



# MASTER MUNICIPAL CLERK ACADEMY

November 17-19, 2021

Drury Plaza Hotel – Santa Fe

**TOTAL ACADEMY HOURS: 16**

## **-PROGRAM-**

### **ACADEMY TOPIC: INTERACTION THROUGH COMMUNICATION**

#### **WEDNESDAY, NOVEMBER 17**

11:00 AM – 12:00 PM

#### **REGISTRATION**

12:00 PM

#### **LUNCH ON YOUR OWN**

1:00 – 3:00 PM

#### **KEY COMMUNICATIONS: Working with the Media**

Municipal governments and their employees serve the public. The news media inform the public. When each entity treats the other with respect and courtesy, the community is better served. While public employees and the entities for which they work cannot ultimately control the behavior of the media and the decisions media outlets make regarding their news coverage, there are actions and attitudes that can foster the right respect, understanding and expectations on both sides that can result in a solid professional working relationship. This session will emphasize tools and strategies that clerks can use when dealing with the media.

- Develop relationships beforehand
- Anticipate and be prepared
- Go to the source, the right source
- Keep the main thing, the main thing
- Be proactive with the media and public

*Instructor:* Todd Wildermuth, Public Information Officer  
City of Roswell

3:00 – 3:15 PM

#### **\*TELEPHONE/COFFEE BREAK**

3:15 – 5:15 PM

#### **THE CERTAINTY OF SETTLING CASES: Why Gamble with the Public's Money?**

This session will assist in developing a fundamental understanding of the issues and process involved in settling liability issues and the potential impact on a municipality. This session will emphasize the importance of minimizing risk by being familiar with policy and procedures as well as major statutes and common law and learning the consequences of personnel decisions and following them.

- What factors are involved in deciding to settle?
- What does a settlement agreement contain?
- Who is involved?
- Does the prevailing party really "win"?
- You be the judge! Round-table discussions of real cases and their outcomes

*Instructor:* Clinton Nicely, Risk Services Director  
New Mexico Self-Insurer's Fund

**WEDNESDAY, NOVEMBER 17** - *Continued*

5:30 PM

**RECEPTION - All Participants**

**THURSDAY, NOVEMBER 18**

7:00 – 7:50 AM

**BREAKFAST**

8:00 AM – 5:15 PM

**DEMOCRACY IN ACTION – PARLIAMENTARY PROCEDURE FOR GOVERNING BODY MEETINGS**

- I. Parliamentary Procedure*
- II. Parliamentary Principles*
- III. Absolute Rules*
- IV. 12 Ranking Motions*
- V. The Basics - Motions by Class*
- VI. Processing Motions*
- VII. Decorum/Rules of Voting*
- VIII. Robert's is Not the Only Way*

*Instructor:*

Adam Hathaway, PRP

*Note: Same Instructor all day.*

10:00 – 10:15 AM

**\*TELEPHONE/COFFEE BREAK**

12:15 – 12:55 PM

**LUNCHEON – All Participants**

3:00 – 3:15 PM

**\*TELEPHONE/COFFEE BREAK**

5:30 PM

**RECEPTION - All Participants**

**FRIDAY, NOVEMBER 19**

7:00 – 7:50 AM

**BREAKFAST**

8:00 – 10:00 AM

**DIVERSITY, EQUITY AND INCLUSION: FIND OUT WHAT THAT MEANS TO ME**

As local governments face increased demand to address residents' diversity, equity, and inclusion expectations, elected and administrative leaders are tasked with balancing responsiveness in an equitable manner. Providing an equitable approach to service delivery is vital in ensuring that local governments continue to stay responsive to residents' changing and contemporary needs; however, oftentimes, equity initiatives are viewed from a political, agenda-driven lens. In this session, we will break down diversity, equity, and inclusion initiatives using a 30,000-foot view, and discuss tools and ideas that clerks can use to assess and enhance responsiveness to all residents, employees, businesses, and visitors to your community.

*Instructor:*

Stephen Ruger, CMC, Deputy City Manager  
City of Rio Rancho

**FRIDAY, NOVEMBER 19** - *Continued*

10:15 AM – 12:15 PM

**THE MAYOR ASKS YOU TO TESTIFY TOMORROW AT THE NEW MEXICO STATE LEGISLATURE!! – WHAT YOU NEED TO KNOW.**

This session will enhance the Clerks' knowledge to better understand the State Legislative process including the protocol and information needed to prepare testimony for legislative committee hearings when called upon. As part of this session, Clerks will participate in a simulation of a legislative committee hearing based on actual election legislation to learn appropriate etiquette and procedure.

- Structure of the NM Legislature
- Legislative Process
- Biography of a Bill
- Role of Legislative Committees/Hearings
- House & Senate Floor Actions
- Final Action by the Legislature & Governor
- Testimony Before House & Senate Committees; Protocols
- Demonstrate proper protocols in a committee hearing simulation.
- Advocacy at the Grassroots Level
- Communicating with Legislators
- Policy Process & Lobbying
- Questions & Answers

*Instructor:* Senator Daniel Ivey-Soto

10:00 – 10:15 AM

**\*TELEPHONE/COFFEE BREAK**

\*It is requested that all telephone calls be done during this time period to prevent class disturbance.

12:15 pm

**ACADEMY ADJOURNS**