



## **North Carolina City and County Management Association Civic Education Project Timeline**

**1989**

### **Initiated project**

- Formed committee
- Gained support and involvement of the North Carolina Department of Public Instruction

**1990**

### **Produced videotape**

- Filmed by a local production company with students as actors
- Introduced the project and our association to high school teachers
- Used a new state mandate — recycling — to get students' attention
- Generated interest in covering local government

**1991**

### **Began developing textbook**

- Recruited a UNC professor to draft book chapters for review by a reading committee of city and county managers
- Contracted with a project management firm to handle photo selection, design, cover artwork, and publication

**1992**

**1993**

### **Published textbook and teacher's guide**

- Distributed 100,000 copies to all public high schools in the state, with the assistance of the NC Department of Public Instruction
- Introduced via teleconference with teachers across the state
- Covers city and county services and emphasizes citizen involvement

**1994**

### **Contracted with Civic Education Coordinator**

- Focused first on surveying teachers to assess use of the textbook
- Developed work plan based on survey results and committee input

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**1995**

### **Published first newsletter for teachers**

- Designed to make new teachers aware of available resources
- Published on a periodic basis as new products are introduced
- Highlights a hands-on activity developed by a classroom teacher
- Offers tips on locating resource people and requesting materials from local government offices

**1996**

### **Began developing elementary teacher package**

- Contracted with two elementary teachers to develop lesson plans
- Reviewed and edited by the Civic Education Coordinator and committee members
- Design work handled at no cost by staff of the NC Association of County Commissioners

**1997**

### **Published lesson plan package for elementary teachers**

- Distributed 7,500 copies to 3rd/4th grade teachers in all public elementary schools in the state, with the assistance of the NC Department of Public Instruction
- Offers 16 lesson plans on individual topics
- Provides background information for the teacher and a related activity, including any necessary handouts

### **Participated in formation of the NC Civic Education Consortium at UNC-Chapel Hill**

- Initiated by the UNC Institute of Government, the state's premier training program for city and county elected and appointed officials
- Founders included the NC League of Municipalities, the NC Association of County Commissioners, and the NC City and County Management Association
- Expanded to embrace any organization working to enhance civic education in our state (NC Bar Association, Kids Voting North Carolina, NC Center for Nonprofits, 4-H Youth Development, Governor's Youth Advocacy and Involvement Office—over 100 groups)

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**1998**

### **Launched web site for teachers**

- Developed by the Civic Education Coordinator
- Features a set of basic lesson plans with hands-on activities
- Provides contact information for key local officials by county
- Includes the text, photos, and sidebars of the textbook in a format that can be reviewed on-line or printed
- Archives "how to" articles from the teacher newsletters

### **Published idea package for local officials**

- Requested by elected officials with the NC Association of County Commissioners
- Provides ideas for classroom activities for the elementary, middle, and high school levels, led by an elected or appointed local government official
- Offers tips from teachers for relating to students of different ages
- Distributed free of charge to all 100 counties and 540 municipalities

**1999**

**2000**

### **Prepared template for civic club presentations**

- Suggested by the director of the NC Civic Education Consortium
- Uses research data to investigate involvement of young people in civic activities
- Offers suggestions for civic clubs to encourage involvement by young people, their future membership
- Distributed free of charge to all 100 counties and 540 municipalities; also available on-line as a PowerPoint presentation

**2001**

### **Offered first 2½ day Local Government Seminar for teachers**

- Jointly sponsored by NCCCMA and the North Carolina Civic Education Consortium
- Models activities with local government resource people by bringing in local staff members and elected officials to do the exercises with the teachers
- Includes advice from fellow teachers about using resource people effectively in the classroom

## **Civic Education Project Timeline / Page 4**

**2002**

### **Collaborated with textbook publisher**

- Contacted lead publishers for the high school civics course to propose a collaboration to improve the accuracy of their local government content
- Worked out a contract to review the publisher's textbook and to have the publisher print and distribute updated versions of our book as a supplemental text under a licensing agreement

**2003**

### **Updated on-line version of textbook**

- Includes the text, photos, and sidebars of the textbook in a format that can be reviewed on-line or printed

**2004**

### **Offered first 1-day Local Government Seminar for teachers**

- Designed to appeal to a broader group of teachers
- Models three sure-fire activities with local government resource people by bringing in local staff members and elected officials to do the exercises with the teachers
- Includes advice from fellow teachers about using resource people effectively in the classroom

### **Working on a strategy for promoting civic education to the public**



# Contact Information

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