

Doug Matheson

Council Member, Town of Blowing Rock

is recognized as a

Master

by the

LOCAL ELECTED LEADERS

Academy

October 13, 2014

Sponsored by

School of Government at UNC-Chapel Hill
North Carolina Association of County Commissioners
North Carolina League of Municipalities

Michael Smith

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December 8, 2014

Council Member Doug Matheson
Blowing Rock
PO Box 1513
Blowing Rock, NC 28605

Dear Council Member Doug Matheson:

Congratulations on reaching the level of *Master* in the Local Elected Leaders Academy. The League, UNC School of Government and NC Association of County Commissioners designed the Academy's recognition program to encourage and recognize your commitment to lifelong learning. You are among the first elected officials to achieve this recognition level I want to thank you, not only for your participation in Academy-sponsored trainings, but also for your public service to your community and the North Carolina League of Municipalities.

In recognition, a certificate stating your achievement level has been prepared for you, and an Academy lapel pin is enclosed.

Now, more than ever, our communities need strong leadership and good governance. Your commitment to increasing your knowledge and skills serve your community and our organization.

I hope you will wear the pin proudly. Please tell people about your training and service experiences, and know that you are among a well-respected group of public officials who take seriously their dedication to public service and the improvement of our North Carolina communities.

Sincerely,

A handwritten signature in black ink, appearing to read "Rob Shepherd", is written over a faint, circular watermark or stamp.

Rob Shepherd
Manager of Education and Member Relations



Information about the Local Elected Leaders Academy Recognition Program

The Local Elected Leaders Academy (LELA), a partnership with the NC League of Municipalities, UNC-Chapel Hill School of Government, and the NC Association of County Commissioners, offers local elected officials the knowledge and skills needed to lead and govern their communities.

What is the LELA recognition program?

Elected officials who participate in educational programs and who serve the League are recognized for their dedication, development, and commitment. The starting place for earning credits is the orientation program for elected officials: Essentials of Municipal Government. As you increase your education and service, you will earn credits and recognition at three levels – **Practitioner**, **Master**, and **Mentor**. **Practitioners** learn the basics of leadership, governance, and local government. **Masters** are veteran elected officials working on continued personal and professional development. **Mentors** are experts who may be called on to assist with LELA-related initiatives. The League will keep track of your credits and recognize your attainment of the different levels.

Who is eligible?

The program is open to all mayors and council members. You do not have to consistently be in office to receive recognition for participation.

What counts as credit and how is it earned?

Credits are divided into 3 categories; a minimum amount of credit in each category is required to obtain each recognition level.

1. Orientation

- Essentials of Municipal Government (**18 credits**)

2. Workshops/Programs (one-day workshops are worth 6 credits)

- Offered by the School of Government or other institutions. For example:
 - Orientation for New Mayors
 - Regional LeaderShops (these workshops are offered on the first day of Essentials of Municipal/County Government)

3. Service and participation in NCLM

- NCLM annual conference (**9 credits**)
- Town Hall Day (**3 credits**)
- Advocacy Goals Conference (**6 credits**)
- National League of Cities (NLC) Conferences (**6 credits**)

What are the recognition levels?

- A **Practitioner** has completed a minimum of **48 total credits**. (18 orientation credits + 18 workshops/programs credits + 12 NCLM programs and service credits)
- A **Master** has completed a minimum of **66 credits** (18 orientation credits + 30 workshops/programs credits + 18 NCLM programs and service credits)
- A **Mentor** has completed a minimum of **84 credits** (18 orientation credits + 42 workshops/programs credits + 24 NCLM programs and services credits)

For more information on the Local Elected Leaders Academy and recognition levels visit lela.unc.edu or contact [Melissa Smith](mailto:Melissa.Smith@nclm.org), NCLM Member Relations Specialist, 919-715-3927 or msmith@nclm.org.