of the image. Below the glasses, a document is visible, featuring a large, light blue watermark that reads 'Smith'. The document also contains some faint, illegible text in the background. A semi-transparent grey rectangular box is overlaid on the lower half of the image, containing the main text.

So overall, Local Government 101 is focused on building your résumé and making you marketable in the increasingly competitive field of local government management.

SO... WHEN DOES IT START?

THURSDAY, DECEMBER 10

**AND, WHAT DO OTHERS
HAVE TO SAY ABOUT IT?**

“The structure of the online certificate allows access to experts from your office or home. Our objective is to make great content available to all those interested in local government management.”



Bob O'Neill
Executive Director, ICMA



Sandy Stapczynski
President,
Human Resources, Inc.

“It’s important for managers to master the fundamentals of local government management so that they can bring the latest thinking on municipal management issues and challenges to their community/ jurisdiction; thus providing best practices, efficiency, compliance, financial and risk control, technological advancement, innovation and safety.”

“Solid fundamentals are the key to the high performance arena. LG101 provides an opportunity to learn or revisit those fundamentals for local government.”



Mike Conduff
Former City Manager,
President and CEO of The Elim Group



Carol Granfield
Senior Consultant,
Municipal Resources, Inc.

"It is paramount for managers to acquire the expertise and knowledge of what is necessary to run a community, small or large, in order to meet the ever-changing challenges. The knowledge will assist with providing the necessary tools to accomplish compliance, innovation, and cost-effective methods to assure having a responsible, well-run government."

Want more information on Local Government 101?

Visit icma.org/ig101certificate or
email raronhalt@icma.org