

2020 – 20 PART WEBINAR SERIES

GFOA Alberta, in cooperation with Bloom Centre for Municipal Education, is proud to bring to you 20 new Webinars in 2020. The curriculums have been developed with the expertise of municipal professionals and executives.

- ✓ Individual Webinars are \$175 each
- ✓ Choose 10 Webinars for \$1,500, or all 20 Webinars for \$2,750
- ✓ Webinars are recorded and available 24/7 for 60 days after purchase
- ✓ CPA verifiable credit available for registered viewers
- ✓ All courses come with PDF slides for reference, and tools and templates where applicable
- ✓ Useable PowerPoint slides provided upon request

- ✓ Courses developed by municipal professionals
- ✓ Recorded webinars (24/7 viewing)
- ✓ High quality curriculum
- ✓ Affordable

- ✓ Earn PD credits at your convenience
- ✓ Convenient online delivery
- ✓ Easy to access technology

- ✓ Free templates and tools
- ✓ Access to updates
- ✓ Relevant and timely topics
- ✓ Networking opportunities



**CONTINUOUS
PROFESSIONAL
DEVELOPMENT**

Curriculum

Municipal Basics

January 29, 2020
10:00 – 11:30 MST

- ✓ A general overview of municipalities and how they work “top to bottom”
- ✓ Legislation overview, governance model, CAO position description
- ✓ Assessment, taxes, service delivery, election cycle, sustainability
- ✓ Municipal challenges – land use planning, economics, service delivery, public perception, politics, intermunicipal challenges, financial challenges

Priority Based Budgeting

February 12, 2020
10:00 - 11:30 MST

- ✓ Priority based budgeting in theory and in practice
- ✓ The PBB framework explained and how to utilize it to budget for success
- ✓ Linking council priorities to service delivery for decision making (staff, new initiatives, capital)
- ✓ Developing a prioritized service inventory for your municipality

Development/Offsite Levies Accounting – In Depth

February 26, 2020
10:00 - 11:30 MST

- ✓ New MGA: development charges legislation
- ✓ Accounting for development charges – concept, requirements, journal entries
- ✓ Balance sheet treatment, deferred revenue
- ✓ No cost capital procedures, TCA treatment
- ✓ Developer obligations, municipal obligations

Municipal Strategic Planning

March 11, 2020
10:00 - 11:30 MST

- ✓ Municipal strategic plan best practices
- ✓ Fundamentals of municipal strategic planning (value, process, use, measurement)
- ✓ Use of a corporate plan to link the strategic plan to administrative actions
- ✓ Linkage of the strategic plan to business plans, budget and reporting
- ✓ Strategic plan communication strategies – public, administration
- ✓ Strategic plan and leadership (motivation to achieve goals)

Municipal Financial Department Basics

March 25, 2020
10:00 – 11:30 MST

- ✓ Key deliverables explained – reporting, budgeting, treasury, risk management, payables and receivables
- ✓ Optimal department structure examined
- ✓ Finance activity cycle – budget and reporting
- ✓ External department, Executive Team, council, and public relationship and communication
- ✓ Financial department business planning – mission, goals, motivation

Curriculum

Developing a Long-Term Financial Plan

April 8, 2020

10:00 - 11:30 MST

- ✓ Benefits of developing a long-term financial plan
- ✓ Key components of a long-term financial plan reviewed
- ✓ Long-term financial plan methodology
- ✓ Linking the strategic plan and the long-term financial plan to meet long term goals
- ✓ Long-term financial planning for financial sustainability

Performance Measures

April 22, 2020

10:00 - 11:30 MST

- ✓ Best practices in performance measurement
- ✓ Examples of municipal performance measurements
- ✓ How to develop key performance measurements
- ✓ Developing a performance management framework
- ✓ Performance measurement versus performance management

Annual Report

May 13, 2020

10:00 - 11:30 MST

- ✓ Best practices for a municipal annual report
- ✓ Annual report purpose, objectives and value
- ✓ Key components and structure of an annual report
- ✓ Tips for creating an annual report that creates interest and impact
- ✓ Explaining financials for the public

Financial Statement Disclosures – Requirements and Accounting

May 27, 2020

10:00 – 11:30 MST

- ✓ Financial statement best practices
- ✓ Financial disclosure requirements – disclosure checklist
- ✓ How full disclosure affects financial reporting
- ✓ Financial disclosures and the audit
- ✓ Financial disclosures in depth review
- ✓ Disclosure example

Municipal Financial Health – Key Indicators and Process

June 24, 2020

10:00 – 11:00 MST

- ✓ Best practices for fiscal financial health
- ✓ Financial health indicator checklist
- ✓ Building financial health indicators into a quarterly process
- ✓ Explaining financial health to stakeholders (CAO, executive, council, public)
- ✓ Using financial health indicators for decision making

Curriculum

Accounting for Capital Assets

July 8, 2020

10:00 – 11:30 MST

- ✓ Capital assets in the context of municipal service
- ✓ Basics of asset management
- ✓ Tangible capital assets in brief
- ✓ Understanding work in progress accounting
- ✓ Amortization explained, use for asset management
- ✓ Accounting for donated assets

Financial Systems – ERP, reporting and budget software strategies

July 22, 2020

10:00 - 11:30 MST

- ✓ Best practices for financial system software
- ✓ ERP basics. Understanding how an ERP supports municipal processes, activity
- ✓ ERP readiness – assessing organizational ability to implement an ERP
- ✓ ERP as a project – keys for successful implementation
- ✓ Maximizing value of the ERP

Improving Financial Reporting Processes

August 12, 2020

10:00 – 11:00 MST

- ✓ Overview of the entire financial reporting process (deliverables, timelines, goals)
- ✓ Risk analysis related to financial reporting
- ✓ Internal controls – how to incorporate internal controls into the reporting process
- ✓ Reporting process – efficiency and effectiveness tips
- ✓ Creating audit documentation through the reporting process

Bloom Municipal Scan

September 9, 2020

10:00 -11:30 MST

- ✓ Municipal Scan framework – municipal SWOT analysis
- ✓ Using the Bloom Municipal Scan to identify opportunities and risks
- ✓ Municipal Scan use for operating and capital plan forecasting
- ✓ Municipal scan use for business planning
- ✓ Municipal scan use for public engagement and communication

Council Meeting Basics

September 23, 2020

10:00 - 11:30 MST

- ✓ Beginner to intermediate class on council meeting rules and presentations
- ✓ Robert's rules explained
- ✓ Differences between in-camera, committee of the whole and open session
- ✓ Tips for making effective presentations to council
- ✓ Best practices for writing council reports

Curriculum

Municipal Utility Rates and Franchise Fees-

October 7, 2020
10:00 – 11:30 MST

- ✓ Utility rate legislation, regulations and methodology
- ✓ Utility rate bylaw explained
- ✓ Utility rate math explained – utility rate modelling – capital planning and utility rates
- ✓ Franchise fee basics (methodology, process, implementation)
- ✓ Using franchise fees as a revenue tool

Municipal Reserves 101

October 21, 2020
10:00 – 11:30 MST

- ✓ Best practices for municipal reserve planning
- ✓ Determining reserve requirements (contingency, operating, capital)
- ✓ Developing a long-term reserve strategy for financial sustainability
- ✓ Reserve strategy for asset management
- ✓ Explaining the need for reserves to council and the public

Be a Better Manager

November 4, 2020
10:00 – 11:30 MST

- ✓ Overview of key management skills and competences
- ✓ Management versus leadership – key differences
- ✓ Management for success – tips for management excellence
- ✓ Developing goals for individuals and teams
- ✓ Performance management – get the most out of your team
- ✓ Dealing with difficult situations – tips for difficult conversations

Building a Better Budget Document

November 18, 2020
10:00 – 11:00 MST

- ✓ Best practices for budget communication (administration, council and the public)
- ✓ Linking the budget document to the strategic plan and other leading documents
- ✓ Budget document structure – key components – Introduction, overview, financials, opportunities and risks
- ✓ Process for building a budget document – Narrative process and timelines
- ✓ Linking the budget document to PowerPoint presentations for council

Service Inventory and Overhead Allocation

December 2, 2020
10:00 – 11:30 MST

- ✓ Best practices and value of identifying municipal services
- ✓ Process requirements for developing a service inventory – descriptions, scope
- ✓ Costing methodology for municipal services
- ✓ Internal facing versus external facing services
- ✓ Allocating overhead to external services (fleet, facility maintenance, HR, finance etc.)

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<https://bloomcme.com/>

