

Rocky Mount Citizens Academy

- **PURPOSE:** Citizens Academy is an interactive educational program designed to enlighten citizens about the City's history and the governmental process; to improve and enhance communication with citizens; and to give citizens a "behind the scenes" look at City services and the employees who provide those services every day.
- **GOAL:** To give citizens an awareness of how City government works and how it impacts their daily lives and to groom informed and knowledgeable Ambassadors for the City who will be able to:
 - ✓ Utilize the knowledge they gain in their everyday lives and interactions with neighbors and/or business associates and customers.
 - ✓ Become an informed neighborhood leader with the ability to answer questions about City services and who to call.
 - ✓ Utilize the knowledge gained to become more involved in the community; to prepare for appointment to a City Board or Commission; or, to run for elected office.
- Get a commitment from city staff that they want to participate in the Academy, understand what the purpose is and how citizens will benefit.
- Select a date and time that is convenient for all participants (We meet on Thursdays - from 6:00-9:00 for 10 weeks. We have dinner at 5:30 each time).
- Prepare the schedule and share with presenters three months in advance (see attachment)
- RECRUIT/RECRUIT/RECRUIT from everywhere! Have a Selection Committee review the applications and recommend the participants. Select a well-rounded group of participants from various wards, age groups, ethnicities, etc. We have no more than 25 in each session with ages running from 17 and over. Our youngest has been 17 years old and our oldest 87. (See sample application)
- Each participant will receive a notebook to include general information about the City as well as tabs for each weekly presentation. All participants will receive the PowerPoint presentations for each presentation. Bios of each presenter are included.
- Prepare evaluations for each session – (see attachment)
- Feed them – this is a must since several of them come directly from work – see meal list.
- Have an ample budget to cover all cost (food, printing, tee shirts, special gifts, name tags, graduation, etc.)
- We have two sessions per year, Fall (September – November) and Spring (March – May).

Citizens Academy Timeline Spring 2017

Dates	Activities	Person(s) Responsible
December 12, 2016	Presenters notified	Citizens Academy Coordinator
February 10	Deadline for applications	Recruiters
February 17	Applications reviewed and participants selected	Citizens Academy Coordinator
February 20	Materials for notebooks due	Session Presenters/Administrative Assistants
February 21	Letters mailed to applicants	Citizens Academy Coordinator
February 27	Deadline for participants to respond	Academy Participants
February 27	Deadline for presenters to submit additional material for notebooks	Session Presenters/Administrative Assistants
February 28	Materials prepared for Spring Session (notebooks, meal plans, supplies, etc.)	Citizens Academy Coordinator
March 2	Spring Session begins	
May 4	Spring Session ends	
May 11	Graduation	Citizens Academy Coordinator

CITIZENS ACADEMY

Spring 2017

Schedule of Sessions

Session I	March 2	Tour of City Facilities (5:30) Dinner (6:45) Introductions History of the City of Rocky Mount (7:15) Council Chamber
Session II	March 9	City Manager, Public Affairs, City Clerk, Finance, Budget, Committee Room
Session III	March 16	Police Police Training Room
Session IV	March 23	Water, Wastewater, Stormwater Sunset Avenue Water Treatment Plant
Session V	March 30	Transportation and Environment Environmental Services Training Room
Session VI	April 6	Development and Economic Development Chamber of Commerce Board Room – Train Station
Session VII	April 13	Energy Resources Energy Resource Center
Session VIII	April 20	Parks and Recreation Imperial Center
Session IX	April 27	Fire Fire Station #1
Session X	May 4	Human Resources/Human Relations/Evaluation Human Resources Conference Room
Session XI	May 11	Graduation Booker T Theatre

CITIZENS ACADEMY
DEPARTMENT PRESENTATIONS

(Sent to each presenter prior to their sessions)

- REVIEW OUTLINE – IS IT WHAT YOU WANT? ARE DATES CONFIRMED FOR ALL PRESENTERS?**

- IF NOT, WHAT CHANGES SHOULD BE MADE?**

- WHO WILL MAKE PRESENTATIONS?**

- WE NEED BIOS FOR EACH PRESENTER**

- MATERIALS – WE NEED POWER POINT INFORMATION BY _____
(Date)**

- IF ADDITIONAL HANDOUTS (BROCHURES, ETC.) WILL BE USED, WE NEED THOSE AS WELL.**

- EQUIPMENT – EACH PRESENTER IS RESPONSIBLE FOR SETTING UP THEIR OWN EQUIPMENT.**

- IF PRESENTATION IS NOT AT CITY HALL, SUBMIT DIRECTIONS TO LOCATION.**

- SET UP TABLE FOR REFRESHMENTS.**

- MAKE SURE BATHROOM IS CLEAN.**

2017 Spring Citizens Academy Meals

Week	Date	Restaurant	Meal	Drink
Week 1	March 2	Subway (Sutters Creek Location)	Ham and turkey sub trays, chips and cookies from Fred's Club	2 gallons sweet tea, 1 gallon unsweetened tea
Week 2	March 9	Chick-Fil-A	Box Lunches (includes chicken sandwich and cole slaw, chips and cookies from Fred's Club	2 gallons sweet tea, 1 gallon unsweetened tea
Week 3	March 16	Honey Baked Ham	Boxed lunches (includes combination of ham, turkey and roast beef sandwiches, pickle, potato salad and a cookie)	2 gallons sweet tea, 1 gallon unsweetened tea
Week 4	March 23	Pizza Inn	3 Baked spaghetti trays which includes 10 breadsticks per tray w/ add'l 8 breadsticks; cater salad tray and a variety of cookies from Fred's Club	4 – ½ gallons Sweet tea; 2 – ½ unsweetened tea
Week 5	March 30	Subway (Sutters Creek Location)	Ham and turkey sub trays, chips and cookies from Fred's Club	2 gallons sweet tea, 1 gallon unsweetened tea
Week 6	April 6	Pizza Inn	8 large pizzas (2-pepperoni; 2-sausage; 2-beef; 2-cheese) 4- 20 piece hot wings	4 – ½ sweet tea; 2 – ½ unsweetened tea
Week 7	April 13	Jersey Mike's Pay on pick up	Boxed lunches (includes ham/cheese, turkey/cheese or ham/turkey/bacon sub, assorted chips and a cookie)	4 – ½ gallons sweet tea; 2 – ½ gallons unsweetened tea
Week 8	April 20	Pizza Inn	3 Baked spaghetti trays which includes 10 breadsticks per tray w/ add'l 8 breadsticks; cater salad tray and a variety of cookies from Fred's Club	4 – ½ sweet tea; 2 – ½ unsweetened tea
Week 9	April 27	Zaxby's Pay on pick up	Wings -N- Things Boxed Lunch (includes 5 wings, 3 strips, fries and toast)	2 gallons Sweet tea; 1 gallon unsweetened tea
Week 10	May 4	Sam's Club Pay on pick up	Grapes, cheese tray, party mix, cake loaf	2 gallons sweetened tea, 1 gallon unsweetened
Week 11	May 11	Select a caterer	Select an appropriate menu	Sweet/unsweetened tea and lemonade

NOTE: All Fred's Club items will be purchased by Citizens Academy Coordinator

CITIZENS ACADEMY EVALUATION TOUR/MAYOR/HISTORY OF ROCKY MOUNT

Place a check in each space that indicates your assessment of the overall session.	Excellent	Good	Average	Fair	Poor
Content: <i>relevance, timeline</i>					
Presenters: <i>qualifications, communications skills</i>					
Value: <i>applicability and usefulness of information</i>					
Participation: <i>opportunity for discussion, interaction and questions</i>					
Facilities: <i>suitability and convenience</i>					

Please share your comments regarding the following:

Presenters:

Time:

Location:

Was the tour beneficial? Yes ___ No _____. Were there other places that you wanted to visit? Yes ___ No _____. If so, where?

Identify additional topics that you are interested in.

Check the role that best describes you:

___ Neighborhood Leader/President
 ___ Member of a Neighborhood Organization
 ___ Professional

___ City Employee
 ___ Member of a City Board or Commission
 ___ Other (Please Specify) _____