



# Marana 2.0

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Local government high school education program



# Planning committee

- Vickie Hathaway, Management Assistant
- Heath Vescovi, Management Assistant
- Jocelyn Bronson, Town Clerk



# Community Outreach

- Local government not part of public school curriculum.

Need



- High school students.

Intended audience



- Town of Marana departments.
- Marana High School student government class.

Stakeholders





# Inspiration: Biz Town





# Marana 2.0

- Create a role-playing learning experience for high school students.
- Supplement local government education in the public school system.
- Provide real-world assignments to students.
- Have the learning experience culminate in a “Local Government Day”.



# Marana 2.0



Department guest speakers (August – October)



Student job interviews (November)



Job project assigned to student (December)



Council meeting field trip (March)



Government Day and assignment due date (May)

<b>Job Title</b>	<b>Project</b>
Mayor	Policy recommendation
Vice Mayor	Policy recommendation
Councilmember	Policy recommendation
Town Manager	Council Briefing report
Town Attorney	
Town Clerk	Election packet
Planning Director	
Police Chief	
Parks & Recreation Director	
Technology Services Director	
Finance Director	Budget report
Public Information Officer	Social media campaign
Economic Development Director	Job Retention/Creation program
Building Official	
Town Engineer	
Utilities Director	
Public Works Director	
Human Resources Director	
Crime Scene Specialist	
Judge	



# Assignment description

## Town Manager

Compile the Council Briefing report. This is an all-inclusive report that summarizes Town activity for the fiscal year, and is presented to Council and posted on the Town's website for citizen viewing. The Council Briefing report should include:

- Introduction
- Planning and development projects
- Capital Improvement projects
- Social media activity and trends
- My Marana App customer service trends
- Business licenses trends
- Utilities trends

The student-Town Manager will work with the Manager's Office to compile the data.

### COUNCIL MEETING FIELD TRIP

Attend a council meeting in March as a class.

### GOVERNMENT DAY

Present the report at the mock council meeting in a 10-minute presentation.





# Assignment description

## Public Information Officer

Develop a comprehensive social media campaign to promote one of the three Town of Marana signature events that will increase followership and citizen engagement:

- Marana Harvest Festival
- Marana Holiday Festival & Christmas Tree Lighting
- Marana Star Spangled Spectacular

The Town of Marana has several social media avenues for communicating with citizens. The Public Information Officer will be expected to develop a plan that includes (but is not limited to):

- Facebook
- Twitter
- Instagram
- MaranaAZ.gov

### COUNCIL MEETING FIELD TRIP

Attend a council meeting in March as a class.

### GOVERNMENT DAY

Present the social media campaign in a 10-minute presentation in a mock Council meeting.



# Assignment description

## Town Clerk

Together the Arizona Secretary of State, the Arizona Municipal Clerk's Association and the Arizona League of Cities and Towns provide a comprehensive manual of forms and information pamphlets to be given to citizens wishing to run for office. The student project will be to design an in-person orientation for candidates, providing them with their paperwork and instructions on how to file their forms properly with the Town Clerk's Office. The orientation should include:

- Welcome and introduction of self and town staff involved in the election process
- Overview of the election process – especially helpful for candidates who have never run before
- Details of what is included in the candidate packet
- Changes in election law, if any
- The responsibilities of the candidate vs. the role of the staff
- Filing deadlines
- Brief discussion of Open Meeting Law – usually given by the town's legal staff
- Distribution of the election materials.

The project will require determining the number of signatures that candidates will be required to obtain in order to be eligible to run for office. All election information is contained in Arizona Revised Statutes, Titles 16 and 19, the State Constitution and the Elections Manual and through discussions with the Town Clerk and department staff. The orientation will require publication of the date and time on the town's website, social media and possibly newspapers. The orientation will be held in the Council Chambers and should combine verbal and visual elements in the presentation.



What to plan for.

# **DEPARTMENT INVOLVEMENT**



# Guest speakers



- August through October.
- General overview of the department.
- “Sneak peak” for students interested in applying for your job.
- Allow time for questions and discussions.

Time commitment for each department:

**50-minute presentation a year**



# Interview process



- Panel interviews with MUSD and Town staff.
- Multiple interviews at once to expedite the process.
- MUSD makes the final selection process, the Town provides recommendations.
- Interview locations- MMC conference rooms.
  - Interviews: 1 hour time frame
  - Post Deliberation: 1 hour time frame

Time commitment for Town Staff serving on panel:

**2 hours per year**



# Assignment development



- Departments should develop projects that are appropriate at the high school level.
- Projects should be relevant to the department.
- Projects should have some real-world application.
- Projects will be worked on between December and April with a deadline in May.

Time commitment for Town Staff:

Depends on assignment



# Working with the students



- Departments will be creating their own assignments for the students. Take into consideration time spent coaching/mentoring the student.
- Students are invited to contact departments via email or phone to help them throughout the year.

Time commitment for departments:

Depends on assignment



# Council meeting field trip



- Students are invited to attend a council meeting for a class field trip.
- One council meeting in March will be moved to a mid-day time to accommodate their school schedule.

Time commitment for departments:

N/A





# Government Day



- Students get to walk the walk as they job shadow their department.
- Students give presentations on their assignments in a mock council meeting format at the end portion of the day. Department heads are invited to attend.

Time commitment for departments:

1 day per year



# Summary of department involvement



Event	Time commitment (per department)
Guest speakers	50-minute presentation a year
Interviews (not all departments need to be present)	2 hours a year
Assignment development	Depends on assignment
Working with the students	Depends on assignment
Council meeting field trip	N/A
Government Day	1 full day



# Development deadlines



Begin Fall  
2015  
school  
year.

Schedule guest  
speaker dates  
(Aug – Oct).

Make availability  
for student on  
Government Day  
(May).



Project  
assignments  
submitted no  
later than  
August 2015.

Interview  
panel  
(Nov).

