

# Professional Certificate in Advanced Public Engagement for Local Government



## > Three-Day Intensive Workshop for Local Government Practitioners

In an age where trust in government (and indeed all institutions for that matter) is at an all-time low, the very future of local representative democracy requires leaders with a new skill – the ability to break through cynicism and mistrust to directly engage residents in local policy.



Peer learning & networking



Leading edge engagement techniques from experts



Interactive sessions on community engagement



Practical and actionable steps for real life application

The experience offered philosophical and strategic insight, tactical approaches, and a network of trusted professionals I can consult with going forward.

- *Megan MacPherson, APR, City of Roseville  
Director of Public Affairs & Communication*

I left with a fresh perspective and actionable techniques that I can put to use immediately in serving our citizens.

- *Seth Patton, Policy Advisor for County of San Diego Supervisor Bill Horn, 5th District*

This program was incredibly valuable and relevant for local governments at all levels. Expert instructors provided excellent insight into proven macro and micro level techniques to engage your audience.

- *Alyson Piguee, County of Orange Social Services Department*



## Course Topics Include :

- Why Public Engagement? Why Now?
- Getting Engagement Right from the Start
- Leading Edge Techniques
- Engaging Marginalized Communities
- The Role of Technology in Public Engagement
- Facilitating Difficult Conversations
- Leading Public Engagement from Where You Are

## > When and Where?

The Institute offers summer and winter sessions at the Pepperdine Malibu Campus.

### Upcoming Workshops:

Winter: February 7-9, 2020

Summer: July 10-12, 2020

## > How Much?

The cost of the Professional Certificate is \$1990, which includes instruction, materials, and meals. Many participants secure funds for training from their employer to support their participation in this program. **Limited financial aid may be available.**



Thanks to APA Los Angeles for serving as a promotional partner of our professional certificate

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Learn more about this program online at [publicpolicy.pepperdine.edu/certificate-public-engagement](http://publicpolicy.pepperdine.edu/certificate-public-engagement)

### For More Information:

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