

Advanced IEMO Curriculum

The curriculum is divided into four instructional modules, taught in the following schedule:

Day One

Part II of Effective Council Techniques: Decision-Making Models and Media Relations: 3-hour class includes: group decision-making models and best practices for consensus-building; second half of class is role-playing with different media situations and discussions related to TV, radio and one-on-one interviews as elected officials; closes with best practices for message delivery.

Growth Management in Florida: 4-hour class includes: history of land-use planning and Florida's growth management laws over past 100 years; current law and review process by state; concurrency requirements; 20-year comprehensive land-use plans and their adoption and amendment cycles; discussion of planning issues for cities.

Lunch activity: One hour discussion on advocacy and lobbying with FLC officers and board members.

Day Two

Advanced Revenue and Finances for Cities: 3.5 hour class includes: trends and issues with the municipal property tax; overall discussion of municipal taxation limits; use of tax-increment financing, assessments and other fees; creative funding uses for large projects and infrastructure and best practices for financing the same; discussion of revenue structures overall and what is trending in Florida; resources to learn more about FL fiscal capacity and state financing issues.

Building Your City's Team: Personnel and Labor Issues: 3-hour course includes: city hiring practices and tips; labor roles within a city if unions exist, and what specifically the council may/may not do; labor relations within Florida and what U.S. laws apply; review of best practices in labor negotiations; class closes with an open-question forum related to city staff, best practices in elected-staff relationships.

Lunch activity: One-hour continuation of advocacy program with FLC lobbying staff.