

**NCDL Leadership Institute**  
**Course #4: Communication for Community Development Professionals**  
March 24 - April 18, 2025  
Wednesdays 1:30 - 3:30 PM EST  
Online

**Course Overview**

Join us for NCDL's Leadership Institute, a four-course interactive training for new and experienced supervisors and managers in the community development field. Courses include: 1) Team Building, 2) Management, 3) Leadership, and 4) Communication.

This fourth course in the series is online and provides the convenience of self-paced learning while also incorporating deadlines to keep participants on track. Timely instructor feedback ensures that learners receive guidance and support when needed. Additionally, live Zoom sessions offer opportunities for real-time interaction and discussion. Course content is designed with specific examples directly applicable to managing CDBG and HOME programs. Peer-to-peer networking will be invaluable as participants work through issues related to the following learning objectives (see course agenda on the following page):

- Explain how to listen actively and respond productively to others.
- Develop proficiency in public speaking techniques tailored specifically for community development professionals, enabling effective communication and engagement within diverse community settings.
- Identify data to collect and share to drive meaningful conversations about perceived and actual community needs.
- Design an engaging workshop for community stakeholders
- Create an annual social media brief and content calendar to promote programs and accomplishments.
- Evaluate constituent experience and how your department can facilitate a better customer journey.
- Identify key politicians and how to align community development goals with their top priorities while addressing potential pitfalls and roadblocks to effective communication.
- Explore strategies for navigating conflicts between community needs and council priorities and develop skills for handling such situations effectively.

Melissa Pond and Sheryl Kenny are the course instructors. Melissa has over 15 years of experience in Community Development, most recently with the City of Quincy,

Massachusetts. An entrepreneur, seasoned consultant, and educator, she holds a master's degree from Northeastern University. Sheryl Kenny has over 30 years of experience in community development in Tarrant County and the City of Arlington, Texas. She is an experienced NCDA trainer and former president of NCDA, and she holds a master's degree from Cornell University.

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**NCDA Leadership Institute  
Communications for Community Development Professionals  
Course Agenda\***

**\*subject to change**

**Week One: Introductions**

- Discussion Board 1: Introduce yourself and share your goals for this course
- Discussion Board 2: Discuss your most significant challenges around explaining complex HUD regulations to community stakeholders. In peer responses, share your best advice for their challenges.

**Week Two: Public Speaking**

- Learning Objective #1: Explain how to listen actively and respond productively to others.
- Learning Objective #2: Develop proficiency in public speaking techniques tailored specifically for community development professionals, enabling effective communication and engagement within diverse community settings.
- Learning Objective #3: Create a recorded professional presentation with slides in Canva or Zoom and upload it to YouTube with captions.

**Week Three: Community Engagement**

- Learning Objective #4: Identify data to collect and share to drive meaningful conversations about perceived and actual community needs.
- Learning Objective #5: Design an engaging workshop for community stakeholders
- Learning Objective #6: Create an annual social media brief and content calendar to promote programs and accomplishments.

**Week Four: Putting it All Together**

- Learning Objective #7: Evaluate constituent experience and how your department can facilitate a better customer journey.
- Learning Objective #8: Identify key politicians and how to align community development goals with their top priorities while addressing potential pitfalls and roadblocks to effective communication.
- Learning Objective #9: Explore strategies for navigating conflicts between community needs and council priorities and develop skills for handling such situations effectively.