

Alabama Professional Local Government Management Certificate Program



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Executive Director



GOVERNMENT & ECONOMIC
DEVELOPMENT INSTITUTE



Professional Development

- Courses will cover a range of issues, including leadership, public service, financial management, ethics, communication, personnel management, community development, public policy, strategic planning, and relations with local elected officials.
- The Government & Economic Development Institute (GEDI) at Auburn University will manage the program in coordination with the Alabama City/County Management Association (ACCMA).
- Core curriculum will include five 10-hour classes.

Core Curriculum



Leadership and Effective Public Management

Human Resource Management and Staff Effectiveness

Public Budgeting and Financial Management

Public Management and Community Development

Laws and Ethics for Public Management

Alabama Professional Local Government Manager Certificate



- When a participant completes the five courses, they will receive an *Alabama Professional Local Government Manager Certificate*.
- The participant's certificate status will be reviewed every three years.
- To maintain the certificate, a person must attend three ACCMA or ICMA conferences and one ACCMA course over the three-year period.

Course 1:

Leadership and Effective Public Management



- Public management in democratic government
- Effective relations with elected officials
- Roles and responsibilities of the Public Manager
- Leadership strategies
- Strategic planning
- Policy implementation & evaluation

Course 2:

Human Resource Management and Staff Effectiveness



- Human resources issues & best practices
- Employment laws & impact on personnel actions and processes
- Effective policies & procedures
- Employee supervision & motivation

Course 3:

Public Budgeting and Financial Management



Stewardship of public resources

Governmental budgeting

Financial planning & control

Risk management

Procurement

Grants and contracts management, reporting & accounting

Course 4:

Public Management and Community Development



- Community leadership & engagement
- Comprehensive planning
- Technology & infrastructure development
- Economic development
- Public education & workforce development
- Community branding & marketing

Course 5: Laws and Ethics for Public Management



- Basic legal responsibilities for public managers
- Ethical issues, tensions & choices
- Maintaining a strong ethical organizational culture
- ICMA Code of Ethics

International City/County Management Association (ICMA) Code of Ethics

- 1. Be dedicated to the concepts of effective and democratic local government by responsible elected officials and believe that professional general management is essential to the achievement of this objective.*
- 2. Affirm the dignity and worth of the services rendered by government and maintain a constructive, creative, and practical attitude toward local government affairs and a deep sense of social responsibility as a trusted public servant.*
- 3. Be dedicated to the highest ideals of honor and integrity in all public and personal relationships in order that the member may merit the respect and confidence of the elected officials, of other officials and employees, and of the public.*
- 4. Recognize that the chief function of local government at all times is to serve the best interests of all people.*
- 5. Submit policy proposals to elected officials; provide them with facts and advice on matters of policy as a basis for making decisions and setting community goals; and uphold and implement local government policies adopted by elected officials.*

CMA: Code of Ethics

- . Recognize that elected representatives of the people are entitled to the credit for the establishment of local government policies; responsibility for policy execution rests with the members.
- . Refrain from all political activities that undermine public confidence in professional administrators. Refrain from participation in the election of the members of the employing legislative body.
- . Make it a duty continually to improve the member's professional ability and to develop the competence of associates in the use of management techniques.
- . Keep the community informed on local government affairs; encourage communication between the citizens and all local government officers; emphasize friendly and courteous service to the public; and seek to improve the quality and image of public service
- 0. Resist any encroachment on professional responsibilities, believing the member should be free to carry out official policies without interference, and handle each problem without discrimination on the basis of principle and justice.
- 1. Handle all matters of personnel on the basis of merit so that fairness and impartiality govern a member's decisions, pertaining to appointments, pay adjustments, promotions, and discipline.
- 2. Public office is a public trust. A member shall not leverage his or her position for personal gain or benefit.

Course 6: Special Topics



- After the 5 core courses have been taught, at least one special topics course will be taught each year.
- The course topic will be determined by the ACCMA Board and GEDI.
- The course will be open to all, and will count toward renewal of the *Alabama Professional Local Government Manager Certificate*. (To maintain the certificate, a person must take one course within three years and attend 3 ACCMA or ICMA conferences).



2016-17 Schedule

October 20-21, 2016

Leadership and Effective Public Management

November 17-18, 2016

Public Management and Community Development

January 19-20, 2017

Public Budgeting and Financial Management

February 9-10, 2017

Human Resource Management and Staff Effectiveness

April 27-28, 2017

Laws and Ethics for Public Management

Questions



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