

ICMA UNIVERSITY ANNUAL REPORT

2019-2020

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A MESSAGE FROM THE PRESIDENT

*MEMBER RESILIENCE PAVES WAY FOR
CHAPTER'S FUTURE SUCCESS*

As my tenure as President comes to an end I am reminded of the resilience of my peers and the dedication of Pepperdine's ICMA members.

Like so many other chapters our members had their semesters cut short. Many of our graduating members had to grieve the loss of their final moments as graduate students, while many others had to figure out where they could relocate.

However, through this uncertainty, the dedication of our members shined a beacon of hope towards the future. Not only did we adapt to online meetings, we were able to start laying the framework for programming and recruitment for the fall.

I can't be more proud of our chapter and can't wait to see what the future holds.

- Marina Sangit



Pictured: Marina Sangit (President '19-'20), Joseph Chidiac (President '18-'19)



CHAPTER NEWS

The Pepperdine ICMA Student Chapter, like many other Pepperdine School of Public Policy student organizations, are challenged by a high turn over rate and short transition periods. Our goals for the 2019-2020 year focused primarily on mitigating these challenges through sustainable chapter growth and development. One of the primary ways we accomplished this is by creating a central "Pepperdine ICMA email" to transfer information to the future President and advisor. The email is hugely beneficial as it also serves as an electronic way to archive documents, contacts, and conversations. In addition, we heavily focused on recruiting dedicated members and leaders in an attempt to lessen the impacts of high turn over rates. We did so by creating a marketing strategy and prioritizing collaborative events. We have established a chapter Instagram and have a comprehensive marketing strategy.

On top of improving the internal operations of the chapter itself we have expanded our chapter network. We have made warm connections with Heal the Bay, the city of Malibu, UCLA as well as connections within the our own university. We made our external connections by inviting them as experts to one of our programs.



CHAPTER NEWS IN BITES

Growth & Sustainable Development

Marketing

- Instagram: PepperdineICMA
- Canva Account
- Partnership with Program Offices & Assistant Director of Events
- Custom made stickers and t-shirts

General Meetings

- General Meeting #1
- General Meeting #2
- General Meeting #3
- General Meeting #4

Collaborative Events

- The Local Government Career You Never Thought Of
- A Panel Discussion: Women Leading Change in Local and Regional Environmental Policy

Events

- County and Local Internship Panel

Operational Improvements

- Running Internal Documents (Budget, Events List, Contact List, ICMA Transitional Binder)
- Official Pepperdine Email: PeppSPICMA@pepperdine.edu

Ongoing Executive Board Meetings

- Weekly Meetings

Newly Elected President and Vice President

- Hosted three transitional meetings with President and newly elected executive board

Areas of Interest

- Leadership Development
- Environment & Sustainability Policy
- Social Policy
- Networking Skills & Professional Development



THE LOCAL GOVERNMENT CAREER YOU NEVER THOUGHT OF

SEPTEMBER 24, 2019

The "Local Government Career You Never Thought Of with Jeffrey Prang," was a collaborative event between the ICMA Student Chapter and the Davenport Institute. Assessor Jeffrey Prang gave an overview of the role of an Assessor, shared some of the common misconceptions that the public has about an Assessor's job, and left time to answer questions about the reforms his office has been making.

Pepperdine's ICMA student chapter found this event to be successful for two reasons:

- 1) Collaboration with Davenport Institute
- 2) Exclusive Professional Opportunities for ICMA Members

First, the Davenport Institute works with local governments, non-profit organizations, and residents to both promote and support constructive and broad-based civic involvement in decisions that affect people where they live and work. The ICMA student chapter benefits exclusively from the Davenport Institute's work because they are our internal partner organization. In effect, we are the first to be asked to collaborate where it makes sense and get extra administrative and professional support.

Second, after the event ICMA members were invited to a private professional lunch meeting with Jeffrey Prang and his Chief of Staff. This was an extraordinary opportunity to gain insider information and to network.



COUNTY AND LOCAL INTERNSHIP PANEL

NOVEMBER 14, 2019

One of the most valuable experiences a public policy student can have is an internship. ICMA wanted to help students have an excellent experience by hosting a panel where they could learn from second year students. The panel covered what second year students wished they'd known about fostering connections, securing the internship (application process, interviews, using your network) and tips & tricks to standing out during your internship.

ICMA thought carefully about how to develop a program that was practical for a range of students (first year students, part time students, joint degree students) who may have not yet fulfilled their internship requirement in addition to keeping the panel in line with ICMA's mission and values. To meet these criteria the panel was designed to include second year students who

had internships on either the local or county level.

This event was done in partnership with the Program Office and Assistant Director of Events. ICMA made use of physical flyers, email blasts, and social media marketing. Attendance exceeded expectations and more seats had to be brought in.

The most valuable lesson learned from this experience was that incentivizing programming works (food or program credit) and to allow ourselves ample time to set up and take down. Additionally, having professional photography elevates the program experience for archival reasons.

COUNTY & LOCAL INTERNSHIP PANEL PHOTOS



Second year Danielle Harrington is the Vice President of SPP's Women in Public Policy student organization and one of our esteemed panelist. She specialized in State and Local Policy and is really interested housing policies. In the summer of 2019 she was a Policy Intern for the San Bernardino County Board of Supervisors, Third District and was a guest panelist.

She is the second panelist from the left.



Joseph Ciriac is a second year student specializing in State and Local Policy. Joseph was the previous ICMA President and has worked for local government for a number of years now. He was invited to speak for his number of professional and internship experiences at the city and county level.

He is the first panelist from the right.



Second year Brandon Burns is a double specialization in State and Local Policy and American Policy and Politics. He is an active community member in the city of Oxnard and is deeply invested in doing right by his city. He was a featured panelist for the work he did the summer of 2019 as a Public Policy Intern with Oxnard Mayor Pro Tem, Carmen Ramirez Esq.

He is the first panelist from the left.

COUNTY & LOCAL INTERNSHIP PANEL PHOTOS



Marina is the President of ICMA and joined this event as a panelist. She is specialized in State and Local Policy and is particularly interested in helping survivors of domestic violence and incarcerated youth. In summer 2019 she interned for LA County Board Supervisor Kuehl focusing on Environment and Art Policy.

She is the second panelist from the right.



Leader



Leader

Shea Cunningham

*Environmental Programs
Coordinator for Malibu City*

Pioneer



Pioneer

Madelyn Glickfeld

*Director of Partnerships and Staff
Director of the UCLA Water
Resources Group*

Advocate



Advocate

Emily Parker

*Coastal and Marine Scientist for
Heal the Bay*

A PANEL DISCUSSION: WOMEN LEADING CHANGE IN REGIONAL AND LOCAL ENVIRONMENTAL POLICY

MARCH 19, 2020

This panel discussion required the most labor and careful planning to execute. In order to maximize student attendance from a small pool of students ICMA wanted to collaborate with as many student organizations as possible, within reason. Knowing that this particular graduate cohort and the undergraduates at Pepperdine were interested in environmental issues the ICMA chapter decided that it would be strategic to have the policy issue area focused on the environment. This allowed us to invite the student chapter of the Association of Environmental Professionals to the table. In addition, we wanted the panelists to represent women in the field as women are still underrepresented in policy. The inclusion of this criteria enabled ICMA to invite Women in Public Policy as an additional student org collaborator. Having 3 student orgs ensured that instead of

competing for students all orgs could share their members for attendance.

Finally, in order to preserve our budgets we wanted to elevate this program by asking the Dean's Office to be a collaborative partner. As ICMA was the leading organization we were charged with writing the proposal and managing all parties involved including students orgs and panelists. It is with great pride that we our program proposal was approved.

While we were not able to have it as planned due to COVID19, it has been suspended and pushed for Fall Semester. We still consider this successful because we are the first student org in our program to unite this many orgs and the Dean's office around one event. We also gained new connections through our panelists, listed above.

PANEL DISCUSSION MARKETING

A Panel Discussion:
*Women Leading
Regional & Local Change
in Environmental Policy*



1PD Point
March 19 | 11:30 - 1:30
Executive Dining Room
Pepperdine University Drescher Campus

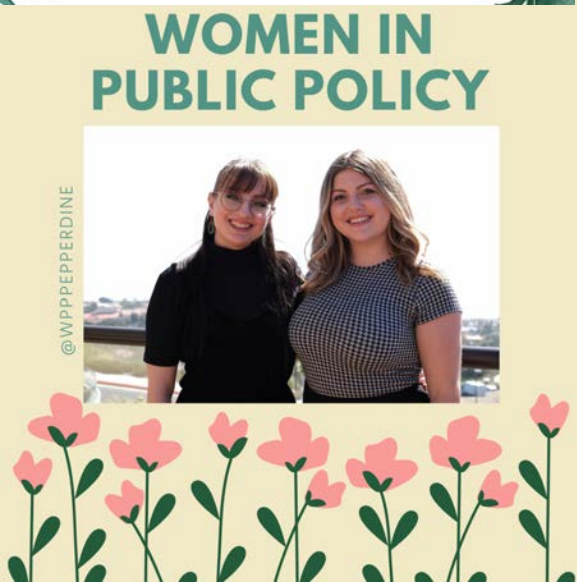
ASSOCIATION OF
ENVIRONMENTAL
PROFESSIONALS



**WOMEN IN
PUBLIC POLICY**



@WPPERDINE





HOPE IN THE FACE OF
UNCERTAINTY

LOOKING FORWARD



As our chapter moves forward, I am confident in our newly elected board. They are both dedicated leaders, ambitious, and work well with others. I am certain that they will continue to carry on the legacy the previous board has left behind.

We are heading into a period of great uncertainty, anxiety, and fear. Our school remains vigilant, waiting for updates from public health officials so that they can adapt their own plans. I see this reflected in my own graduate program. We are all waiting.

However, amidst the great unknown that is before us I have seen our chapter and our colleagues fighting for small victories.

We have suspended our panel discussion until the Fall and the new executive board is kicking into high gear how to best recruit students during New Student Orientation.

They plan to take the foundation that was built for them and become that much more involved with other ICMA student chapters and the ICMA national chapter as a whole.

The new executive board has also expressed that they would like to try to raise funds to send our chapter to an official ICMA conference.

We have not yet discussed other programming, but I know that online courses may be a change that the chapter will have to adapt to.

The new executive board already plans on how to incentivize attendance and use the integrated marketing strategy to continue to give students a true ICMA experience.

We are not tied down by uncertainty, because we are driven by hope and grounded in resilience.



Chapter Officials

ANNUAL UNIVERSITY REPORT 2020

PRESIDENT

Marina Sangit

MPP '20 Candidate, Marina Sangit, was a member of ICMA throughout the entirety of her program. She double specialized in State and Local Policy and American Policy and Politics. Sangit tailored her educational experience to prepare her for serving in local government in order to make systemic changes that will help protect vulnerable child populations. She is specifically interested in uplifting and protecting children impacted by domestic violence, justice impacted youth, and survivors of sexual violence.



FACULTY ADVISOR

Ashley Labosier

Ashley Labosier (MPP'09) is the executive director of the Davenport Institute for Public Engagement and Civic Leadership. In her current position, Labosier writes and speaks about public engagement and transparency issues for local and online news organizations, Davenport Institute trainings, and national conferences. Ashley spearheads Davenport Institute collaborative partnerships with various organizations committed to improving engagement between citizens and government, and oversees Davenport Institute trainings and programs.

MENTOR

Rod Gould

Rod Gould is the city manager of Santa Monica, who serves as a professional mentor for the chapter, and on-campus speaking engagements with those who have careers in local government. He brings years of public service and government experience to the student ICMA chapter at Pepperdine and serves as a role model for members.

