**President’s Message**

*By Sarah Hazel*

This year has been marked by two major highlights for the ICMA Student Chapter—growing the organization from 15 to 45 student members, including our online peers, and building an organizational framework for the future, including a web and social media presence.

Heading into our second year as a chapter, the ICMA student chapter leadership wanted to build an organization that would be driven by students’ interests, provide an opportunity for leadership development and skill building, and put in place traditions and an organization that will last beyond our time. So far, so good!

As we look ahead to next semester, I encourage students who have yet to be involved to jump in to one of our many events or to plan your own. We look forward to continuing our work on the “Life, Well Run” campaign and challenging the rest of the student chapters across the nation to a 60 second video contest. Students will have an opportunity

See **President’s Message** on page 2

---

**Semester Update**

*By Brittany Bennett*

We are excited to debut the first edition of Public Notice—the UNC ICMA Student Chapter’s semi-annual newsletter. We hope that this newsletter will provide a detailed look at our chapter’s activities and that you’ll be inspired to get involved in the future by attending events or volunteering to speak or share your knowledge in some other way.

Fall 2013 was quite the semester for the ICMA Student Chapter. Our membership grew exponentially to include both residential and MPA@UNC students; we hosted an array of programs; and strengthened relationships with ICMA leaders and other practitioners. The spring semester promises to be equally as strong with job shadowing and several brown bags on the calendar. We will also be hosting a student networking social at the North Carolina City/County Managers Association conference in February. To get up-to-date information about the chapter, visit our page on the Carolina MPA website, like us on Facebook, or follow us on Twitter (@UNCICMA).

We hope you enjoy Public Notice and look forward to your future involvement with the chapter.

---

**Inside This Issue**

<table>
<thead>
<tr>
<th>1</th>
<th>President’s Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Semester Update</td>
</tr>
<tr>
<td>3</td>
<td>Chapter Takes on ICMA’s “Life, Well Run” Campaign</td>
</tr>
<tr>
<td>4</td>
<td>Alumni Spotlight: Ben Chambers</td>
</tr>
<tr>
<td>5</td>
<td>A Chapter Member’s Experience at ICMA’s 99th Annual Conference</td>
</tr>
</tbody>
</table>

**Upcoming Events**

| Feb. 6: | NCCCMA Student Networking Social |
| March: | Women in PA |

Events are subject to change.
Chapter Takes on ICMA’s “Life, Well Run” Campaign

By Caroline Simpson

This semester UNC ICMA connected with ICMA’s ongoing “Life, Well Run” campaign. The purpose of the campaign is to raise awareness of the positive role professional local government managers play in building healthy, happy communities. It features ads and messages that highlight professional management’s effects on everyday life—a powerful message for a profession largely behind the scenes.

While the national campaign is live in ten states, ICMA invites chapters to help spread the word and it is cleverly designed for outside participation. “Life, Well Run” provides fun videos, marketing materials, templates, and ideas so chapters can easily share the campaign’s thoughtfully crafted messages about the benefits of professional management.

Chapter members brainstormed ways UNC ICMA could uniquely contribute. Chapter president Sarah Hazel guided this process with helpful questions like “what do we hope to accomplish?” and “who is our audience?” After discussions a few different projects emerged.

It was clear that UNC ICMA and fellow student chapters could bring fresh perspectives to the campaign and engage students. On this note, member Susan Sanford planned a student chapter video contest for spring 2014. UNC ICMA will challenge fellow student chapters to get creative and produce short videos highlighting a government person (e.g., town manager) or process (e.g. sewer water treatment). The contest is meant to make public administration cool and accessible for everyone.

UNC ICMA will also supplement the existing content of “Life, Well Run” through thank you notes to local government employees and social media.

See Life Well Run on page 4

President’s Message from page 1

to meet more practitioners and peers from across the state at the Annual Manager’s Conference, participate in the second annual job shadow month, and hear from local leaders through speakers and informal dinners. We also look forward to passing the torch to the new officers who will shape the chapter into the future!

We are very fortunate to have the support of the faculty advisor, Carl Stenberg and our mentor, Eric Peterson who have both supported our efforts, and brought wisdom, opportunities, and encouragement. They are truly shaping the next generation of public service leaders.
Alumni Spotlight: Ben Chambers

By Ben Chambers

Co-communications coordinator, Brittany Bennett reached out to MPA alum and former ICMA Student Chapter member, Ben Chambers (c/o 2013), to see how life after graduate school is treating him. He is currently a Management Fellow for the City of San Antonio, Texas. His responses to her questions are featured below. We thank Ben for sharing his experience.

Where are you working now?
I am one of three Management Fellows with the City of San Antonio. It’s a year-long position made up of three four-month rotations: one in the Manager’s Office, one in the Office of Management and Budget, and one in an operating department. I’m with OMB now, but I’ll move to the Metro Health Department in March for my last rotation. The other two Management Fellows are working with the Library and the Aviation Department this year. The most interesting part of working for San Antonio has been the chance to see so many different functions in one organization. For example, I spent most of my time in the Manager’s Office working on a new early childhood education initiative named Pre-K 4 SA, and I learned a lot from it.

How well did the MPA Program prepare you for the fellowship?
The MPA Program gave me a solid grounding in the kinds of issues and challenges local governments are going through and provided me with helpful frameworks for analyzing what I see going on around me every day. In San Antonio, I've combined that with some more technical training in Excel and Access that let me work on more complicated problems than I could before.

Do you have any advice for current students?
Getting comfortable with how much I do not know and thinking through a plan for continuing to learn has been really positive for me. It's something I would encourage anyone to spend time thinking about. Where you do you want to get to, both in the short and long term? What do you need to learn to take you there? For me, answering those questions has often meant just closely observing what's going on around me. But sometimes it means going through a formal training, or creating some time for focused conversations with peers and mentors around me too.

I hope everything's going well for you all and feel free to reach out if you'd like to learn more about the San Antonio Fellowship or just more about the experience of someone who recently graduated. San Antonio will start recruiting for its 2014 Management Fellows later in December or January. My email address is ben.h.chambers@gmail.com

“The MPA Program gave me a solid grounding in the kinds of issues and challenges local governments are going through…”

Ben (4th from the right) and 2012-2013 chapter members.
interactions. Megan Dale introduced events where students will socialize and write letters to public administrators that make a difference. Jeremy Schmidt and Caroline Simpson created a Social Media plan. Engaging in the campaign spurred the chapter’s use of Twitter and Facebook this year—allowing members to practice their social media skills and explore new opportunities for UNC ICMA’s online presence. All of these projects are lessons in how to talk about the benefits of professional management—a skill that members can take into the future.

One of the ideas behind “Life, Well Run” is that those inspired into public service by presidents John F. Kennedy and Lyndon B. Johnson have started to retire. Engaging in the campaign gives student members a stake in spreading a message important to their future: well-qualified, well-trained professionals serve communities with thought and vision. This message is relevant as our members seek opportunities as local government leaders and as communities make decisions about the structure of their governments.

A Chapter Member’s Experience at ICMA’s 99th Annual Conference

By Jenifer Della Valle

When I got to baggage claim at the Boston airport I saw a sign that read, “Welcome to Boston: ICMA 99th Annual Conference, Boston New England.” I was pumped! I had my business cards ready to go and the conference app already downloaded on my phone. Thousands of people were attending the conference and they were as passionate about local government as I was. This conference was a chance to meet new people and connect with past colleagues.

Although the conference had back-to-back sessions on a variety of topics, there were plenty of opportunities for networking. While I have been in the program, I have been able to attend various conferences and network with local government professionals from North Carolina and across the nation. Through these events, I have observed the tight network of local government professionals, especially among North Carolina managers. Networking is a way to build relationships with practitioners and future local government colleagues. I am excited to join this network of local government professionals.

I have found that local government managers are eager to network with students at conferences and cultivate the next generation of public service leaders. One particularly useful event at the ICMA conference was speed coaching with local government managers. The managers I spoke with during this session provided insight on questions I had about breaking into local government, career paths, manager-council relations, rewarding aspects about the management profession, work-life balance, and much more. At the NC Manager’s Conference in early February, students will have the opportunity to be speed coached by North Carolina managers. I encourage all students to attend this fun session.

Also, I hope you all are as excited as I am about ICMA’s 100th Anniversary in Charlotte next fall!