

# Florida Regional Contact Initiative – eLearning

## **Intro to Compacts: Bringing President Surrency's Vision to Life**

At the heart of President Matt Surrency's vision for the Florida League of Cities is a conviction that cities are stronger when we solve problems together, stronger when we share our resources, and stronger when we speak with one voice. President Surrency's Regional Compact Initiative is a voluntary program designed to encourage cities to join forces to:

- identify and coalesce around a shared challenge
- learn to collaborate across jurisdictional and ideological boundaries
- craft and commit to a joint action plan to address regional needs

In this webinar, participants will learn about what compacts are, how they have been and will continue to be successful and what the critical first steps are. We will also discuss how the League will support this initiative through educational resources, outside facilitators and in-house staff.

## **The Art of Consensus**

How do you achieve consensus with your colleagues and overcome conflict when it arises on the dais? This webinar will identify the primary steps to consider before introducing a new item for consideration, highlight crucial do's and don'ts during a council/commission meeting and how to capitalize on consensus after your item passes. Join your colleagues from across the state in learning the art of consensus building.

## **Sustaining Success**

Your council/commission has passed a Compact, but what exactly have you committed your city or yourself to doing? In this webinar, discuss the next steps for Compact creation, how to identify staff and assets for sustaining the success of the collaboration, and the importance of an interior work group and what they are charged with doing. The webinar will feature the experience of a new collaboration with ample time for dialogue to address your specific questions.

## **Building a Brand**

One of the most important tasks in sustaining Compact success is building broad support among your colleagues, staff and constituents. There is a need to communicate early and communicate often, but what exactly should you communicate and what does branding have to do with it? During this webinar, participants will connect basic marketing concepts to Compact communications, learn how to develop a media strategy and why it's important, and discuss how to engage champions throughout the process to ensure community support.

**Florida League of Cities Staff Contact**  
Holly McPhail, Communications Coordinator  
Ph. 850-222-9684  
[hmcphail@flcities.com](mailto:hmcphail@flcities.com)