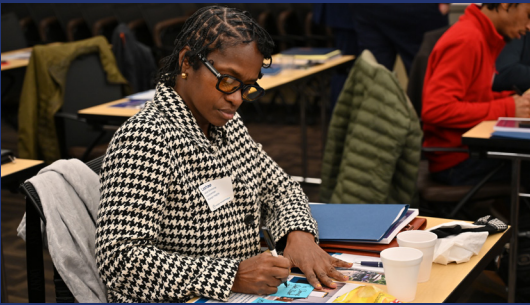


We love your potential.



**An Education and Recognition Program**

by Michigan Municipal League



michigan  
municipal  
league



elected  
officials  
academy

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# ELECTED OFFICIALS ACADEMY

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## We love where you live.

The Michigan Municipal League is dedicated to making Michigan's communities better by thoughtfully innovating programs, energetically connecting ideas and people, actively serving members with resources and services, and passionately inspiring positive change for Michigan's greatest centers of potential: its communities.

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At the Michigan Municipal League, we're dedicated to communities and the officials behind them. You hold the important responsibility of volunteer leadership.

The Elected Officials Academy is a continuing education and professional development program sponsored by the League and overseen by a group of committed officials who comprise the Advisory Board. The EOA offers training and tools to elected officials to help you be successful in serving your communities.

Responsive to the current problems you face, the EOA offers exclusive educational and development opportunities. A broad array of programming designed to expand knowledge and expertise is offered to mayors, presidents, councilmembers, commissioners and trustees, and elected administrative officials, such as clerks and treasurers. All elected city, village, and member urban townships are invited to participate. Several hundred officials have participated in this program since its inception in July 1997.

## Participating in the Academy provides you:

- **Knowledge** of the laws guiding municipal government and the skills and expertise that will help you as you govern your community
- **Effective leadership** skills through continuous improvement of your knowledge and decision-making ability
- **Recognition** as an "educated" elected official, demonstrating to your constituents that you have taken the time to improve yourself by attending workshops and performing leadership activities.

After successfully completing each level of the Academy, the League will recognize your achievement. Of even greater importance is the fact that your community will benefit from the education and experience that you gain.

We're here to help equip you to fulfill the important responsibility of community leadership.

**Let's get started.**

# EOA PROGRAM OVERVIEW

The Elected Officials Academy is a voluntary continuing education program established to encourage and recognize the efforts of local elected officials to become effective leaders. This four-level program highlights your educational and leadership accomplishments. Any League class that you take, conference that you attend, or committee that you serve on, earns you EOA credits.



## Program Eligibility

Participation in the EOA is open to individuals serving as elected officials in member communities.

## Program Components

Elected officials are recognized at four award levels for successfully completing a combination of the following program components:

- **Core Courses:** Mandatory educational courses offered by the League
- **Elective Courses:** Other educational courses offered by the League or other organizations
- **Leadership:** Service with the League and the National League of Cities (NLC)
- **Conference:** Attendance at the League, NLC, and other related conferences outside the League
- **Advocacy:** Legislative education and advocacy on League-related issues

## Credit Requirements

To complete each of the award levels, participants must earn credits in each category as follows:

	Conference	Elective	Advocacy	Core	Leadership	Total Credits Required for Level
Level 1	4	10	3	8	n/a	25
Level 2	5	16	3	n/a	6	30
Level 3	8	24	3	n/a	10	100
Level 4	See page 8					

## Public Recognition

Local elected officials will be publicly acknowledged and receive an award at each level as they advance through the Academy. A special award will be given to a local governing body in which every elected official has completed one or more Academy levels.

Upon completing each level, officials will be honored with a pin and plaque recognizing their accomplishment, presented at the League’s Capital Conference (for Levels 1-3) or the League’s annual Awards Gala during Capital Conference (for Level 4).

## Enroll in the Academy

Complete and submit the enrollment form, using your League username and password, on the EOA web page at [eoa.mml.org](http://eoa.mml.org). This form is necessary for the League to track each official’s attendance at League educational programs and major meetings. Participants may also submit credits and check their progress at any time by visiting the EOA web page and entering in their user ID and password.

# LEVEL ONE: EDUCATION AWARD

The Education Award encourages and recognizes the efforts of local elected officials to obtain fundamental information regarding Michigan municipalities.

## Level One Requirements:

To receive the Education Award, participants must complete 25 credits as follows:

### Core Courses: 8 credits

All four core courses below are required to complete Level One. These are consolidated into one weekend agenda at the Core Summit, offered each year in February and May.

- Fundamentals of Financial Management
- Fundamentals of Leadership Roles and Responsibilities
- Fundamentals of the Legal Framework of Municipalities
- Fundamentals of Planning and Zoning

### Conference: 4 credits

Conference credits may be earned by attending and participating in the following:

- League Annual Convention (2 credits/day, max 4) League Capital Conference (2 credits)
- NLC City Summit (2 credits)
- NLC Congressional City Conference (2 credits)

*Submit online manually with class agenda for consideration.*

For full details on conference credits, see page 9.

### Advocacy: 3 credits

Advocacy credits may be earned through legislative education or through participating in advocacy efforts on League-related issues at the state or federal level.

#### Example advocacy activities:

- Lobbying sessions at Capital Conference (1 credit)
- Service on a League issue committee (2 credits/year)
- Written testimony before the state/federal Legislature (2 credits)
- Meet with a federal/state elected official on a League or community issue (2 credits)

For a full list of advocacy credit opportunities, see page 11.

### Elective: 10 credits

Elective credits are obtained by attending regularly scheduled League programs (listed on the MML website). All League programs are eligible for credit.

Elective courses may have been accumulated by attending qualified League seminars during the years before your enrollment in the Academy. League staff can confirm your attendance at past courses.

#### Example elective course topics:

Economic development, leadership skills, municipal finance, strategic planning, communications/ community relations

For a full list of elective credit opportunities, see page 10.

## Recognition: Completing the Education Award

Those officials who complete Level One will be honored with a pin and plaque recognizing their accomplishment, presented at the League's Capital Conference.

# LEVEL TWO: LEADERSHIP AWARD

The Leadership Award encourages and recognizes the efforts of local elected officials to build on the core knowledge obtained in Level One, enhance their leadership skills, and continue their dedication to excellence in community leadership.

## Level Two Requirements:

To receive the Leadership Award, participants must complete 30 credits (beyond those obtained in Level One) as follows:

### Conference: 5 credits

**Conference credits may be earned by attending and participating in the following:**

- League Annual Convention (2 credits/day, 4 max)
- League Capital Conference (2 credits)
- NLC City Summit (2 credits)
- NLC Congressional City Conference (2 credits)

*Submit online manually with class agenda for consideration.*

For full details on conference credits, see page 9.

### Leadership: 6 credits

Leadership credits may be earned by serving in League or NLC leadership roles. Service includes attendance at most meetings.

- Example Leadership Opportunities:
- Service as a panelist/speaker at a League event
- Service as a League Board of Trustees Member/EOA Board Member
- Service as a League affiliate officer

For a full list of leadership credit opportunities, see page 12.

### Advocacy: 3 credits

Advocacy credits may be earned through legislative education or through participating in advocacy efforts on League-related issues at the state or federal level.

**Example advocacy activities:**

- Lobbying sessions at Capital Conference (1 credit)
- Service on a League issue committee (2 credits/year)
- Written testimony before the state/federal Legislature (2 credits)
- Meet with a federal/state elected official on a League or community issue (2 credits)

For a full list of advocacy credit opportunities, see page 11.

### Elective: 16 credits

Elective credits are obtained by attending regularly scheduled League programs (listed on the MML website). All League programs are eligible for credit.

#### Advanced Summit

To assist officials in the process of obtaining Level Two credits, the Advanced Summit will be offered each year in conjunction with the Core Summit in February and May. The consolidated weekend agenda offers 9 credits toward Level Two.

#### Other Educational Programming

Credit may be granted for participation in approved educational programs offered by public or private organizations. Agenda and proof of attendance must be submitted for consideration.

For a list of elective credit opportunities, see page 10.

## Recognition: Completing the Leadership Award

Those officials who complete Level Two will be honored with a pin and plaque recognizing their accomplishment, presented at the League's Capital Conference.

# LEVEL THREE: GOVERNANCE AWARD

The Governance Award encourages and recognizes the efforts of local elected officials to achieve an outstanding level of education and leadership beyond that obtained in Level Two, and their continuing dedication to excellence in community governance,

## Level Three Requirements:

To receive the Education Award, participants must complete 45 credits (beyond those obtained in Levels One and Two) as follows:

### Conference: 8 credits

Conference credits may be earned by attending and participating in the following:

- League Annual Convention (2 credits/day, 4 max)
- League Capital Conference (2 credits)
- NLC City Summit (2 credits)
- NLC Congressional City Conference (2 credits)

*Submit online manually with class agenda for consideration.*

For full details on conference credits, see page 9.

### Leadership: 10 credits

Leadership credits may be earned by serving in League or NLC leadership roles. Service includes attendance at most meetings.

Example Leadership Opportunities:

- Service as a panelist/speaker at a League event
- Service as a League Board of Trustees Member/EOA Board Member
- Service as a League affiliate Officer

For a full list of leadership credit opportunities, see page 12.

### Advocacy: 3 credits

Advocacy credits may be earned through legislative education or through participating in advocacy efforts on League-related issues at the state or federal level.

Example legislative activities:

- Lobbying sessions at Capital Conference (1 credit)
- Service on a League issue committee (2 credits/year)
- Written testimony before the state/federal Legislature (2 credits)
- Meet with a federal/state elected official on a League or community issue (2 credits)

For a full list of advocacy credit opportunities, see page 11.

### Elective: 24 credits

Elective credits are obtained by attending regularly scheduled League programs (listed on the MML website). All League programs are eligible for credit.

#### Advanced Summit

To assist officials in the process of obtaining Level Two credits and beyond, the Advanced Summit will be offered each year in conjunction with the Core Summit in February and May. The consolidated weekend agenda offers 9 credits toward Level Two or Level Three.

#### Other Educational Programming

Credit may be granted for participation in approved educational programs offered by public or private organizations. Agenda and proof of attendance must be submitted for consideration.

For a list of elective credit opportunities, see page 10.

## Recognition: Completing the Governance Award

Those officials who complete Level Three will be honored with a pin and plaque recognizing their accomplishment, presented at the League's Capital Conference.

# LEVEL FOUR: AMBASSADOR AWARD

The Ambassador Award encourages and recognizes the exemplary service of local elected officials to their communities, the communities of the state of Michigan, and the Michigan Municipal League.

## Level Four Requirements:

- Participants must have received the Education Award, the Leadership Award, and the Governance Award of the Elected Officials Academy.
- Participants must have served on a governing body of a village, city, or urban township for more than one term.
- Participants must accumulate an additional 50 credits beyond that required for Level Three.
- See additional credit opportunities below.
- Participants must complete an application to be reviewed by the EOA Board for consideration for this award. Visit [eoa.mml.org](http://eoa.mml.org) for the Level Four application.

## Level Four Categories:

- Mentoring
- Community Involvement
- Presenting
- Communications & Media
- Professional Development
- Promotion of the League
- Leadership
- Advocacy

20 credits is the max per category

Credits used for meeting the requirements of previous levels may not be used for credit toward the Ambassador Award.

### Level Four Credit Opportunities: 5 credits each

Opportunities consist of, but are not limited to, the following:

- Mentor another elected official
- Bring a new elected official to Capital Conference or Convention
- Make an EOA presentation to two or more municipalities that have no members currently active in the EOA
- Make an EOA presentation to councils, boards, and/or commissions
- Participate in promotional videos for the League's website
- Participate in community building through public engagement activities
- Work in a key role of civic organizations dedicated to improving and enhancing the quality of life and inclusivity in the community
- Model a key advocacy role by testifying at legislative hearings and having personal contact with elected officials at the state/federal level

## Recognition: Completing the Ambassador Award

Those officials who complete Level Four will be honored with a pin and plaque recognizing their accomplishment, presented during Capital Conference.

# CORE CREDIT OPPORTUNITIES

All elected municipal officials must have a basic foundation of knowledge upon which to build their effectiveness as community leaders. The required core courses aim to offer the most critical information on four vital topics for elected officials.

## Required Core Courses

The following four core courses are required to complete Level One:

<b>Fundamentals of Financial Management</b>	<b>2 credits/2 hours (max 4 credits)</b>
<b>Fundamentals of Leadership Roles and Responsibilities</b>	<b>2 credits/2 hours</b>
<b>Fundamentals of the Legal Framework of Municipalities</b>	<b>2 credits/2 hours</b>
<b>Fundamentals of Planning and Zoning</b>	<b>2 credits/2 hours</b>

## Core Summit

The four required courses are consolidated into one weekend agenda at the Core Summit, an event offered each year in February and May. Both in-person and virtual options are available and open to all member elected officials, whether or not they are participating in the Academy. Details can be found on [eoa.mml.org](http://eoa.mml.org).



# CONFERENCE CREDIT OPPORTUNITIES

Conference credits may be earned by attending and participating in League or NLC conferences (4 max credits).

<b>League Annual Convention</b>	<b>2 credits/day (max 4 credits)</b>
<b>League Capital Conference</b>	<b>2 credits</b>
<b>NLC City Summit</b>	<b>2 credits</b>
<b>NLC Congressional City Conference</b>	<b>2 credits</b>

# ELECTIVE CREDIT OPPORTUNITIES

Elective credits may be obtained by attending regularly scheduled League programs (listed on the MML website). All League programs are eligible for credit.

Additionally, elective courses may have been accumulated by attending qualified League seminars during the years before your enrollment in the Academy. League staff can confirm your attendance at past courses.

## Example Elective Course Topics:

- Board governance
- Communications/community relations
- Placemaking
- Economic development
- Energy/green Issues
- Human Resource issues
- Leadership skills
- Legal Issues for municipalities
- Legislative issues/lobbying skills
- Municipal finance
- Planning and zoning issues
- Professional/personal development
- Strategic planning
- Web technologies

League webinars (available on the MML website) are awarded 1 credit each.

## Non-League Classes and Conferences

For a full-day class outside of the League, three credits will be given. For a half-day course, one credit will be given. These may be submitted online manually for consideration with the agenda and proof of attendance.

*Note: Subject to League approval, in cases of hardship, the conference attendance requirement may be reduced to one credit, with the remaining four credits earned by attending additional elective courses.*

## Advanced Summit

To assist officials in the process of obtaining Level Two credits and beyond, the Advanced Summit will be offered each year in conjunction with the Core Summit in February and May. Participants in the Advanced Summit, will earn nine elective credits. The agenda for the Advanced Summit rotates, so repeating the course is encouraged. Full EOA credits are awarded for repeating a class. Details can be found at [eoa.mml.org](http://eoa.mml.org).

## Other Educational Programming

Credit may be granted for participation in approved educational programs offered by outside organizations. Agenda and proof of attendance must be submitted for consideration.



# ADVOCACY CREDIT OPPORTUNITIES

Advocacy credits may be earned through legislative education or through participating in advocacy efforts on League-related issues at the state or federal level.

## The following advocacy activities are available:

<b>Lobbying sessions at Capital Conference (must sign in to receive credit)</b>	<b>1 credit/session</b>
<b>Legislative Breakfast at Capital Conference (if met with legislator and/or staff)</b>	<b>1 credit</b>
<b>Written testimony before the state/federal Legislature on a League issue</b>	<b>2 credits</b>
<b>Pass a resolution on a League issue</b>	<b>1 credit</b>
<b>Contact a state/federal elected official on a League issue (direct call, letter, email; not Cap Wiz)</b>	<b>1 credit</b>
<b>Participate in a legislative work group</b>	<b>1 credit</b>
<b>Respond to a Cap Wiz form letter/action alert</b>	<b>1 credit</b>
<b>Invite and host your legislator at a council meeting*</b>	<b>2 credits</b>
<b>Written/signed letter to the editor/op-ed on a League issue</b>	<b>2 credits</b>
<b>In-person testimony before the state/federal legislature (requires invitation from the League's SFAD team)</b>	<b>3 credits</b>
<b>Service on a League issue committee (2-year term)</b>	
<b>Attend Legislative Committee Kick-Off Event</b>	<b>1 credit</b>
<b>Attend most meetings within the first year of committee term</b>	<b>1 credit</b>
<b>Attend most meetings within the second year of committee term</b>	<b>2 credits</b>
<b>Advocacy webinar</b>	<b>1 credit/hour</b>
<b>Meet with a state/federal elected official on a League or community issue (includes attending in-district office hours)**</b>	<b>2 credits</b>

\*The entire council will receive credit for this.

\*\*When meeting with legislators, please send us a photo as well as topic discussed.

Additional credits may be awarded by the EOA board.



# LEADERSHIP CREDIT OPPORTUNITIES

Leadership credits may be earned by serving in League or NLC leadership roles. Service includes attendance at most meetings.

## The following are available leadership opportunities:

Service as a moderator for an EOA Summit	2 credits
Service as a League committee member (1-year term)	1 credit/year
Participate in mayors' exchange	1 credit
Participating on a County or Regional board	1 credit
Serve as a panelist/speaker at a League event	2 credits
Serve as a League Board of Trustees Member/EOA Board Member (3-year term)	2 credits/year
Promote the League's message to outside groups	2 credits
Serve as a moderator at League Convention or Capital Conference	1 credit
Serve as a League Workers' Compensation Fund Board Member (3-year term)	2 credits/year
Serve as a League Liability and Property Pool Board Member (3-year term)	2 credits/year
Serve as a League Foundation Board Member (3-year term)	2 credits/year
Serve as a League Affiliate officer (1-year term)	1 credit/year
Serve as an NLC committee Member (2-year term)	2 credits/year
Serve as an NLC Board member (2-year term)	2 credits/year
Write an article for The Review, or a blog for the League website (by League invitation)	2 credits
Sponsor a youth at Capital Conference	1 credit maximum
Participate in a radio/TV/podcast interview on a League-related topic	1 credit
Participate on a committee outside the League (functioning as chairperson only)	1 credit/year
Serve as a Precinct Delegate	1 credit



# LEADERSHIP CREDIT OPPORTUNITIES

Leadership credits may be earned by serving in League or NLC leadership roles. Service includes attendance at most meetings.

## The following are available leadership opportunities:

<b>Welcome Check-In</b>	<b>1 credit</b>
Reach out to a newly elected local official (via phone, Zoom, or email) to share encouragement, answer questions, and offer resources or connection to the League.	
<b>Promote EOA &amp; NEO Resources to Peers</b>	<b>1 credit</b>
After local elections, proactively share EOA materials or the League's Newly Elected Officials training dates with incoming colleagues in your region.	
<b>Informal Shadowing</b>	<b>1 credit</b>
Invite a new or prospective elected official to attend a public meeting, board session, or community event with you to observe and learn about the role firsthand.	
<b>Introductory Coffee or Chat</b>	<b>2 credits</b>
Host a one-time or occasional virtual or in-person meeting with a newly elected official to offer leadership tips and point them toward helpful League resources.	
<b>Peer Nomination</b>	<b>2 credits</b>
Nominate a colleague for a League award. This builds a culture of recognition and helps expand access to opportunities.	
<b>Social Promotion of the League</b>	<b>1 credit each</b>
These activities amplify the League's mission, programs, or values in elected officials' peer networks. Posts must be public and League-related. Documentation should include a screenshot or link	
<ul style="list-style-type: none"><li>• <b>Original Social Media Post</b></li></ul>	
Share a personal takeaway from a League event or program - tag MML.	
<ul style="list-style-type: none"><li>• <b>Event or Course Promotion</b></li></ul>	
Encourage your peers to attend an upcoming League training, webinar, or conference - include why you found it valuable.	
<ul style="list-style-type: none"><li>• <b>Reposting with Commentary</b></li></ul>	
Go beyond the share button - add personal insight or reflection to a reposted MML article, video, or post. Example: "The League's EOA helped me grow into this role - encouraging all new officials to check it out!"	

# FAQ

## **Why should someone serving as an elected official for several years need to participate?**

Increasing citizen demands on local governments for things such as accountability, improvements to existing services, and new services—along with financial challenges to meet those requests—have made serving in local government more difficult. The more education and knowledge you obtain about the issues, the better prepared you are to serve the citizens who elected you.

## **How will my previous training be recognized?**

Elective course credits accumulated by attending League seminars during the years before your enrollment in the Academy may apply toward the Level One: Education Award. League staff will confirm your attendance at past courses..

## **How will my progress be tracked?**

Each participant will be asked to complete and submit the enrollment form on the website: [eoa.mml.org](http://eoa.mml.org). This enrollment form is necessary for the League to track each official's attendance at League educational programs and major meetings. To receive additional credit for participation in approved education programs offered by outside organizations, you may enter the credits on the website under either "Leadership Credits" or "Education Credits". Once approved, these credits will be reflected on the website. You can check your progress online at any time by visiting the EOA web page and entering your user ID and password.

## **Can I repeat a course and still get EOA credits?**

Yes, you will still get the full amount of EOA credits for repeating a class.

## **I entered credits online. Why aren't they reflected on my credit profile?**

Once credits are entered online, they must be reviewed and approved by League staff. Please submit all of the requested information, and allow time for staff to review.

## **I attended a League event. Why aren't the credits reflected on my profile?**

Credits for League events do not populate automatically. League staff require time to complete necessary administrative adjustments to each event before closing it out completely. Once the event is closed out, the credits will be reflected on your profile.

## **Are there scholarships available?**

A limited number of scholarships are available through the Michigan Municipal League Foundation. If you are interested, applications and additional information can be found at [mmlfoundation.org/scholarships](http://mmlfoundation.org/scholarships).

- **Tim Doyle Scholarship Fund:** This scholarship is given twice a year for attendance at the Core Summit. The scholarship covers the Core Summit registration fee; travel is at the expense of the attendee.
- **John Barr Leadership Education Scholarship:** This scholarship aims to provide local elected and appointed officials with the knowledge and skills they need to lead and govern their communities. Five yearly, one-time scholarships of up to \$1,000 for training of local elected or appointed officials are awarded.



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