

CORNERSTONE: CERTIFICATE IN GOVERNMENT LEADERSHIP



The CornerStone Government Leadership Certificate Program is designed to give managers, directors and executives in all levels of local government and public service institutions a firm foundation of skills and understanding on which to build vibrant organizations for the 21st century. Learn to lead effectively by examining global concepts and applying them to local issues. Equip yourself to move forward and revitalize government and public service to better serve the community.

Bergen Community College wants to encourage individuals who seek to engage their communities through service in public office. We have designed the Effective Campaign certificate program to help you successfully navigate the world of campaign politics. Anyone who has ever considered making a difference through participating in local government should attend this two-day seminar series.



To register, call: (201) 447-7488 • www.bergen.edu/continuing

CORNERSTONE: CERTIFICATE IN GOVERNMENT LEADERSHIP

CornerStone: Certificate in Government Leadership

The CornerStone Government Leadership Certificate Program is an excellent opportunity for managers, directors and executives in all levels of local government and public service institutions to develop workplace proficiencies crucial to their success. With further growth of the global economy, it's imperative that leaders in local government understand, interact, and strategically plan in cross-functional contexts, and efficiently manage resources by making sound financial decisions within operationally complex settings.

To obtain a certificate, participants must complete all 7 courses. Courses may be taken individually on a non-certificate basis. These courses will be held at the Ciarco Learning Center in Hackensack, and the Meadowlands site in Lyndhurst. Please note the location specified for each course in the course description.

Spring Semester

ME 518 Alternate Dispute Resolution
CD 547 Financial Management in Government
CD 548 Strategic Planning and Project Management
CD 550 Emergency Management

Fall Semester

ME 516 Think Globally, Lead Locally
ME 517 Cross-Functional Communication
ME 519 Team Building and Management for Government

ME 518 Alternative Dispute Resolution

2 sessions; \$120

001, Th., February 9 & 16, 2012

Hours: 7:00-10:00 p.m.

Location: Meadowlands

Alternative Dispute Resolution is a process of resolving disputes that fall outside of the judicial system. This course will focus on ADR within government and teach negotiation, mediation, collaborative law and arbitration. ADR is useful to resolve conflicts within a across a wide spectrum.

CD 547 Financial Management in Government

2 sessions; \$120

001, Th., February 23-March 1, 2012

Hours: 7:00-10:00 p.m.

Location: Ciarco Learning Center

Research and apply sound financial practices and budgeting in the public service arena. Learn to identify potential areas of funding, manage budgetary shortfalls, prepare for capital expenditures, and communicate financial plans and decisions to encourage cooperation and support.

CD 548 Strategic Planning and Project Management

3 sessions, \$180

001, Th., March 8-29, 2012

(no class 3/22)

Hours: 7:00-10:00 p.m.

Location: Ciarco Learning Center

Develop a plan with purpose and vision, setting both short- and long-term goals; Review strategic issues, and learn to carefully plan and organize your efforts; Realize goals by ascertaining resources, budgeting, working within timelines and implementing all phases of a project.

CD 550 Emergency Management

3 sessions; \$180

001, Th., April 5-19, 2012

Hours: 7:00-10:00 p.m.

Location: Ciarco Learning Center

This course is designed to increase the student knowledge base in emergency management within local government. Leaders will learn to address different facets of crisis; including law enforcement, medical response, mass emergency preparedness, proactive response cases and recovery.

CORNERSTONE: CERTIFICATE IN GOVERNMENT LEADERSHIP

Certificate in How to Run an Effective Campaign

The Effective Campaign Certificate Program is designed for professionals who are planning to run for office or interested in a career in campaign politics. The program consists of 6 seminars designed to encompass the details of running a successful campaign. The program will provide sound guidance in relation to campaign preparation, organization, funding, and communication with the constituents.

The cost of this two-day seminar program is \$576. The sessions will be located in the Moses Family Meeting and Conference Center, room TEC-128 EF. A continental breakfast and lunch will be provided both days. Participants who attend all 6 sessions will be awarded a certificate upon completion of the program.

CE 134 Campaign Planning

1 session; \$96

001, Th.; February 2, 2012

Hours: 8:00-11:00 a.m.

Location: TEC-128 EF

Examine the needs and concerns of your constituency, and assess your strengths and weaknesses as a candidate. Learn skills to manage both time and human resources, and how to develop a campaign message that is critical in shaping your candidacy.

CE 135 Building a Campaign Organization

1 session; \$96

001, Th.; February 2, 2012

Hours: 11:00 a.m.-1:00 p.m.

Location: TEC-128 EF

This seminar will examine the key positions of a campaign team such as the campaign manager, fundraising director, treasurer, scheduler, and volunteers. Participants may use this opportunity to consider the thought process behind developing a center of operations.

CE 136 Developing a Campaign Message

1 session; \$96

001, Th.; February 2, 2012

Hours: 1:30-3:30 p.m.

Location: TEC-128 EF

Learn to create a compelling message and strategy of communication. Develop a campaign theme to bridge your position and policies to the voter.

CE 137 Campaign Communication

1 session; \$96

001, Fri.; February 3, 2012

Hours: 8:00-11:00 a.m.

Location: TEC-128 EF

Devise strategies for developing a press kit, generating letters to the editor, interviewing with the media, developing a media plan, and taking advantage of free press. Utilize tactics to identify and target your voters, contact those voters directly, and develop a "get out to vote" plan to get them to the polls on Election Day.

CE 138 Campaign Fundraising

1 session; \$96

001, Fri.; February 3, 2012

Hours: 11:30 a.m.-1:30 p.m.

Location: TEC-128 EF

This seminar will provide insight into planning a fundraising strategy, drafting a fundraising plan, identifying potential donors, and soliciting funds from small and large groups of constituents.

CE 139 The Law and Your Campaign

1 session; \$96

001, Fri.; February 3, 2012

Hours: 1:30-2:30 p.m.

Location: TEC-128 EF

Learn the basic rules for campaigning, including filing your candidacy papers, raising and spending your campaign funds.