



The Town of
Ledyard Connecticut

Governance Education Workshops

VISION :

To actively engage existing and future town leaders and community members by fostering a comprehensive permanent town-wide training program

MISSION:

Develop community involvement and empowered engagement by utilizing existing infrastructure and roles to develop and execute a broad-based, town-specific government training program geared toward residents and leaders alike; increase visibility and usage to support the program as outlined in the Vision Statement by improving upon and/or building new internal structures. This includes but is not limited to: improved online presence; in-person training; online-training; improved and expanded communication platform.



Current State:

- Commission Vacancies
- Low (perceived) Public Confidence
- Many avenues by which to locate information regarding Town business and proceedings
 - Town Website
 - Town Meetings
 - Ledyard Events Magazine: Mail only
 - Text/Email notifications: Opt in



Future State:

- Comprehensive Public Outreach:
 - In-Person Training Program
 - Targeted, streamlined online presence via Town Website or other website designed for that specific purpose of holding and updating training materials - as necessary
 - Increase direct public engagement by Dept Heads, Town Councilors, Chairpersons, Commission Members, etc.
- Attracting future leaders from within our community
- Attracting and retaining quality town staff
- Creating a Town Culture of engagement, proactivity, coordination and collaboration



Next Steps:

- Evaluate current state: What's Working / What Isn't
- Identify Key Stakeholders:
 - Mayor
 - Dept Heads
 - Town Councilors
 - Guests & Consultants (e.g. Legislative Reps; Legal; etc)
 - Public/Residents/Groups
- Develop Training Modules



The Town of
Ledyard *Connecticut*

Training Modules

- Mayor Greeting & Presentation
- BOE
- Finance Dept
- Emergency Services & Police Dept
- Human Resources
- Land Use Dept
- LLHD
- School Nurses
- MIS
- Parks & Rec
- Public Works
- Registrar of Voters
- Senior Center
- Taxes
- Town Council
- WPCA
- Social Services
- Commissions



Training Methods: 3-Prong Approach

- In person: limit to one hour per speaker
- Video recording and archiving: in-person trainings would be videotaped and archived
- Electronic presentations located on the Town Website inside each Dept/Commission



Supplemental Support: How do we drive attendance?

- Outreach at community events
- Notifications of training events announced at Town Commission meetings
- Community Liaison
- Ledyard Events magazine
- Town Website
- Social Media page/Town Govt Page



CONCLUSION

- Let's empower residents and leaders by creating a Town culture of engagement and knowledge with a shared sense of community and accountability.
-It's DOABLE!