

# CSAC Institute in Northern California 2020



**Professional development classes for county managers and executives hosted by Mendocino/Lake County**

*Why change efforts fail - and how to remove those barriers*

## Leadership and Change

**Thursday, January 9, 2020**

Discover change from the perspective of those whom the change affects. Practical discussions focus on design of a change process; practices to diagnose, interpret and select interventions; barriers; and creating an environment in which people can expand their capacity to address adaptive change. Bill Chiat, Dean of CSAC Institute. For the last 40 years he has worked with hundreds of local agencies in crafting change.

*Identify opportunities to reimagine processes and reduce resource use*

## Reengineering County Business Practices

**Thursday, February 13, 2020**

This course explores the need for a business process focus, the essential steps for evaluating and reengineering business processes, and critical success factors for making the effort successful. It provides a practical framework for business process improvement and examines practical process improvement concepts and techniques to introduce process changes effectively, to get the most from your process improvement effort. Bill Chiat is the Dean of CSAC Institute and brings extensive experience working with local governments to improve processes.

*The 211 on social media 101 to avoid a communication 911*

## Mastering Social Media Basics

**Thursday, March 12, 2020**

Confused about social media, which platforms are right for you, how to find time to manage it, what to post? This class will help you understand what to focus on, how to implement it, and ways to quickly create compelling content using the latest photo, audio and video techniques! Kerry Shearer is former Sacramento County Public Information Officer and a consultant specializing in social media.

*Achieve outcomes in everyone's best interest*

## Negotiations & Collaboration in Complex Environments

**Thursday, April 9, 2020**

Examine the most current tried and tested behaviors in the field of negotiation and gives you tools that will be immediately useful in your work. Best of all, it can help you serve your constituents in the best possible ways without needless compromise. Dr. Laree Kiely is president of the Kiely Group and a professor at the USC Marshall School of Business.

*For experienced presenters wanting to 'up' their presentations*

## 124 Polishing the Presentation

**Thursday, May 14, 2020**

This intense class helps senior managers and elected officials better present their ideas with conviction, control and poise — and without fear. The course covers specific skills and advanced techniques for delivering professional presentations that get results. Participants examine their presentation style, learn to use tools to organize their presentation and communicate their thoughts, and handle difficult situations. Bill Chiat is Dean of the CSAC Institute and an accomplished presenter with city, county and state governments.

*Make your case in writing*

## Polish Your Writing

**Thursday, June 11, 2020**

Writing is a process of creating a record for someone else and this course will assist you in identifying your audience(s) and writing with them in mind. The course will include samples of writing, opportunities to assess your own writing, and experience editing the work of others. Dr. Mary Kirlin is a consultant with local governments and a former public policy professor at Sacramento State University.

*The context of county-state revenue relationships*

## 353 Financing California Counties

**Thursday, July 9, 2020**

Explore the context of county funding decisions by the legislature and administration over the last 40 years is critical in understanding the current state-county funding and revenue relationships. The class examines the history and consequences of major elements in county revenues including: Proposition 13, 172, 1A, Vehicle License Fees, Realignment, ERAF, property tax allocations, current year State budget and more. Diane Cummins is Special Advisor to the Governor on State and Local Realignment.

*Overview of county budgeting and financial management*

## 125 County Budgeting and Financial Planning

**Thursday, August 13, 2020**

Learn the ins and outs of county budgeting and the budget process. Discussion includes a review of the County Budget Act, a year in the county budget cycle, key elements of a budget, and integration of strategic plans into the annual budget. Class is a must for everyone involved in the budget process. Patrick Blacklock is County Administrator of Yolo County, and Robert Bendorf is County Administrator of Yuba County.

*We depend on it ... How does that state budget process work??*

## State Budget 10: What Counties Need to Know

**Thursday September 10, 2020**

133 Did you ever wonder how the Governor made that budget decision or why it changed it in May? Or do you want to find out how the Legislature changes the Governor's proposal or how counties can influence either the Governor or the Legislature? This is the class where you can learn the budget basics and answers to those questions and so much more. Jean Hurst is Principal with HBE Advocacy.

*Rebound from the untoward effects of adversity, uncertainty*

## Resiliency: Recover, Adapt and Sustain

**Thursday, October 15, 2020**

151 Define the attributes of resiliency and focuses on strategies to build a culture of resiliency in your organization and employees. Exercises and discussion focus on three traits of resiliency: staunch acceptance of reality; ability to observe and interpret meaning in messy situations; and the skills to innovate with resources at hand. Bill Chiat is Dean of CSAC Institute and works with local governments to build organizational capacity.

**Lifelong Learning for all county staff**

**Complete the series and earn a professional Credential**



**California Counties FOUNDATION**

A service of the California State Association of Counties, and the California Counties Foundation, Inc.

All courses held in Mendocino/Lake from 10:00 am to 3:30 pm. Registration is an affordable \$149/class and includes lunch and materials. Save by registering for the entire 10-class Institute Credential series.

Learn more and register at [www.csacinstitute.org](http://www.csacinstitute.org) **REGISTRATION OPENS NOVEMBER 15**