

# PUBLIC EXECUTIVE LEADERSHIP ACADEMY

January 4, 2007

Dear Colleagues,

The School of Government and the North Carolina City and County Management Association are pleased to announce the 2008 Public Executive Leadership Academy (PELA), a program designed specifically for city and county managers, assistant managers, and key department heads.

We understand that the world in which you live and lead is rapidly changing. Local government is more complex, requiring new leadership skills and problem-solving approaches that cross jurisdictions and sectors. PELA will help you understand yourself as a leader and will equip you with the skills needed to collaborate successfully with a range of organizational, community, and regional partners to bring about positive change.

PELA's curriculum draws on practical needs identified by North Carolina managers as well as national best practices and innovations. It complements the School of Government's Municipal and County Administration course and leadership development programs offered by other institutions.

PELA is an engaging program that uses a range of interactive and reflective learning experiences, including simulations, case studies, small learning teams, and participant-led discussions. Local and national speakers from universities and the International City/County Management Association (ICMA), as well as expert consultants and managers, will lead discussions and share their experiences and insights. Participants will also learn from another valuable resource—each other.

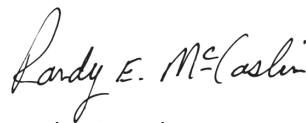
Attached are a program announcement, preliminary course schedule, and an application form.

We hope you will include PELA in your professional development plan for 2008.

Sincerely,



Michael R. Smith  
Dean, School of Government



Randy McCaslin  
President, North Carolina City  
and County Management Association



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# PUBLIC EXECUTIVE LEADERSHIP ACADEMY

There is no higher calling than to serve others. Upholding this commitment gets more difficult as problems in our communities and regions become more complex. The world in which we live and lead has changed. Local government managers are increasingly called to work with a wide range of organizations and partners to build strong communities and regions.

The Public Executive Leadership Academy (PELA) is designed to deal with these challenges. It helps you develop yourself as a leader and enables you to work effectively with others in your organization, community, and region.

## WHY SHOULD YOU COME?

You will leave PELA better able to

- Understand and develop your personal leadership style
- Collaborate with elected officials and other leaders to develop a community or regional vision
- Bring about changes to improve the quality of life in your community
- Manage a diverse and changing workplace
- Communicate effectively with your staff, governing board members, community, and the media

Participants will choose a project for leading community or regional change and develop a plan for carrying it out. In this project, you will integrate and apply the leadership knowledge, skills, and abilities you develop during PELA. Projects will feature broad stakeholder participation and support concrete progress toward a "real world" opportunity.

Each hour of participation in PELA counts toward the ICMA Voluntary Credentialing Program and will satisfy the 40 hours of professional development required annually for ICMA credentialed managers. Graduate credit hours (6).

## WHO SHOULD ATTEND?

- New and veteran municipal and county managers interested in honing their leadership and collaboration skills
- Assistant managers and key department heads—our next generation of leaders

## WHEN AND WHERE?

A select group of 25 participants will be admitted to PELA, which is offered in two, week-long residential sessions (**July 6–July 11; August 3–August 8**) at the Rizzo Conference Center in Chapel Hill. Participants will stay overnight at the Rizzo Center, and most program sessions will be held there as well. Information about the Rizzo Center is provided on the PELA website at [www.pela.unc.edu](http://www.pela.unc.edu).

## WHO ARE THE INSTRUCTORS?

PELA will draw on expertise from the School of Government as well as faculty across the UNC system, ICMA University, national leadership development consultants, North Carolina's managers, and PELA participants themselves.

## WHAT WILL IT COST?

The course fee for 2008 is \$4,000 and may be paid over two fiscal years. Lodging, most meals, and instructional materials are included in the course fee. North Carolina City and County Management Association members will receive a \$500 tuition discount. A limited number of partial scholarships are available through the NCCCMA by contacting Gwen Harvey, NCCCMA professional development chair, at 919.245.2307 or [gharvey@co.orange.nc.us](mailto:gharvey@co.orange.nc.us). Participants will pay their own travel expenses.

## HOW TO APPLY

The application deadline is May 1, 2008. Please submit your completed application to Jeanna Bock, School of Government, Knapp-Sanders Building, Campus Box 3330, Chapel Hill, NC 27599-3330 or fax it to 919.962.2705. Applicants will be notified by May 15 regarding admission.

## FOR MORE INFORMATION

Program information and application forms are available at [www.pela.unc.edu](http://www.pela.unc.edu). For additional information, contact Jeanna Bock (919.962.9754 or [jbock@sog.unc.edu](mailto:jbock@sog.unc.edu)) or Carl Stenberg (919.962.2377 or [stenberg@sog.unc.edu](mailto:stenberg@sog.unc.edu)).



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# PUBLIC EXECUTIVE LEADERSHIP ACADEMY

## APPLICATION FOR PUBLIC EXECUTIVE LEADERSHIP ACADEMY 2008

PLEASE TYPE OR PRINT

Mr.  Ms.

Last Name

First

M.I.

Preferred Name

Title

Organization

Address

City

State

Zip

County

E-mail

Phone

Fax

ARE YOU AN NCCMA MEMBER?  Yes  No

### DESCRIPTION OF YOUR ORGANIZATION

number of employees, annual operating budget, function or service provided

### DESCRIPTION OF YOUR PRESENT RESPONSIBILITIES

### MOST RECENT MANAGEMENT EXPERIENCE

in reverse, chronological order

Organization

Title/Position

Date From-To

### EDUCATION

include leadership and management development programs

Institution

Degree/Program

Date From-To

Course: 086100

**PERSONAL STATEMENT** Please answer the following questions in the space provided:

"I believe I would benefit from PELA because..."

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"I believe I can contribute to PELA in the following ways..."

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"I believe I would contribute to the diversity of the class in the following ways..."

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**COMMUNITY CHANGE PROJECT** Throughout PELA, participants will work on a plan and process for leading community or regional change.

Please identify the following:

- A condition in your community that needs to change
- Who else is likely to be involved in making this change
- What would be different once this change has been brought about

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**STATEMENT OF SUPPORT FROM THE MANAGER**

Required for assistant managers/department heads only. Please attach a letter of support with this application.

**SCHOLARSHIP SUPPORT**

A limited number of partial scholarships will be available from NCCCCMA for association members.

Please check here  I will be unable to attend PELA without scholarship support.  I do not need scholarship support

**PELA GOLF SHIRT SIZE**

Ladies S  M  L  XL  XXL   
Mens M  L  XL  XXL

**APPLICATION SUBMISSION**

Fax completed application to Jeanna Bock at 919.962.2705 or mail the completed application to Jeanna Bock, School of Government, UNC-Chapel Hill, CB #3330 Knapp-Sanders Building, Chapel Hill, NC 27599-3330. Application must be received by May 1, 2008.

Admission to all Institute of Government schools and conferences is without regard to race, color, religion, sex, national origin, age, disability status, veteran status, or sexual orientation. If you have a disability or need accommodation to participate in any Institute program, please let us know. We will be glad to assist you.