



NALEO National Institute for Newly Elected Officials

**November 18 – 21, 2010
Kellogg Conference Hotel
Gallaudet University
Washington, D.C.**

Institute Preliminary Agenda

THURSDAY, NOVEMBER 18, 2010

TOUR OF WASHINGTON, D.C.

(Optional for registered early arrivals; prior reservation required)

7:30 a.m. – 12:30 p.m.

INSTITUTE REGISTRATION

Kellogg Conference Hotel, Gallaudet University, Lobby

12:00 p.m. – 6:00 p.m.

BUSES DEPART TO DIRKSEN SENATE OFFICE BUILDING FROM KELLOGG CONFERENCE HOTEL

1:45 p.m.

CONGRESSIONAL TOWN HALL MEETING

(Business attire)

Co-hosted by the NALEO Educational Fund and New America Alliance

Dirksen Senate Office Building, Located on the Corner of 1st and C Streets NE, Room SD-G50

2:30 p.m. – 4:00 p.m.

BUSES DEPART TO JW MARRIOTT FROM KELLOGG CONFERENCE HOTEL

5:45 p.m.

LATINO LEADERSHIP: CELEBRATING THE MILESTONES & RECOGNIZING THE GAP

(Business attire)

Co-hosted by the NALEO Educational Fund and New America Alliance

JW Marriott Washington, DC, 1331 Pennsylvania Avenue NW

6:30 p.m. – 7:30 p.m. Reception

7:30 p.m. – 9:30 p.m. Dinner

BUSES RETURN TO KELLOGG CONFERENCE HOTEL

9:30 p.m.

NALEO LOUNGE

Room 4 ABC, 2nd Floor

10:00 p.m.

FRIDAY, NOVEMBER 19, 2010

INSTITUTE REGISTRATION

Lobby

7:30 a.m.

BREAKFAST AND GENERAL SESSION

Ballroom A&B, 1st Floor

8:00 a.m. – 9:30 a.m.

INTRODUCTION AND PROGRAM OVERVIEW

8:00 a.m. – 8:30 a.m.

THE MOST IMPORTANT STEPS AFTER YOUR ELECTION VICTORY

8:30 a.m. – 9:30 a.m.

National Institute “Mentors” representing each level of public office will introduce themselves and cover key steps to consider after your election. These steps include creating your support/sounding board network (kitchen cabinet); setting realistic goals for your first term; communicating with constituents; developing your message for your first term; and working with the media. Mentors will share some of their own mistakes as they entered their first terms of office.

BREAK

9:30 a.m. – 9:45 a.m.

NALEO EDUCATIONAL FUND BOARD MEETING

Ballroom C&D, 1st Floor

10:00 a.m. – 12:00 p.m.

BREAKOUT SESSIONS: HOW DO I GET STARTED?

9:45 a.m. – 11:45 a.m.

STATE LEGISLATIVE SESSION

Executive Board Room, 2nd Floor

With an emphasis on constituent relations and understanding the state legislative process, panelists will discuss setting up a constituency services program; finding a legislative assistant; working with “the leadership;” selecting committee assignments; and planning for re-election.

MUNICIPAL/COUNTY SESSION

Room 6 ABC, 2nd Floor

With an emphasis on constituent relations and understanding the municipal/county legislative process, panelists will discuss identifying the key players at “city hall;” surviving without staff; building a community base of support; and setting up a constituency services program.

SCHOOL BOARD-NATIONAL EDUCATION LEADERSHIP INITIATIVE (NELI) SESSION

Room 5 A&B, 2nd Floor

With an emphasis on constituent relations and understanding the school board legislative process, panelists will discuss identifying the most important people at the district office/board of education; surviving without staff; and building a community base of support.

BREAK

11:45 a.m. – 12:00 p.m.

LEADERSHIP LUNCHEON

Ballroom A&B, 1st Floor

12:00 p.m. – 1:00 p.m.

PRESENTATION: ETHICS – PART I

GENERAL SESSION: BRANDING, MESSAGE, AND MASTERING THE MEDIA

AUDITORIUM, 1ST FLOOR

1:15 p.m. – 2:30 p.m.

BREAKOUT SESSIONS

2:30 p.m. – 4:00 p.m.

MUNICIPAL/COUNTY SESSION: MANAGING RESOURCES

Room 6 ABC, 2nd Floor

Officials will hear from fiscal veterans on exploring critical financial issues facing city and county government; maximizing the budget during difficult economic times; using different instruments to finance city projects - taxes, bond measures, assessment districts; finding the balance between taxes and services; and outside influences.

STATE LEGISLATIVE AND SCHOOL BOARD-NELI SESSION: ONE-ON-ONE INTERVIEW TECHNIQUES

Room 4 ABC, 2nd Floor

BREAK

4:00 p.m. – 4:15 p.m.

BREAKOUT SESSIONS

4:15 p.m. – 5:45 p.m.

STATE LEGISLATIVE SESSION: UNDERSTANDING THE LEGISLATIVE PROCESS

Executive Board Room, 2nd Floor

Panelists will describe how to work with a large legislative body; move your bills through the system; work with the minority/majority leadership; and identify the people who will help you make decisions.

SCHOOL BOARD-NELI SESSION: MICRO-MANAGER V. EDUCATION POLICYMAKER

Room 5 A&B, 2nd Floor

Board members will learn how to develop effective and efficient relationships for policymaking within the school district environment.

MUNICIPAL/COUNTY SESSION: ONE-ON-ONE INTERVIEW TECHNIQUES
Room 4 ABC, 2nd Floor

BUSES DEPART FOR THE MEXICAN CULTURAL INSTITUTE

6:15 p.m.

EVENING RECEPTION

(Business attire)

Hosted by The Embassy of Mexico

Mexican Cultural Institute, 2829 16th Street, NW

6:30 p.m. – 8:30 p.m.

BUSES RETURN TO KELLOGG CONFERENCE HOTEL

8:30 p.m.

CHAMPAGNE TOAST, NALEO LOUNGE

Room 4 ABC, 2nd Floor

9:00 p.m.

SATURDAY, NOVEMBER 20, 2010

INSTITUTE REGISTRATION

Lobby

8:00 a.m.

BREAKFAST AND GENERAL SESSION

Ballroom A&B, 1st Floor

8:30 a.m. – 9:45 a.m.

KEYNOTE SPEAKER: THE ROLE OF PUBLIC OFFICIALS

PRESENTATION: USING SOCIAL MEDIA

BREAK

9:45 a.m. – 10:00 a.m.

BREAKOUT SESSIONS

10:00 a.m. – 12:00 p.m.

STATE LEGISLATIVE SESSION: THE BUDGET PROCESS & FUNDING FORMULAS

Executive Board Room, 2nd Floor

Panelists will provide information on responding to the politics of a state budget; protecting your important budget items; and dealing with unfunded federal mandates.

MUNICIPAL/COUNTY SESSION: MAKING THE BUREAUCRACY WORK FOR YOU

Room 6 ABC, 2nd Floor

Veteran municipal officials will provide insight into working with your city manager and city/county departments.

SCHOOL BOARD-NELI SESSION: UNDERSTANDING SCHOOL FINANCE

Room 5 A&B, 2nd Floor

Panelists will review the issues surrounding public education finance; how to do more with less; and the allocation of federal monies in your district.

LEADERSHIP LUNCHEON

Ballroom A&B, 1st Floor

12:00 p.m. – 1:00 p.m.

WELCOME FROM NATIONAL INSTITUTIONAL PARTNERS

PRESENTATION: NALEO EDUCATIONAL FUND 2011 PROGRAMMING

KEYNOTE SPEAKERS – PUBLIC SERVICE: 10 YEARS LATER

BREAK

1:00 p.m. – 1:15 p.m.

BREAKOUT SESSIONS: CASE STUDIES ON THE POLICYMAKING PROCESS

1:15 p.m. – 4:00 p.m.

Through a case study, elected officials will walk participants through an example of their track's policymaking process, from identifying needs to final budget allocation and implementation. The case studies will also highlight mistakes made in the process.

STATE LEGISLATIVE SESSION

Executive Board Room, 2nd Floor

MUNICIPAL/COUNTY SESSION

Room 6 ABC, 2nd Floor

SCHOOL BOARD-NELI SESSION

Room 5 A&B, 2nd Floor

BUSES DEPART FOR OFF-SITE RESTAURANT

5:30 p.m.

OFF-SITE HOSTED DINNER

(Optional; prior reservation required)

6:00 p.m. – 9:00 p.m.

BUSES RETURN TO KELLOGG CONFERENCE HOTEL

9:00 p.m.

NALEO LOUNGE

Room 4 ABC, 2nd Floor

9:15 p.m.

SUNDAY, NOVEMBER 21, 2010

BREAKFAST PROGRAM

Ballroom A&B, 1st Floor

9:00 a.m. – 10:30 a.m.

PRESENTATION: CASE STUDIES ON ETHICS

GRADUATION AND 2010 GROUP PHOTOGRAPH

Ballroom A&B, 1st Floor

10:30 a.m. – 11:30 a.m.

HOTEL CHECKOUT

(Box lunches provided)

12:00 p.m.