

VML EXECUTIVE COMMITTEE

August 16-17

Hotel Roanoke

Friday, August 16, 2019

6:00 P.M.

Working Dinner Meeting

Agenda

- I. Call to Order
- II. Presentation on Strategic Plan/Rebranding

Saturday, August 17, 2019

9:00am

Agenda

- I. Call to Order
- II. Presentation: Grant to Virginia Tech – Stephanie Davis, Assoc. Dir. Center for Public Administration and Policy Program Director, Graduate Certificate in Local Govt. Mgmt.
- III. Consideration of Minutes from July 18-19, 2019
- IV. Review Financials for July
- V. VML/VACo Update
- VI. Conference Assignments
- VII. Future Meetings:
 - a. Broadband Summit – September 6th
 - b. VML Annual Conference – October 6-8, Roanoke
 - c. Finance Forum – Tentatively January
 - d. Legislative Day – Feb. 6th – Richmond
- VIII. Review of Strategic Planning Timeline
- IX. Other Matters
- X. Adjournment

MINUTES
VML EXECUTIVE COMMITTEE
JULY MEETING
Richmond Marriott for 7/18, Courtyard for 7/19
July 18-19, 2019

In attendance on July 18th: Anita James Price, Patricia Woodbury, Willie Greene, Bill Rush, A.D. “Chuckie” Reid, Tommy Smigiel, Jill Carson, Laurie DiRocco, Sean Polster, John Rowe (Exec. Director and General Counsel)

Dinner was served at 6:30pm and there was general discussion regarding the annual conference program. The meeting ended at 8:30pm.

In attendance on July 19th: Anita James Price, Thomas Smigiel, Ophie Kier, Patricia Woodbury, Willie Greene, Bill Rush, A.D. “Chuckie” Reid, Jon Stehle, Jill Carson, Sean Polster, Bridge Littleton, Laurie DiRocco, John Rowe (Exec. Director, Chief of Staff and General Counsel)

Call to Order: President James-Price called the meeting to order at 9:05am.

Presentation: Paul Meyer, Executive Director of the North Carolina League of Municipalities presented Vision 2030 which is the North Carolina league’s plan for the future. He spoke about the process of creating the vision and answered many questions.

Visit by Mayor Stoney: at 10:30am Mayor Stoney attended the meeting to talk about Education Funding and ask that VML consider supporting his initiative. This was referred to the Legislative Committee. Paul Meyer then continued.

Consideration of the Minutes: A motion was made and seconded to accept the minutes of the April 12-13, 2019 meeting. The vote was unanimous.

Resolution on Bank Accounts: There was a resolution to designate the Executive Director as the responsible individual on the bank accounts which was voted on via email and ratified by a motion and a second at the meeting. The vote was unanimous.

2020 Budget: The 2020 budget as proposed by the Chief of Staff was voted on via email prior to July 1st and ratified by a motion and a second at the July 19th meeting. The vote was unanimous.

Creation of a Subcommittee: President James-Price appointed a subcommittee of Bridge Littleton, Jon Stehle and Tommy Smigiel to work on strategic goals for the August meeting. They asked the Chief of Staff to staff the committee and retain the information gathered.

There was a request for an agenda on August 16th at the dinner meeting.

Future Meetings. The dates and locations of future meetings were reviewed.

1. Executive Committee Meeting – August 16-17 Roanoke
2. Legislative Committee meeting – September 5th
3. Broadband Summit – September 6th
4. Annual Conference – October 6-8, Roanoke
5. Legislative Day – Feb. 6th

Adjournment. The meeting was adjourned at 1:23pm.

Respectfully submitted,

Michelle Gowdy
Executive Director

VIRGINIA MUNICIPAL LEAGUE
Budget vs. Actuals: FY2020 Operating Budget
July 2019 - June 2020

	Budget	Actual	Remaining	% of Budget
Revenue				
4120 Investment Income	60,000.00		60,000.00	0.00%
4180 Miscellaneous Income	28,584.00		28,584.00	0.00%
Advocacy	22,000.00		22,000.00	0.00%
Affiliated Groups	84,916.00	56,887.50	28,028.50	66.99%
Annual Conference	250,000.00	154,580.00	95,420.00	61.83%
Membership Dues	1,170,000.00	987,640.00	182,360.00	84.41%
Publications	42,500.00	15,861.00	26,639.00	37.32%
Sponsorships	918,000.00	5,905.99	912,094.01	0.64%
Workshops/Seminars	24,000.00	850.00	23,150.00	3.54%
Total Revenue	\$ 2,600,000.00	\$ 1,221,724.49	\$ 1,378,275.51	46.99%
Gross Profit	\$ 2,600,000.00	\$ 1,221,724.49	\$ 1,378,275.51	46.99%
Expenditures				
Advocacy Expenses	233,500.00	25,859.89	207,640.11	11.07%
Annual Conference Expenses	250,000.00	1,253.00	248,747.00	0.50%
Compensation and Benefits	1,407,700.00	102,906.31	1,304,793.69	7.31%
Executive Committee	36,000.00	7,983.83	28,016.17	22.18%
General Operating Expenses	331,800.00	24,361.84	307,438.16	7.34%
Miscellaneous	234,000.00		234,000.00	0.00%
Publications Expenses	74,000.00		74,000.00	0.00%
Workshops/Seminars expenses	33,000.00	1,082.50	31,917.50	3.28%
Total Expenditures	\$ 2,600,000.00	\$ 163,447.37	\$ 2,436,552.63	6.29%
Net Operating Revenue	\$ -	\$ 1,058,277.12	\$ (1,058,277.12)	
Net Revenue	\$ -	\$ 1,058,277.12	\$ (1,058,277.12)	

Wednesday, Aug 07, 2019 10:04:41 AM GMT-7 - Accrual Basis

EXECUTIVE COMMITTEE MEETING

August 16-17, 2019



Strategic Plan Subcommittee

- Members appointed at July 19th Executive Committee Meeting
 - Bridge Littleton
 - Tommy Smigiel
 - Jon Stehle
- Meetings-Conference Calls
 - July 24
 - Aug 2
 - August 12
 - August 13
 - August 14
 - August 15
- Research
 - Multiple State Municipal League Strategic Plans
- -Staff Support
 - Michelle Gowdy Sue Mellen

Mission

- *The Mission of the Virginia Municipal League is to serve our members through connecting, empowering and advocating for local government with all stakeholders.*

Vision

- Transform how the Virginia Municipal League informs and connects with Virginia's local elected officials as the go-to resource for services, advocacy and leading practices.

Resource of
Chair &
Trusted
Partner

Members & partners
Trusted

"To be Resource of Chair" or trusted partner of Chair

"Resource of Chair"

Values

- Empower
 - Effectively serve the needs of our members to enable them to better achieve success for their citizens
- Collaboration
 - Partner with organizations, corporations and associations to advocate for VML priorities
- Integrity
 - Do the right thing, always

Values

- Engagement
 - Strengthen connectivity and relationships among all stakeholders
- Educate
 - Enhance professional development and education of elected and appointed public officials, necessary to provide the highest level of service to their citizens
- Innovation
 - Provide resources on the latest developments and opportunities in municipal government and member services

technology initiatives
local
its
technology

Inform local jobs & utilize
Provide resources on the latest
technology initiatives
local jobs & utilize
technology

Strategic Plan Template



VIRGINIA MUNICIPAL LEAGUE
Budget vs. Actuals: FY2020 Operating Budget
 July 2019 - June 2020

	Budget	Actual	Remaining	% of Budget
Revenue				
4120 Investment Income	60,000.00		60,000.00	0.00%
4180 Miscellaneous Income	28,584.00		28,584.00	0.00%
Advocacy			0.00	
4070 Local Government Day	9,500.00		9,500.00	0.00%
4320 Rent Payments During GA	12,500.00		12,500.00	0.00%
Total Advocacy	\$ 22,000.00	\$ -	\$ 22,000.00	0.00%
Affiliated Groups				
4135 AEP Administrative Fee	5,000.00	5,000.00	0.00	100.00%
4136 VBCOA Administrative Fee	21,218.00	21,218.00	0.00	100.00%
4137 VLGMA Administrative Fee	11,750.00	11,750.00	0.00	100.00%
4138 MEPAV Administrative Fee	9,270.00	9,500.00	\$ (230.00)	102.48%
4145 VEPGA Administration Fee	37,678.00	9,419.50	28,258.50	25.00%
Total Affiliated Groups	\$ 84,916.00	\$ 56,887.50	\$ 28,028.50	66.99%
Annual Conference				
4050 Conference Registration	150,000.00	78,550.00	71,450.00	52.37%
4055 Conference Sponsorship	45,000.00	26,000.00	19,000.00	57.78%
4060 Conference Exhibits	45,000.00	40,380.00	4,620.00	89.73%
4061 Mayor's Institute	10,000.00	9,650.00	350.00	96.50%
Total Annual Conference	\$ 250,000.00	\$ 154,580.00	\$ 95,420.00	61.83%
Membership Dues				
4000 Regular Dues	1,081,000.00	932,756.00	148,244.00	86.29%
4010 Associate Dues	79,000.00	53,634.00	25,366.00	67.89%
4030 Sustaining Dues	10,000.00	1,250.00	8,750.00	12.50%
Total Membership Dues	\$ 1,170,000.00	\$ 987,640.00	\$ 182,360.00	84.41%
Publications				
4090 VTC Advertising	30,500.00	14,420.00	16,080.00	47.28%
4185 VTC Subscriptions	1,000.00	16.00	984.00	1.60%
4290 Online Classified Advertising	11,000.00	1,425.00	9,575.00	12.95%
Total Publications	\$ 42,500.00	\$ 15,861.00	\$ 26,639.00	37.32%
Sponsorships				
4095 VML Bond/Finance Program	140,000.00		140,000.00	0.00%
4150 Insurance Programs	750,000.00		750,000.00	0.00%
4200 US Communities Program	28,000.00	5,905.99	22,094.01	21.09%
Total Sponsorships	\$ 918,000.00	\$ 5,905.99	\$ 912,094.01	0.64%
Workshops/Seminars				
4130 Other Workshops/Seminars	3,500.00	800.00	2,700.00	22.86%
4190 Newly Elected Officials	8,000.00	50.00	7,950.00	0.63%
4195 Finance Forum	6,000.00		6,000.00	0.00%
4295 Regional Suppers	6,500.00		6,500.00	0.00%
Total Workshops/Seminars	\$ 24,000.00	\$ 850.00	\$ 23,150.00	3.54%
Total Revenue	\$ 2,600,000.00	\$ 1,221,724.49	\$ 1,378,275.51	46.99%
Gross Profit	\$ 2,600,000.00	\$ 1,221,724.49	\$ 1,378,275.51	46.99%

Expenditures

Advocacy Expenses

5740 Local Government Day	20,000.00		20,000.00	0.00%
5805 Advocacy (Lobbying)	2,000.00		2,000.00	0.00%
5807 Outside Contracts	190,000.00	18,143.96	171,856.04	9.55%
5808 Legislative/Policy Committees	20,000.00	7,715.93	12,284.07	38.58%
5809 Reportable Lobbying Expenses	1,500.00		1,500.00	0.00%
Total Advocacy Expenses	\$ 233,500.00	\$ 25,859.89	\$ 207,640.11	11.07%

Annual Conference Expenses

5710 Annual Conf - Other Expense	5,000.00	1,253.00	3,747.00	25.06%
5711 Annual Conf - Mktng & Promotion	2,000.00		2,000.00	0.00%
5713 Annual Conf - Food	170,000.00		170,000.00	0.00%
5714 Annual Conf - A/V	20,000.00		20,000.00	0.00%
5716 Annual Conf - Speakers/ Entertainment	20,000.00		20,000.00	0.00%
5717 Annual Conf - Travel/Transport	5,000.00		5,000.00	0.00%
5718 Annual Conf - Supplies	5,000.00		5,000.00	0.00%
5719 Annual Conf - Staff Exp	8,000.00		8,000.00	0.00%
5722 Annual Conf - Exhibit Hall	10,000.00		10,000.00	0.00%
5723 Host night	5,000.00		5,000.00	0.00%
Total Annual Conference Expenses	\$ 250,000.00	\$ 1,253.00	\$ 248,747.00	0.50%

Compensation and Benefits

5000 Salaries	1,000,000.00	82,028.81	917,971.19	8.20%
5001 Overtime Salaries	5,000.00		5,000.00	0.00%
5005 VEC Unemployment	15,000.00		15,000.00	0.00%
5010 Social Security Tax	59,000.00	4,937.87	54,062.13	8.37%
5020 Medicare Tax	15,000.00	1,154.83	13,845.17	7.70%
5030 Life Insurance	12,000.00	1,033.37	10,966.63	8.61%
5040 401 Pension Plan	110,000.00	3,472.31	106,527.69	3.16%
5045 RHSP	5,000.00	196.16	4,803.84	3.92%
5050 Health Insurance	90,000.00	4,984.08	85,015.92	5.54%
5051 Health Insurance - dependent	40,000.00	2,409.00	37,591.00	6.02%
5052 Employee Assistance Plan	310.00		310.00	0.00%
5060 Dental Coverage	8,000.00	488.86	7,511.14	6.11%
5070 Long Term Disability	3,500.00	248.54	3,251.46	7.10%
5080 Short Term Disability	3,700.00	309.59	3,390.41	8.37%
5100 Flexible Spending Acct Fees	900.00		900.00	0.00%
5110 Wellness	300.00	50.00	250.00	16.67%
5130 Contract Labor	26,000.00		26,000.00	0.00%
5140 Payroll Service Fee	7,000.00	542.89	6,457.11	7.76%
5210 Employee Parking	6,990.00	1,050.00	5,940.00	15.02%
Total Compensation and Benefits	\$ 1,407,700.00	\$ 102,906.31	\$ 1,304,793.69	7.31%

Executive Committee

5620 Exec Comm - Other	1,000.00		1,000.00	0.00%
5621 Exec Comm - Meetings	25,000.00	7,983.83	17,016.17	31.94%
5622 Exec Comm - Travel	10,000.00		10,000.00	0.00%
Total Executive Committee	\$ 36,000.00	\$ 7,983.83	\$ 28,016.17	22.18%

General Operating Expenses

5190 National League of Cities Dues	45,000.00		45,000.00	0.00%
5225 VML Transportation & Parking	12,000.00	50.00	11,950.00	0.42%
5240 Lodging	10,000.00	1,296.15	8,703.85	12.96%
5250 Meals	2,500.00	190.91	2,309.09	7.64%
5320 VML Phone Services	5,000.00	848.79	4,151.21	16.98%

5330 VML Computer Equipment	2,800.00		2,800.00	0.00%
5365 IT Services	18,000.00	1,100.00	16,900.00	6.11%
5375 Software Purchase/Subscription	27,300.00	4,023.53	23,276.47	14.74%
5410 Internet Services	1,500.00	246.20	1,253.80	16.41%
5415 Website	6,500.00	259.00	6,241.00	3.98%
5420 Telephone - Cellular	3,600.00	683.89	2,916.11	19.00%
5460 Copier Expense	17,300.00		17,300.00	0.00%
5500 Office Equip - Purch/Lease	6,200.00	997.39	5,202.61	16.09%
5540 Rent - Storage	3,000.00		3,000.00	0.00%
5550 Maintenance & Repairs	13,000.00	20.61	12,979.39	0.16%
5560 Office Utilities	4,500.00	288.00	4,212.00	6.40%
5600 Office Supplies	12,000.00	640.71	11,359.29	5.34%
5610 Postage	2,000.00		2,000.00	0.00%
5626 Fiscal Services	2,000.00		2,000.00	0.00%
5640 Legal Services	1,000.00		1,000.00	0.00%
5650 Annual Audit	21,000.00		21,000.00	0.00%
5660 Seminar & Conf Registration Fees	5,000.00	1,025.00	3,975.00	20.50%
5670 Dues Licenses & Certifications	8,000.00	510.00	7,490.00	6.38%
5690 Insurance Expense	24,000.00	11,482.66	12,517.34	47.84%
5700 Subscriptions	2,000.00	699.00	1,301.00	34.95%
5806 Rent	76,600.00		76,600.00	0.00%
Total General Operating Expenses	\$ 331,800.00	\$ 24,361.84	\$ 307,438.16	7.34%
Miscellaneous				
5090 Employee Training	1,500.00		1,500.00	0.00%
5120 Acc Leave Earned	40,000.00		40,000.00	0.00%
5570 Real Estate Tax	7,000.00		7,000.00	0.00%
5595 Depreciation Expense	55,000.00		55,000.00	0.00%
5675 Banking Fees	25,000.00		25,000.00	0.00%
5881 Promotional Items	1,500.00		1,500.00	0.00%
5892 Essay contest	1,500.00		1,500.00	0.00%
5998 Contingency	100,000.00		100,000.00	0.00%
5999 Miscellaneous Expense	2,500.00		2,500.00	0.00%
Total Miscellaneous	\$ 234,000.00	\$ -	\$ 234,000.00	0.00%
Publications Expenses				
5750 VTC Mailing Service	4,000.00		4,000.00	0.00%
5751 VTC Printing	57,500.00		57,500.00	0.00%
5752 VTC Postage	12,000.00		12,000.00	0.00%
5771 Other Publications	500.00		500.00	0.00%
Total Publications Expenses	\$ 74,000.00	\$ -	\$ 74,000.00	0.00%
Workshops/Seminars expenses				
5760 Other Workshops & Seminars	6,000.00		6,000.00	0.00%
5840 Newly Elected Officials	10,000.00		10,000.00	0.00%
5841 Regional Suppers	2,000.00		2,000.00	0.00%
5842 VML Events at NLC	10,000.00	1,082.50	8,917.50	10.83%
5843 Finance Forum	5,000.00		5,000.00	0.00%
Total Workshops/Seminars expenses	\$ 33,000.00	\$ 1,082.50	\$ 31,917.50	3.28%
Total Expenditures	\$ 2,600,000.00	\$ 163,447.37	\$ 2,436,552.63	6.29%
Net Operating Revenue	\$ -	\$ 1,058,277.12	\$ (1,058,277.12)	
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Wednesday, Aug 07, 2019 10:04:41 AM GMT-7 - Accrual Basis



Graduate Certificate in Local Government Management Program

The Virginia Tech Center for Public Administration and Policy (CPAP), in partnership with the Virginia Local Government Management Association, developed a new graduate certificate program in local government management that provides the next generation of local government managers with the tools to advance their careers and provide exceptional leadership within the communities where they work. The International City/County Management Association (ICMA) has identified leadership development as one of the most important issues that local governments will face in the coming decade.

Students are exposed to a full spectrum of local government issues, service delivery options, and management tools. The analysis of real life, local government case studies are central to classroom experience. Case studies and other practical exercises are used within the courses to emphasize the relationship between the political and management worlds which all local government managers must understand and navigate in order to be successful. Courses are taught live, two-way video at ten sites throughout the Commonwealth.

The Local Government Management Certificate program received the **Stephen B. Sweeney Academic Award** by the International City/County Management Association.

Dr. John Malbandian, a professor at the University of Kansas and Virginia Tech Courtesy Professor of Practice, is one of the most esteemed professors of urban management in the world. He is an advisor to the certificate program, visits Blackburg several times a year to meet with faculty, students, and local government officials, and delivers guest lectures in the program.

The certificate program consists of four 3-credit hour courses, for a total of twelve hours of graduate coursework. Students who complete the certificate may apply for entrance as a degree seeking student in the CPAP MPA program and transfer all twelve credit hours towards their MPA.

Courses

- Local Government and the Professional Manager
- Human Resource, Financial, and Performance Management for Local Government Managers
- The Context of Local Government Management
- Local Economic Development Planning

Students are required to complete all four courses with a GPA of 3.0 or better in order to earn the certificate.

Application Deadlines


Fall semester: August 1

Spring semester: January 1

Summer semester: May 1

Non-degree candidates may apply for admission to the certificate program using the Virginia Tech Graduate Schools' online application system found under "Admissions" at graduateschool.vt.edu/admissions/applying/index.html. Students must have a four year degree from an accredited university.





**VIRGINIA TECH
CERTIFICATE PROGRAMS
AND DEGREE
INFORMATION SESSION**

Welcome!



OVERVIEW

- Center for Public Administration and Policy
 - Graduate Certificate in Local Government Management
 - Graduate Certificate in Public and Nonprofit Financial Management
 - Master of Public Administration
- How to Apply, Costs, Locations

CENTER FOR PUBLIC ADMINISTRATION AND POLICY

10/17/17

Mission:

Promote good governance and the advancement of capable and ethical public service by providing outstanding education, research, and outreach in the theory and practice of public administration, management, and policy.

Academic Programs:

- Masters of Public Administration
- PhD in Public Administration/Public Affairs
- Graduate Certificate in Local Government Management
- Graduate Certificate in Public and Nonprofit Financial Management
- Graduate Certificate in Homeland Security

Locations: Richmond, National Capital Region, Blacksburg

- ❖ CPAP has been ranked in the top 40 nationally in public management/administration by U.S. News & World Report, out of nearly 300 schools.
- ❖ Virginia Tech has been ranked 15th in the 2015 Best Value Schools ranking of the 50 most innovative public service schools in the United States.
- ❖ The MPA program is NASPAA accredited. NASPAA accreditation recognizes that a master's degree program in public policy, affairs, or administration has undertaken a rigorous process of peer review.

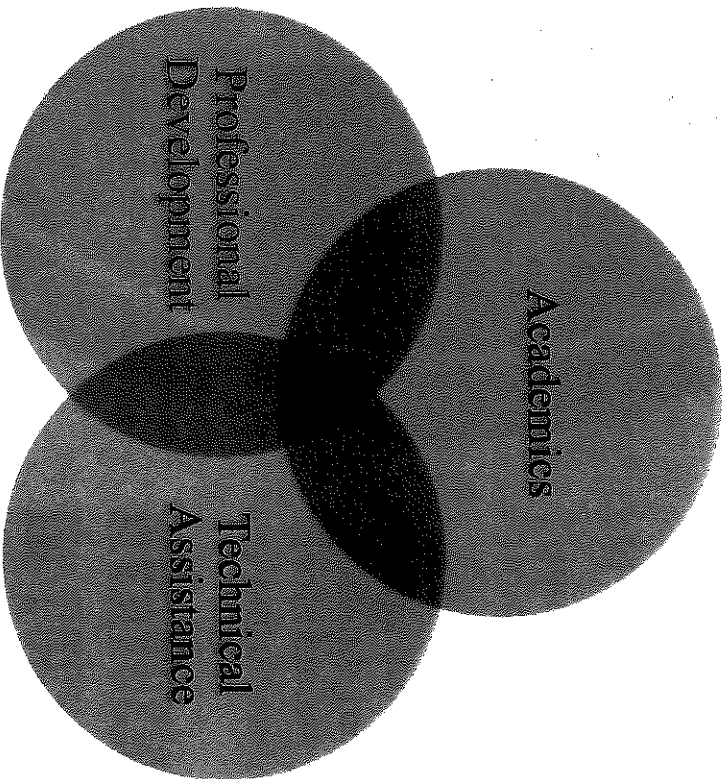
5/25/2017

STRATEGIC GOALS

10/17/17

- Strengthen Virginia Tech's relationship with local governments in Virginia in fulfillment of its land grant mission and motto "Ut Prosim"
 - Continue to provide professional and academic programs to support excellence in public and nonprofit organizations
 - Expand technical assistance and research support for public and nonprofit organizations
 - Provide meaningful internship opportunities for graduate students
 - Establish budget repository for local government budget information in Virginia to support excellence in public financial management

PROGRAM MODEL



10/17/17

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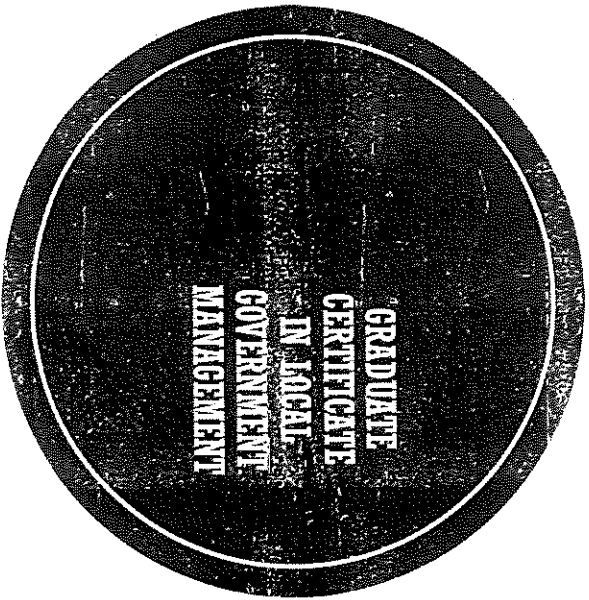


THE GRADUATE CERTIFICATE IN LOCAL GOVERNMENT MANAGEMENT

- A partnership between the Virginia Local Government Management Association and Virginia Tech to provide a masters level credit program in local government management and leadership
- Housed within the Center for Public Administration and Policy at Virginia Tech
- First Cohort in 2008
- Graduated over 300 students



10/17/17



● *Academics*

- Target Audience: Employees in local government; MPA students
 - Approximately 60 students
- Certificate courses are master's level; all 12 hours can be applied to the MPA degree
- Graduated over 300 students in 10 years
- Financial assistance available to local government employees
- Award winning program - Stephen B. Sweeney Academic Award (ICMA)
- Faculty: Visiting Professor of Practice, Dr. John Nalbandian; adjunct faculty

COURSES

**Local Government and the
Professional Manager**

**Human Resources, Finance and
Performance Measurement**

**Intergovernmental Relations and
Local Government Delivery
Systems**

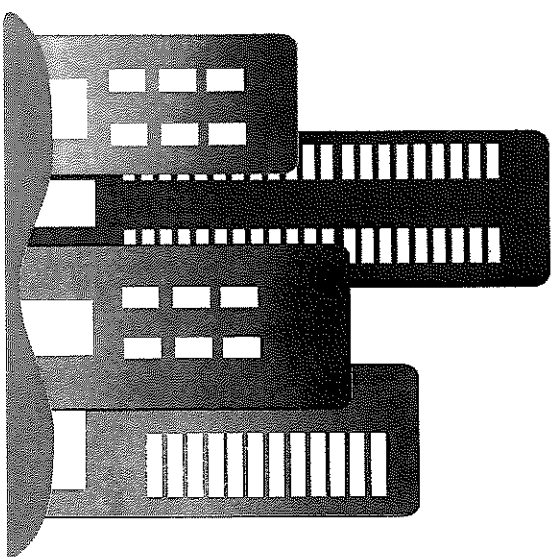
**Economic Development and Local
Planning**

4

FACULTY

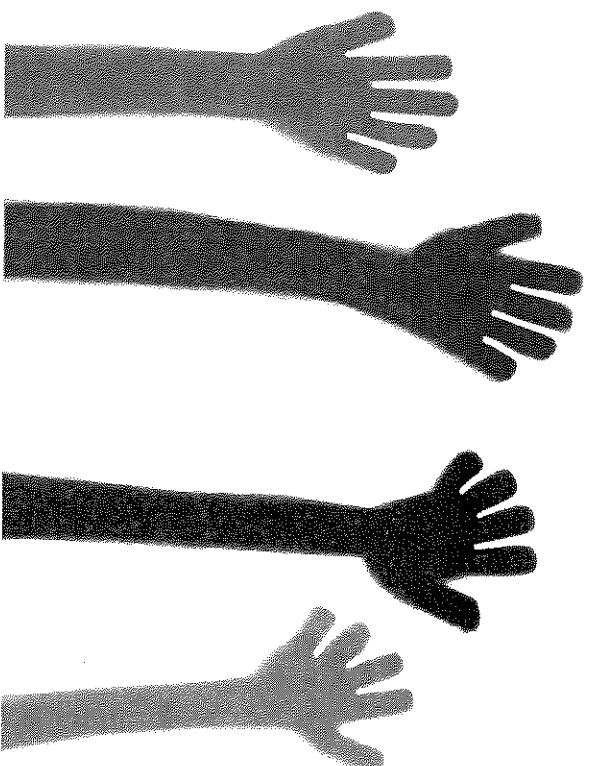
- Greg Kelly – Former Town Manager, Town of Abingdon
- Kathleen Guzzi – Former County Administrator, Botetourt County
- Sara Carter – Town Manager, Town of Amherst
- Anthony Romanello – Executive Director, Henrico EDA
- John Budesky – County Administrator – Goochland County
- Kim Payne – Former City Manager, City of Lynchburg
- Cindy Mester – Assistant City Manager, City of Falls Church
- Steve Owen – Former City Manager, City of Staunton
- Chris Lawrence – Assistant Town Manager, Town of Blacksburg
- Peter Huber – Former County Administrator, Pulaski County
- Dr. Stephanie Davis, Program Director

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STUDENTS

- 85% of students are full-time working professionals in local government throughout the State of Virginia
- 10% of students are MPA Students at Virginia Tech
- All others are from the nonprofit and private sector



GRADUATE CERTIFICATE IN LOCAL GOVERNMENT MANAGEMENT

- *Professional Development*
 - ICMA Student Chapter
 - VLGMA Winter Conference Student Participation
 - Free Membership to ICMA
 - VT Affiliate Member of the Alliance for Innovation
 - One of only four universities nationally to be a part of the Alliance
 - Students have access to Alliance resources for work and course assignments



VIGMA WINTER CONFERENCE

- Over 20 students (majority VT students) attended the VLGMA Winter Conference in Staunton, VA in February. Each student was paired with a VLGMA member "buddy" and engaged in a variety of sessions and activities.
- All Certificate courses were cancelled (one day only) to encourage student attendance.

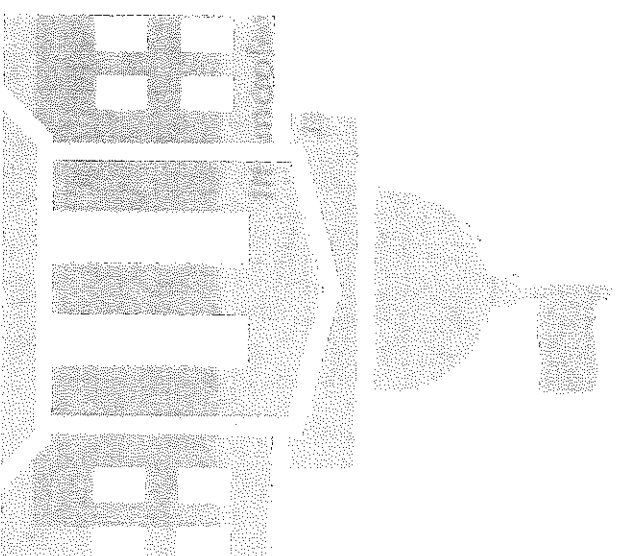
● **Technical Assistance Program**

- | | |
|---|---|
| <ul style="list-style-type: none">• Pay Plan Update<ul style="list-style-type: none">• Town of Pearisburg | <ul style="list-style-type: none">• New Council Orientation<ul style="list-style-type: none">• Town of Amherst |
| <ul style="list-style-type: none">• Strategic Planning<ul style="list-style-type: none">• Town of Ashland• Town of Amherst• County of Amherst | <ul style="list-style-type: none">• Leadership Development<ul style="list-style-type: none">• County of Amherst |

**GRADUATE CERTIFICATE IN LOCAL
GOVERNMENT MANAGEMENT**

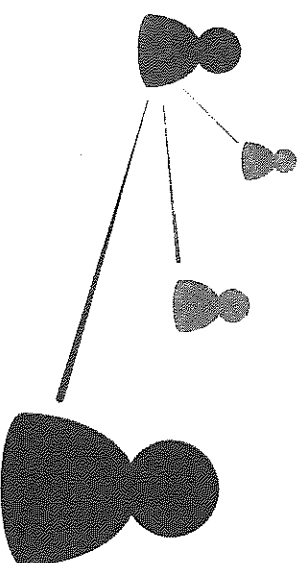
BENEFITS

- Gain expert knowledge on local government management from practitioners
- No other comparable program in the United States
- First step in the pursuit of a master's degree
- Excellent preparation for supervisors and department directors
- Demonstrates your commitment to local government



BENEFITS

- Networking Opportunities
 - Virginia Tech ICMA Student Chapter
 - Alliance for Innovation
 - Specialized workshops
 - Professional Development Conference
- Student Results
 - Promotions within current organization
 - Assistant
 - County/City Manager
- Local Government Results
 - “The employees who go through this program are better employees as a result.”



GRADUATE CERTIFICATE IN PUBLIC AND NONPROFIT FINANCIAL MANAGEMENT

● *Academics*

- Certificate Program revamped/revised in 2016
 - Task Force created from Local, State, Federal and Nonprofit Representatives
- Target Audience: Graduate Students, working finance professionals in public organizations
 - Approximately 20 students
- Four required courses; 12 credit hours
 - Introduction to Public and Nonprofit Financial Management
 - Advanced Public and Nonprofit Financial Management
 - Budgeting for Performance Management and Outcomes
 - Capital and Debt Financial Management
 - Financial Health for Public and Nonprofit Organizations
- Certificate courses are master's level; all 12 hours can be applied to the MPA degree
- Faculty: Visiting Professor of Practice, Dr. Sheryl Bailey; adjunct faculty

GRADUATE CERTIFICATE IN PUBLIC AND NONPROFIT FINANCIAL MANAGEMENT

10/17/17

- *Professional Development*
 - Virginia Government Finance Officers Association (VGFOPA) Professional Development Contract
 - Faculty/CPE provide 5 one-day workshops annually to members
 - Regional Offerings: Richmond, Roanoke, Abingdon, Newport News, Arlington
 - Southwest Budget Conversations
 - Regional Budget/Finance Meetings in Abingdon targeted to Southwest local governments
 - March 8 - Budget Conversation Workshop - over 35 local governments (managers and finance directors) in attendance
 - September 2019 - The CAFR and the Auditor workshop

WML Lee (A) Membership

*WML Ins Rankle
Deputy Rankle
WML Lee Jones*

GFOA STUDENT CHAPTER

- Virginia Tech - First University in the NATION to establish a GFOA Student Chapter
- Provides professional development opportunities to our pre-career and in-service students
- Builds your network in local government and public financial



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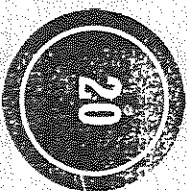
**GRADUATE
CERTIFICATE IN
PUBLIC AND
NONPROFIT
FINANCIAL
MANAGEMENT**

- *Professional Development contd.*
 - VGFOA Winter Conference Student Participation
 - Encouraging more engagement with students and Association
 - VGFOA Spring Conference Focus Groups
 - GFOA Student Chapter
 - 1st Student Chapter to be created in the Nation

- *Technical Assistance Program*

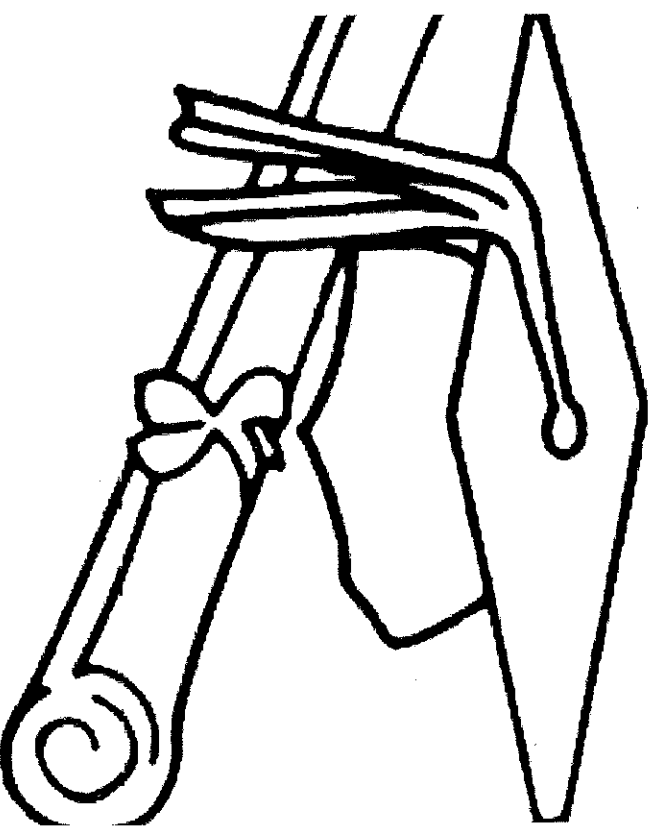
- **Capital Improvement Plan Development**
 - Town of Pulaski (3 years)
 - Town of Abingdon (pending)
- **National Forum for Black Public Administrators Proposal**
 - 4 Webinars on Finance Related topics
- **Local Government Management Subscription Service**
 - Asynchronous Webinar Series on Virginia Local Government Management topics
- **Budget Development**
 - Town of Glade Spring
- **Budget Assessment for CFOA Budget Award**
 - Town of Strasburg
- **Library of Virginia Proposal**
 - Two Full-Day Workshops on "Managing the Library"

GRADUATE CERTIFICATE IN PUBLIC AND NONPROFIT FINANCIAL MANAGEMENT



MASTER OF PUBLIC ADMINISTRATION

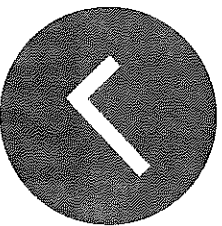
- All certificate credit hours count toward the 39 hours required to obtain the MPA degree
 - 9 hours of elective credit
 - 3 hours of core course requirements
- MPA is offered in Alexandria, Blacksburg, and Richmond



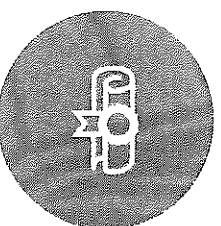
MASTER OF PUBLIC ADMINISTRATION



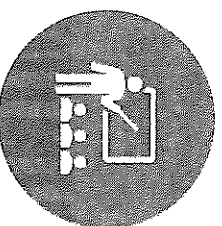
The MPA curriculum:
mastery in public service,
public management, and
public policy



The CPAP MPA degree is
nationally accredited

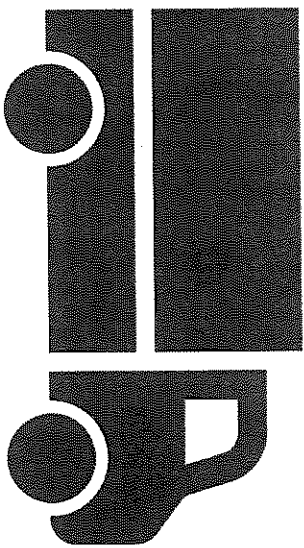


The capstone experience:
preparation of an e-
portfolio of academic and
professional work



Known for opportunities to
work closely with faculty,
both nationally-recognized
scholars and accomplished
practicing professionals

LOGISTICS



WHERE TO TAKE THE COURSES?

Certificate Programs:

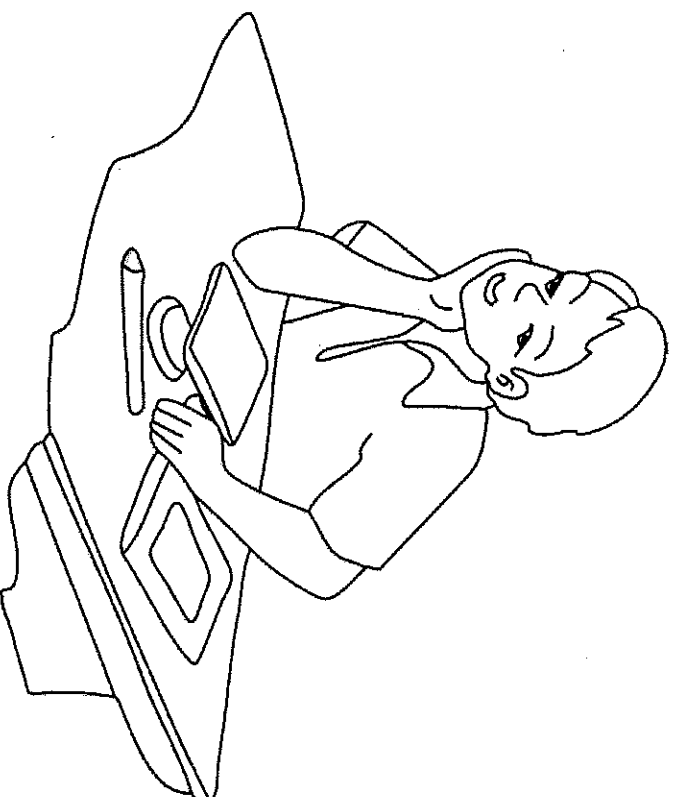
VT Connected Sites OR Zoom

MPA Program:

Richmond

Blacksburg

Arlington

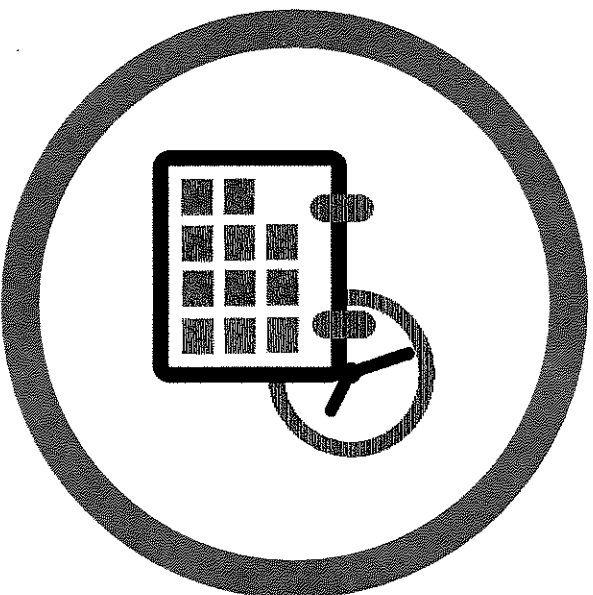


SITES/LOCATIONS FOR VIDEO

- Abingdon
- Alexandria
- Blacksburg
- Blue Ridge Community College
- Danville
- Charlottesville
- Falls Church
- Fauquier County
- Lynchburg
- Newport News
- Richmond
- Roanoke
- Virginia Beach

COURSE SCHEDULE

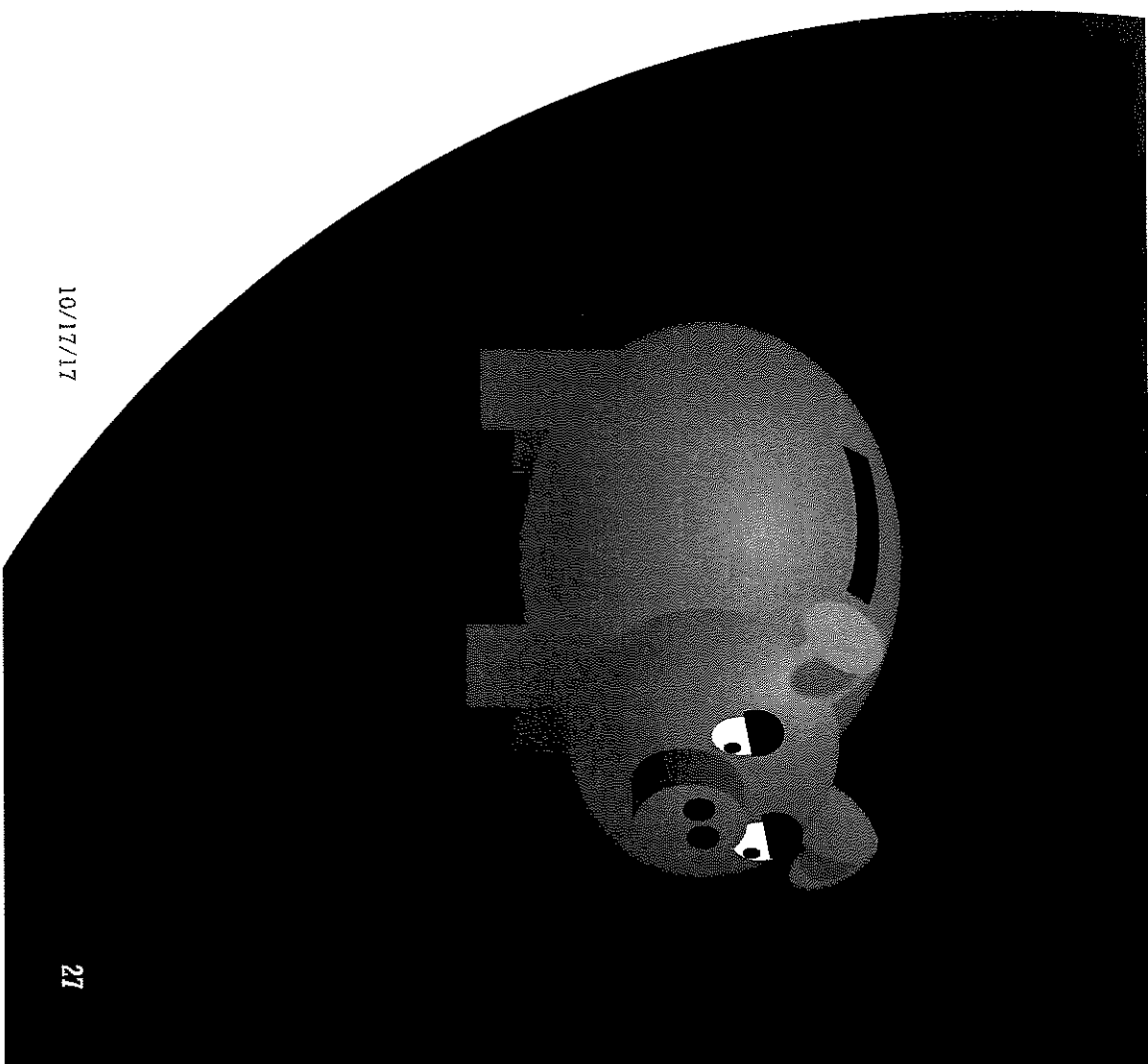
- Spring
 - January to May
- Fall
 - August to December
- Limited summer offerings
- Approximately 7-10 hours of work per week including class time (3 hours)
- Courses meet weekly on Wednesdays or Thursdays from 4:00 to 6:45 p.m.





COSTS

- Tuition is approximately \$2,572 per course
- Financial Assistance
 - Bob Stripling Scholarship is available to local government employees on a per course basis
 - Needs based scholarship available to all students based on the local government tuition reimbursement program





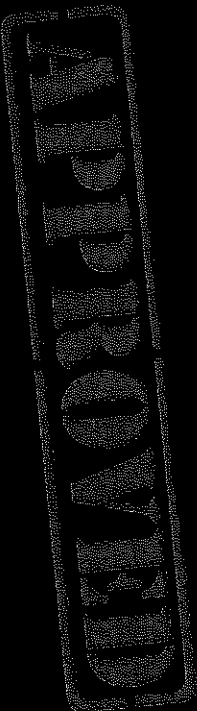
HOW TO APPLY

- Must have bachelor's degree
- Apply at www.graduateschool.vt.edu
- Nonrefundable application fee of \$25.00
- Deadlines:
 - Spring Admission – January 1
 - Summer Admission – May 1
 - Fall Admission – August 1
- Email Stephanie Davis (sddavis@vt.edu) for scholarship application and other information

▪ www.spia.vt.edu

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10/17/17

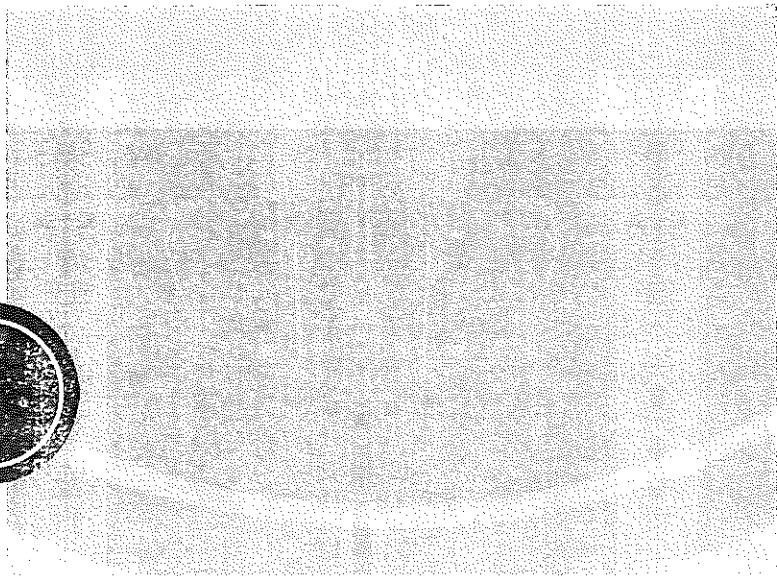
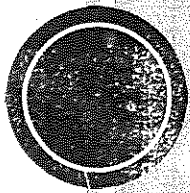




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THANK YOU!





VirginiaTech®

College of Architecture and
Urban Studies

The Graduate Certificate in Local Government
Management
www.cpap.vt.edu

April 1, 2019

Michelle Gowdy
Executive Director
Virginia Municipal League
P. O. Box 12164
Richmond, VA 23241

Dear Ms. Gowdy,

I am writing on behalf of the Virginia Tech Graduate Certificate in Local Government Management Program (Certificate) to thank you for the opportunity to request funding support for the Certificate student scholarship program.

The Bob Stripling Scholarship program has provided over \$450,000 in scholarships to students in the Certificate program. The Scholarship provides every full-time local government employee in the Commonwealth of Virginia who is enrolled in the Certificate program financial assistance for tuition costs. At this time, the tuition for one course at Virginia Tech is approximately \$2,500. With the combination of Bob Stripling scholarship funds and local government tuition reimbursement programs, on average our students pay approximately half of the tuition costs. Your support matters!

Ninety percent (90%) of our students are working professionals in local government management. They work full-time, attend courses at night, and are working towards higher levels in local government. For many of our students, the position of County, City, or Town Manager is their ultimate career goal.

The Certificate program recognizes the contribution you make through marketing materials distributed at both the Winter and Summer VLGMA conferences, invitations to speak at class sessions and participation in a variety of activities with our students. We will continue to promote your organization as an investor in preparing the next generation of local government leaders and managers.

As a result of our reputation as one of the only local government management graduate programs in the Nation, we continue to see increasing enrollments in our program. In addition, many of our students continue on with their education and enter the Master of Public Administration program at Virginia Tech.

We have a solid team of instructors including Kim Payne, former City Manager of Lynchburg; Anthony Romanello, Executive Director, Henrico Economic Development Authority; Steven

Invent the Future

Owen, City Manager of Staunton; Wyatt Shields, City Manager of Falls Church; Cindy Mester, Assistant City Manager of Falls Church; Rob Stalzer, Fairfax City manager; Peter Huber, Former Pulaski County Administrator, Leslie Beauregard, City of Charlottesville Assistant City Manager, Kathleen Guzzi, Former Botetourt County Administrator and Greg Kelly, Former Town Manager of Abingdon.

With a total scholarship budget of \$60,000 annually, you can understand how important your donation is to our scholarship program. As we discussed, other Virginia association contributions are \$5,000 annually.

Checks can be made payable to "VLGMA Scholarship Fund" and mailed to the Greater Lynchburg Community Trust, 101 Paulette Circle, Suite B, Lynchburg, VA 24502. Credit cards can also be used via the Lynchburg Trust website at www.lynchburgtrust.org. The trust is a 501c(3) entity that collects, invests, and distributes our scholarship funds. Our fund and endowment is overseen by the VLGMA Scholarship Committee that comprises of six local government managers who approve the scholarships through official action and oversees the balances. The Lynchburg Trust also makes available our annual financial audit and this document can be accessed at www.lynchburgtrust.org.

Please let me know if you have any questions regarding this request. Thank you for preparing the next generation of local government leaders.

Sincerely,

Stephanie Dean Davis

Stephanie Dean Davis, PhD
Associate Director
Center for Public Administration and Policy
Graduate Certificate in Local Government Management
Virginia Polytechnic Institute and State University

The Graduate Certificate in Local Government Management

Bob Stripling Scholarship for the Advancement of Local Government Management

Policy Document and Guidance

Purpose:

The purpose of the Virginia Local Government Management Association (VLGMA) Bob Stripling Scholarship for the Advancement of Local Government Management (The Scholarship) is to provide financial assistance to those students who enroll in the Virginia Tech Graduate Certificate in Local Government Management and who are unable to obtain full reimbursement from their employer for the tuition and fees for the Courses or obtain other grants in aid to cover the full costs.

Eligibility:

Students must meet all of the criteria below in order to be eligible for the Scholarship program. Eligibility for the scholarship award is as follows:

Full-time Classification

- 1) Full-time employee of a Virginia Local Government;
- 2) Local government does not fund the entire cost of the program;

Part-time Classification

- 1) "Permanent" part time positions;
- 2) Part time position with a minimum of 20 hours per week;
- 3) Part-time service with a Virginia local government of at least five years;
- 4) Local government does not fund the entire cost of the program.

Online Student Classification

- 1) Full-time employee of a Virginia Local Government;
- 2) Demonstrated desire to enroll in Online program due to work constraints (fire, EMS, Dispatch, Police, Sheriff, other 24/7 functions);
- 3) Local government does not fund the entire cost of the program.

Endowment levels:

The endowment level is set by the Lynchburg Trust. The endowment funds cannot be used for the purpose of the scholarship awards. The Scholarship committee for the purpose of funding the scholarship awards may transfer endowment interest. The Endowment Committee will meet annually.

Process:

Award decisions will be made by a committee of VLGMA members appointed by the President of the VLGMA. Scholarship award amounts will vary depending on the funds available within the scholarship fund, the number of qualified students who apply and the size of the individual awards.

Awards will be made available approximately thirty days prior to the start of classes each semester. Payments will be made to the University Bursar and deposited in the student's account within thirty days of the award. Students must be enrolled before scholarship monies can be deposited. Funds can only be used towards tuition and fees for the Certificate program. Part-time students will be awarded 50% of the full scholarship amount approved.

Academic Year 2018/2019 (Fall, Spring, Summer)

The scholarship amounts are prorated and need-based. Students will receive financial assistance of 40% of student net cost.

(Effective August 3, 2018)

For students who withdraw or otherwise do not complete the course, the scholarship will be returned to the Lynchburg Trust in full via the Bursar's Office with Virginia Tech.



Center for Public Administration and Policy

in partnership with



For More Information:

Stephanie Dean Davis, Program Director
Center for Public Administration and Policy
Virginia Tech 104 Draper Road
Blacksburg, VA 24061-0520
Phone: 804.980.5549
Email: sddavis@vt.edu

www.cpap.vt.edu/LGMC/index.html
www.cpap.vt.edu
"The Certificate" on Facebook

Virginia Tech works not to discriminate against employees or students on grounds of age, race, sex, religion, national origin, disability, gender, marital status, or political affiliation. We also prohibit sexual harassment and retaliation. Available upon request is the University's policy on sexual harassment and retaliation. Available upon request is the University's policy on sexual harassment and retaliation. Available upon request is the University's policy on sexual harassment and retaliation.

cpap@vt.edu

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Graduate Certificate in Local Government Management

Center for Public Administration and Policy



School of Public Administration and Policy