

Public Engagement

Learn the foundations of effective public engagement and how to integrate community input into impactful municipal leadership

About the course

This course will equip you with the tools to engage effectively, navigate challenges, and integrate public input into decision-making. Exploring the value of engagement, your role as an elected official and how to manage public expectations, you'll gain practical skills to foster transparency, accountability and stronger connections with your community.

Quality Content

All EOEP courses are developed using subject matter experts from the municipal sector and reviewed by Alberta Municipalities and Rural Municipalities of Alberta.

Experienced and Independent Instructors

Take advantage of having councillors learn from independent instructors who are experienced in the municipal sector and reinforce concepts without any perception of bias. EOEP instructors represent a mix of individuals from consulting firms, law firms, and current and retired municipal staff and elected officials.

Cost Per Person

Online: \$295 + GST
In-Person: \$395 + GST

What you receive

Each participant will receive a course workbook, presentation materials, and the ability to ask questions during the course.

Other Benefits

A key benefit of this course is the opportunity to connect with fellow municipal leaders across Alberta. You'll engage in networking and collaborative discussions, share experiences and build relationships that support you throughout your council term

Can administrators take Public Engagement?

Yes! CAOs and senior administrators can benefit from taking the course to understand the concepts being taught to your council so you can be on the same page.

Request to Host a Course in Your Region

If you are looking for greater flexibility in scheduling, our [Hometown EOEP](#) program gives you the option to bring expert training directly to your council at a time and location of your convenience.

Questions and to register for Public Engagement

Visit eoep.ca or email Registrar@eoep.ca.

What is covered in the Public Engagement course?

Introduction to Public Engagement

- The purpose and importance of public engagement
- The role of council in public engagement
- Benefits and Challenges of engaging with the public
- Differentiating between communication and engagement
- Identifying risks and challenges that impact engagement success

Public Engagement Framework

- Understanding public engagement as a system
- Key principles and frameworks for municipal engagement
- Statutory requirements for public participation
- The Outer Ring of Engagement: Public notification bylaws, administrative procedures, and engagement policies
- The spectrum of engagement and levels of decision-making

Engagement with Intent

- The Inner Rings of Engagement: Strategic engagement planning
- How public input informs municipal decision-making
- Public satisfaction surveys: Purpose, methodology, and interpretation
- Balancing engagement with council's decision-making authority

Understanding Engagement Results

- Identifying and understanding community needs
- Why demographics matter in public engagement
- Strategies for engaging diverse groups
- Ensuring accessibility and equity in public participation
- Evaluating public engagement efforts

Engagement Roles & Responsibilities

- The Bullseye of Engagement: Defining engagement priorities
- Councils' role in leading and overseeing engagement processes
- Responsibilities of administration and staff in engagement processes
- Effective collaboration between council, administration, and the public

Engaging Through Controversy

- Navigating contentious issues and public backlash
- Managing misinformation and setting realistic public expectations
- Conflict resolution strategies in engagement processes

The Elected Officials Education Program is a non-profit proudly operated through a partnership of [Alberta Municipalities](#) and the [Rural Municipalities of Alberta](#) to support Alberta's municipal elected officials to serve their community effectively.

