



## What is the Purpose and Goal of a Citizens Academy?

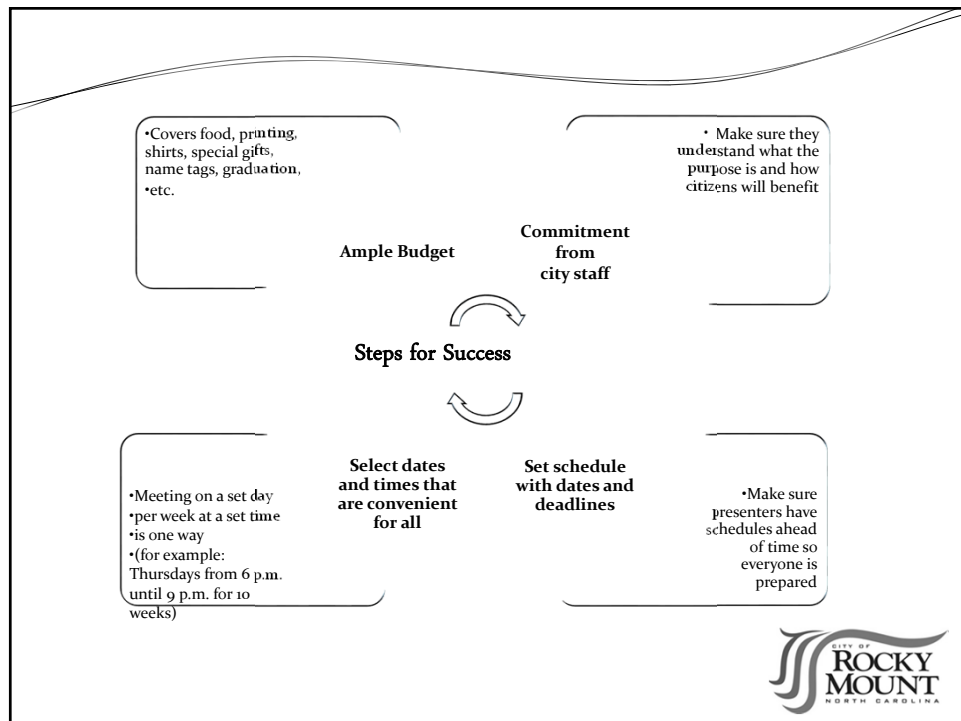
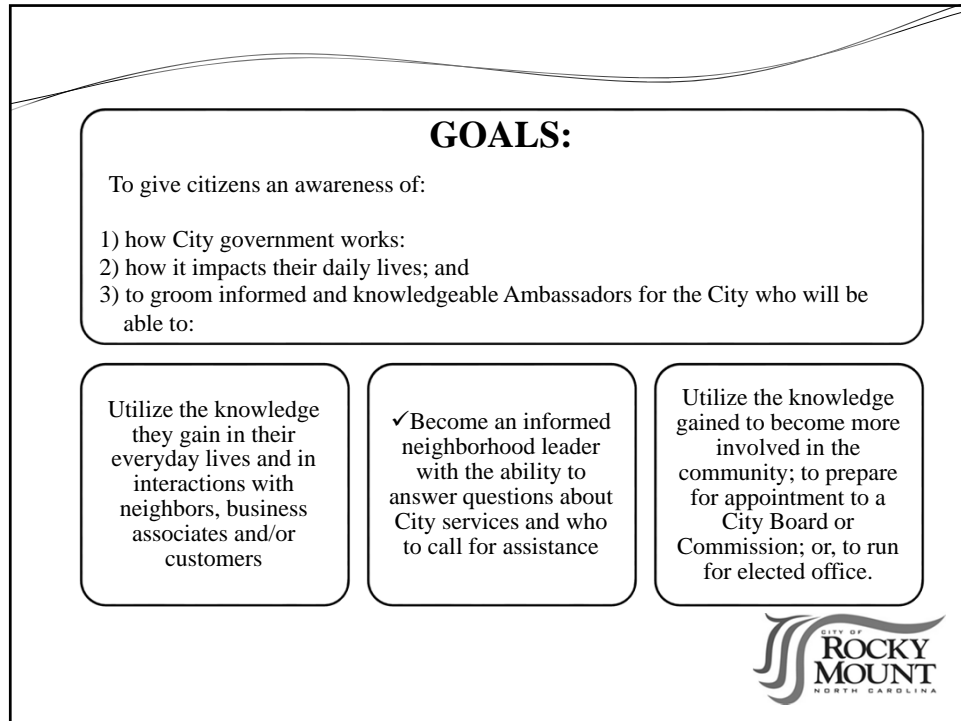
Pamela O. Casey, City Clerk

Loretta Braswell, Citizens Academy Coordinator and Former Human Relations Director

**PURPOSE:** Citizens Academy is an interactive educational program designed to:

- 1) enlighten citizens about the City's history and the governmental process;
- 2) improve and enhance communication with citizens;
- 3) give citizens a "behind the scenes" look at City services and the employees who provide those services every day





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 suggest you have no more than 25 individuals in each session with ages running from 17 and over. Our youngest has been 17 years old and our oldest 87.



Each participant receives a shirt and a notebook. The notebook includes 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.



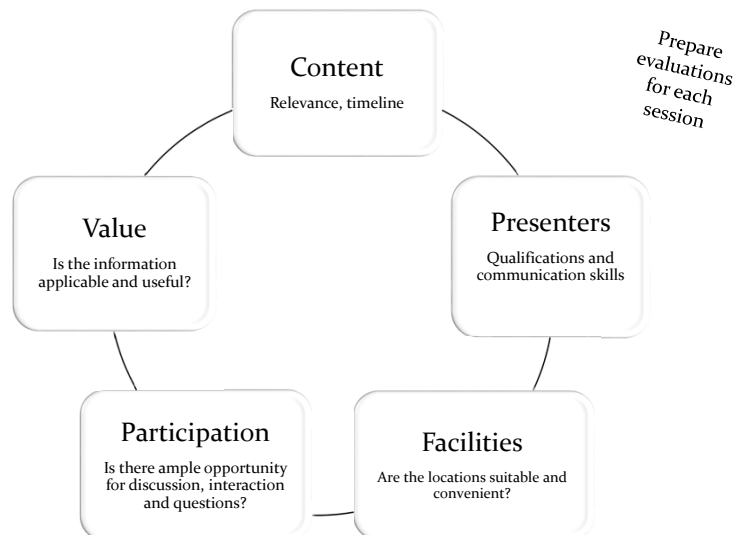
Feed them - this is a must since several of them come directly from work - sample meal list is included in materials

We have two sessions per year:

- Fall (September - November)
- Spring (March - May)



### Things to consider asking on evaluations



## **CHALLENGES:**

- Diversity (especially age)
- Funding
- Absenteeism

**QUESTIONS?**