



# From Your Associate Director

By Jerry B. Crabtree

TOI Associate Director / Education Coordinator

*The Value of the TOI Education Program is worth the time and money!*

## Education: The Heart of the Association Township Officials put the "ELP" in HELPing communities!

**T**OI MAINTAINS three functions: **EDUCATION** of township officials, **LOBBYING** on behalf of Illinois townships and road districts; and **PROMOTION** of township government.

As the Education Coordinator for the association, the design of program has two primary ideologies. We want to offer programs that are both desired and beneficial to our membership. Second, we want to bring the programs out into the different areas of the state and provide information on performing duties as elected township officials. The 2015 Education District Program and Professional Development Program series meet this expectation.

The climate of township government continues to change. Technology is an important part of the game, but we must realize that our members are from two generations of working practices. Our goal is to offer programs and information that meet both demands. The future of township government includes the development and acceptance of technology. Finding the right balance today is the challenge. Our programs attempt to bridge the learning gap and unite both requirements.

With a primary focus on education and awareness,



February is the start of the season of spreading the township message. We have the first week of March as the designated LOCAL GOVERNMENT WEEK (March 2-6, 2015) across Illinois. These events are designed to teach new components of the responsibilities of being a township official, provide outstanding networking opportunities, and provide a solid program benefiting township government.

What makes a good township official? Someone who knows the residents and the community, of course. Additionally, a person that follows township law and utilizes educational opportunities to meet the needs of your constituents. This is the value of the TOI education program.



**TOI ASSOCIATE DIRECTOR** Jerry Crabtree and **TOIRMA Associate Director** Jim Donelan spoke to East Central Illinois highway commissioners recently at Gifford

Our attendance goal for 2015 is 1,000 members. Registration materials are being mailed out at least one month in advance of each scheduled event so that you can request board approval if needed. You can always download the registration materials at [www.toi.org](http://www.toi.org). We have a program that is aimed at discussing ways to work with new generations of officials entering township government that require the use of technology. We are also providing a program that discusses new trends in township policy and legal requirements. Overall, a program designed for everyone.

**PROFESSIONAL DEVELOPMENT COURSES  
OFFER FURTHER DETAIL**

The intent of the 2015 Professional Development Course Series that started in 2013 is to take some of the course offerings provided as part of the educational district event agenda and provide a day-long program on the topic. The typical hour-long program oftentimes is not long enough to cover all the aspects of a particular topic. These day-long programs are structured to provide just that. Take a look at the program line up this year and register early. We just completed a successful day Jan. 16 with the budget/levy program by Bob Porter.

<b>April 17 (Friday)</b>	Engaging Townships with Relevant Social Media Using the Correct Media Strategy in Township Government
<b>July 24 (Friday)</b>	Let Your Lawyer Be Your Guide: A Review of New Laws and Cases impacting Township Government in 2015! Illinois Township Attorneys Division
<b>October 9 (Friday)</b>	An overview of the Township Cemetery Oversight Act / Cemetery Trustees and responsibilities. A representative from a cemetery restoration program will be presenting tips on how to accomplish restoration techniques. The program concludes with a general question and answer period with a township attorney.



## 2015 Professional Development Course II Engaging Townships with Relevant Social Media

The TOI Education Program is pleased to announce the second Professional Development Course of 2015 for township officials and staff. The program is **Friday, April 17, 2015** at the **TOI Office in Springfield**. Registration deadline is Friday, April 10 and is limited to 25 attendees. Cost is \$75 and includes lunch. The seminar is scheduled from 10am – 3pm to accommodate travel time. Six hours of education credit will be given for workshop completion. This session is presented by Kaleigh Moore, co-founder of Lumen, a creative service company offering social media consulting/management, copywriting and design services. Some townships have an established social media presence. But how can you renovate an existing online presence to make it more effective and innovative? This session answers that question, and discusses current trends in social media. How can your township leverage storytelling opportunities with volunteers through relevant social media outlets, content, and strategy? How can you use social media to reach specific, targeted audiences that open doors for volunteer opportunities? This will be an opportunity to ask questions, troubleshoot, and share ideas on what works and what doesn't. This session is best suited for novice-advanced social media users.

**Deadline to register is Friday, April 10, 2015**

Name: \_\_\_\_\_

Township Position: \_\_\_\_\_

County / Township: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone / E-Mail: \_\_\_\_\_

Payment method: Check or Credit Card (Visa / MasterCard only)

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

**Fax to the TOI office at 217.744.7419 or Mail to TOI, 3217 Northfield Dr., Springfield, IL 62702**