

Cal-ICMA Coaching Webinar:

Engaging Your Public: Key Skills for Civic Leadership

Date: Wednesday, October 6, 2010

Time: 2:00 - 3:30 p.m. PT

REGISTER NOW

Space is limited.

Reserve your Webinar seat now at:

<https://www1.gotomeeting.com/register/317344457>

Panel Topics:

1. What's the value of civic engagement?
2. What's a spectrum of different approaches and how do they work?
3. How can you use civic engagement as both outreach and input for effective governance?
4. What important behavior changes must occur for the three main participants in a civic engagement process: elected officials, staff, and residents?
5. What are practical ways to get started and be successful?
6. How can civic engagement help fill service gaps in tight budget times?
7. What are case studies of civic engagement success on critical policy issues in a multicultural environment?

Panelists:

- Ed Everett, Co-Chair Common Sense California's City/Regional Task Force
- Dave Knapp, City Manager, Cupertino
- Pete Peterson, Executive Director, Davenport Institute for Public Engagement and Civic Leadership, Pepperdine University

Target audience: All Employees Who Serve the Public

Post-Webinar Group Discussions

Many agencies are organizing groups to listen to the calls (live or recorded) and discuss the topics among themselves after the calls. Some are summarizing their discussions and distributing them to managers throughout their organizations. Use the Cal-ICMA Coaching Program as an effective way to enhance professional development in your agency. Here are some discussion starters for this session:

1. What are we already doing regarding civic engagement and how are the efforts working?
2. What are key service needs or policy issues, which present opportunities for more effective civic engagement?
3. Which of the models look like they'd be good fits for our agency and community?
4. What do we need to do to prepare for constructive engagement?

Don Maruska, Master Certified Coach
Director, Cal-ICMA Coaching Program
See "Coaching Corner" at www.cal-icma.org/coaching

After registering, you will receive a confirmation email containing information about joining the Webinar.

System Requirements

PC-based attendees Required: Windows® 7, Vista, XP or 2003 Server

Macintosh®-based attendees Required: Mac OS® X 10.4.11 (Tiger®) or newer