

ELECTED OFFICIALS ACADEMY

LEVEL 4 APPLICATION WORKBOOK



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The Elected Officials Academy (EOA) is a professional development program designed to equip elected officials with the knowledge and skills they need to excel in their roles. The Level 4: Ambassador Award is the highest level of recognition within the EOA, acknowledging individuals who have demonstrated exceptional commitment to public service and leadership.

This workbook helps you track your progress towards achieving Level 4. Use this to help build your application as you prepare to submit.

LEVEL 4 PREREQUISITES

To be eligible for the Level 4 Award, you must meet the following prerequisites:

- Have served on the governing body of a village, city, or urban township for more than one term.
- Have previously received the Academy's Level 1, Level 2, and Level 3 Awards.

LEVEL 4 REQUIREMENTS

To earn the Level 4 Award, you must fulfill the following requirements:

- Accumulate an additional 50 credits beyond those required for Level 3, for a total of 150 credits.
- Earn the 50 credits required for the Level 4 Award across eight activity categories, with a maximum of 20 credits per category.

APPLICATION PROCESS

- EOA Awards are recognized each year at the League's Capital Conference (CapCon).
- To be considered for the Ambassador Award, you must submit a completed Level 4: Ambassador Award Application.
- Submissions are due by November 15 of each year.
- Ambassador Awards are granted upon review of each official's application and portfolio by the Elected Officials Academy Board.

STEPS TO COMPLETE IF READY

1. Review your workbook: Ensure all activity categories are filled out completely and accurately.
2. Calculate your total credits: Verify that you have accumulated at least 150 total credits and have not exceeded 20 credits in any single category.
3. Submit your application via the online form.

Remember: The purpose of this workbook is to help you track your progress and help you prepare to fill out your application.

If you have any questions about the Level 4 requirements or application process, please contact Member Experience Associate Lance Lovett: llovett@mml.org.

APPLICATION INTRODUCTION QUESTIONS

APPLICANT INFORMATION

Please answer the following questions:

- How long have you been in office as an elected official?
- How many terms have you served?
- Were these terms consecutive?
- What titles have you held while in office?
- Please provide a short bio—no longer than ONE paragraph.
- Please upload a headshot that may be used for press and media.
 - **Headshot Photo Requirements:**
 - **Format:** JPEG or PNG
 - **Resolution:** 300 DPI, minimum size 2400 x 3000 pixels
 - **Framing:** Head and shoulders, portrait orientation
 - **Background:** Clean and neutral (white, gray, or solid color)
 - **Lighting:** Even and natural or studio lighting (no harsh shadows)
 - **Style:** Professional, solid colors, no logos or heavy filters
 - **File Name:** Firstname_Lastname_Headshot.jpg

SHORT ANSWER QUESTIONS

Please answer the following questions, which will be considered when reviewing your application:

- After achieving Level 4, how do you plan to continue your growth as an elected official?
- Do you have any suggestions on what would be helpful to continue advancing and challenging you to grow as an elected official?
- What do you consider to be your biggest achievement as an elected official?

CATEGORY 1: MENTORING

Maximum of 20 credits in this category

Examples of Eligible Mentoring Credit Activities:

- Mentoring another elected official **5 credits**
- Bringing a newly elected official or an elected official who has not previously been engaged with the League to Convention, Capital Conference, and/or another League training program **5 credits**

YOUR MENTORING CREDIT ACTIVITIES		
Activity	Description	Credits
Your Total Mentoring Credits Maximum of 20 credits		

CATEGORY 2: COMMUNITY INVOLVEMENT

Maximum of 20 credits in this category

Examples of Eligible Community Involvement Credit Activities:

- Participating in public engagement activities beyond your role as an elected official **5 credits**
- Working or volunteering in a key role of a community service organization **5 credits**

YOUR COMMUNITY INVOLVEMENT CREDIT ACTIVITIES		
Activity	Description	Credits
Your Total Community Involvement Credits		
Maximum of 20 credits		

CATEGORY 3: PRESENTING

Maximum of 20 credits in this category

Examples of Eligible Presenting Credit Activities:

- Presenting to councils, boards, and/or commissions on a local government–related topic, e.g., overview of EOA, League educational opportunities, etc. **5 credits**
- Volunteering as a panelist or speaker at a League event **2 credits**

YOUR PRESENTING CREDIT ACTIVITIES		
Activity	Description	Credits
Your Total Presenting Credits Maximum of 20 credits		

CATEGORY 4: COMMUNICATIONS & MEDIA

Maximum of 20 credits in this category

Examples of Eligible Communications & Media Credit Activities:

- Participating in a radio, TV, podcast, newspaper, or other published interview on a local government topic in your capacity as an elected official **1 credit**

YOUR COMMUNICATIONS & MEDIA CREDIT ACTIVITIES		
Activity	Description	Credits
Your Total Communications & Media Credits		
Maximum of 20 credits		

CATEGORY 5: PROFESSIONAL DEVELOPMENT

Maximum of 20 credits in this category

Examples of Eligible Professional Development Credit Activities:

- League Convention **4 credits**
- League Capital Conference **4 credits**
- NLC Congressional City Conference **2 credits**
- NLC City Summit **2 credits**
- Outside programs and conferences such as NLC University **1 credit**

YOUR PROFESSIONAL DEVELOPMENT CREDIT ACTIVITIES		
Activity	Description	Credits
Your Total Professional Development Credits		
Maximum of 20 credits		

CATEGORY 6: PROMOTING THE LEAGUE

Maximum of 20 credits in this category

Examples of Eligible Promoting the League Credit Activities:

- Participating in promotional videos for the League's website **5 credits**
- Writing an article for the Review or League's website **2 credits**
- Creating a multimedia piece **2 credits**
- Promoting EOA & NEO resources to peers **1 credit**
- Nominating a peer for a League award **2 credits**
- Hosting a local info session or coffee chat **3 credits**
- Launching a local awareness campaign **5 credits**

YOUR PROMOTING THE LEAGUE CREDIT ACTIVITIES		
Activity	Description	Credits
Your Total Promoting the League Credits		
Maximum of 20 credits		

CATEGORY 7: LEADERSHIP

Maximum of 20 credits in this category

Examples of Eligible Leadership Credit Activities:

- Serving on the League or EOA boards **2 credits**
- Serving on a League committee **1 credit**
- Serving on an affiliate board **1 credit**
- Participation on government entity committees/boards outside of the League **5 credits**

YOUR LEADERSHIP CREDIT ACTIVITIES		
Activity	Description	Credits
Your Total Leadership Credits		
Maximum of 20 credits		

CATEGORY 8: ADVOCACY

Maximum of 20 credits in this category

Examples of Eligible Advocacy Credit Activities:

- Organizing a statewide or lobbying event on a League topic **5 credits**
- Hosting a legislative coffee or town hall **3 credits**
- Leading a public education effort **5 credits**
- Coordinating a social media campaign or issue awareness effort **5 credits**

YOUR ADVOCACY CREDIT ACTIVITIES		
Activity	Description	Credits
Your Total Advocacy Credits Maximum of 20 credits		

CREDIT SUMMARY

A minimum of 50 additional credits beyond those required for Level 3 are needed to complete Level 4

Earn the 50 credits required for the Level 4 Award across eight activity categories, with a maximum of 20 credits per category.

YOUR TOTAL LEVEL 4 CREDIT ACTIVITIES	
Activity Category	Total Credits
Mentoring	
Community Involvement	
Presenting	
Communications & Media	
Professional Development	
Promoting the League	
Leadership	
Advocacy	
Your Total Level 4 Credits	
Minimum of 50 credits required for Level 4 completion	

We love where you live.



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