

# Local Elected Leaders Academy (LELA)

NCACC & SOG Recognition of Leadership Development: Online Launch

Claire Paulson, Instructional Designer

Cat Schmidt, Director of Marketing and Demand Generation

August 26, 2023

# Introduction

## WHO ARE WE?

**Cat Schmidt**

Director of  
Marketing  
& Demand  
Generation



**Claire Paulson**

Instructional  
Designer



# Introduction

## WHAT IS THE SCHOOL OF GOVERNMENT?



The UNC School of Government (SOG) is the largest university-based local government training, advisory, and research organization in the United States, serving more than 12,000 public officials from all 100 North Carolina counties annually.



When poll is active  
respond at

**PollEv.com**  
**/sogpresent**

Send **sogpresent** to  
**22333**



## About how many courses have you taken with the School of Government?

0%

0%

18%

18%

More



0

1

2-5

5-10

More

SEE MORE



# Introduction

## WHAT IS THE LOCAL ELECTED LEADERS ACADEMY?



It creates pathways for learning and recognition designed to suit the needs of elected county and municipal, school board, and tribal council officials at any phase of their tenure in public office.



When poll is active  
respond at

**PollEv.com**  
**/sogpresent**

Send **sogpresent** to  
**22333**



## What is your familiarity with the LELA program?

**15%**



This is the first I've  
heard of it

**77%**



I'm a little familiar, but I  
need a refresher

**8%**



I've been an active  
participant

# Agenda

1. LELE Program: Program Description and Updates

2. LELE Credentials Online System

3. Next Steps and Q&A

# LELA Program: Program Description and Curriculum Updates



# Four Recognition Levels



# The Two Tenets

## HOW DO I EARN CREDITS?

### EDUCATION



- Courses
- Top 10 Primers
- Independent Learning Recordings

### SERVICE



- Attending, volunteering, sharing & learning
- Participating, serving & practicing
- Leading an organization

# Practitioner



## EDUCATION

- From Campaigning to Governing: Laws, Roles and Responsibilities
- LELA 101 Courses



## SERVICE

- Focus on attending, volunteering, sharing & learning

# Master



## EDUCATION

- Excellence in Governing
- LELA 201 Courses



## SERVICE

- Focus on participating, serving, and practicing

# Mentor



## EDUCATION

- Pathway to Collaborative Leadership
- LELA 301 Courses



## SERVICE

- Prepares you to lead organizations

# Ambassador



## EDUCATION

- Pathway to Advanced Leading and Governing
- LELA 401 Courses

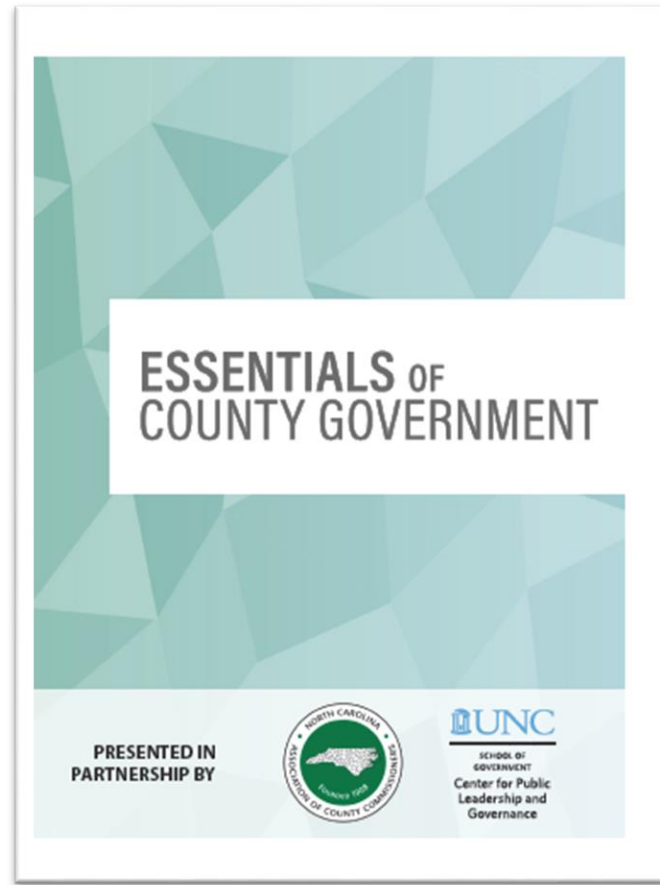


## SERVICE

- Focus on modeling exemplary leadership

# How to Get Started

BECOME A MEMBER UPON COURSE COMPLETION



# LELA Credentials Online System



# LELA Credentials Online System

## SYSTEM OVERVIEW

- Digital badges awarded for educational opportunities (SOG courses) and service opportunities through NCACC
- Learning pathways that allow you to track your progress
- Badges and pathways that clearly reflect the four recognition levels

The screenshot displays the LELA Program interface for the UNC School of Government. At the top left is the 'LOCAL ELECTED Leaders ACADEMY' logo with a 'Verified' status indicator. The main header area features the text 'UNC SCHOOL OF GOVERNMENT' and 'LELA Program, UNC School of Government'. Below this, a paragraph describes the program's purpose for local elected officials, with a 'View More' link. Navigation links for 'Visit website', 'Email', and 'Facebook' are provided. The interface shows '93 Badges' and '4 Pathways'. A 'Badges' section includes a search bar and a dropdown menu for 'Badge Name A - Z'. A grid of eight badge cards is visible, each with a circular icon and a title: 'Advanced Leadership Corps (Application Required)', 'Advanced Tools for Persuasive Speaking', 'Affordable Housing Seminar', 'ALC Ambassador', and three 'PRACTITIONER' badges.

# LELA Credentials Online System

## WHAT IS A DIGITAL BADGE?



- A digital badge is a credential awarded online that verifies a skill or achievement
- It contains metadata that verifies the awardee, date of award, and achievement recognized
- Badges can be shared via social media or web pages or transferred to other digital badging systems

# LELA Credentials Online System

## WHAT IS INCLUDED IN A LELA BADGE?



### Development Finance Toolbox

Awarded to [sogbadgetesting@gmail.com](mailto:sogbadgetesting@gmail.com)

Issued on Aug 16, 2023 at 8:00 AM

Awarded for completion of the Development Finance Toolbox course offered by the UNC-Chapel Hill School of Government.

Share



Offered by

[LELA Program, UNC School of Government](#)

Verified

## Badge Details

### EARNING CRITERIA

Recipients must complete the earning criteria to earn this badge

Successfully complete the Development Finance Toolbox course offered by the UNC-Chapel Hill School of Government by attending a one-day course.

### LELA CREDITS

Number of credits granted for the course or service opportunity

6

### LELA ACTIVITY TYPE

Education

# LELA Credentials Online System

## WHAT IS INCLUDED IN A LELA BADGE?



### Development Finance Toolbox

Awarded to [sogbadgetesting@gmail.com](mailto:sogbadgetesting@gmail.com)

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Share



Offered by

[LELA Program, UNC School of Government](#)

Verified

### Badge Details

#### EARNING CRITERIA

Recipients must complete the earning criteria to earn this badge

Successful attention

#### LELA CREDITS

Number of credits granted for the course or service opportunity

6

#### LELA ACTIVITY TYPE

Education

*Badge image with LELA level, number of credits, and type of activity*

Government by

# LELA Credentials Online System

## WHAT IS INCLUDED IN A LELA BADGE?



### Development Finance Toolbox

Awarded to [sogbadgetesting@gmail.com](mailto:sogbadgetesting@gmail.com)

Issued on **Aug 16, 2023** at 8:00 AM

Awarded for completion of the Development Finance Toolbox course offered by the UNC-Chapel Hill School of Government.

Share



Offered by

[LELA Program, UNC School of Government](#)

Verified

## Badge Details

EARN  
Recipients

Number  
count

*Badge title and specific award information (awardee, date/time)*

Offered by UNC-Chapel Hill School of Government

LELA ACTIVITY TYPE Education

# LELA Credentials Online System

## WHAT IS INCLUDED IN A LELA BADGE?



### Development Finance Toolbox

Awarded to [sophadgetesting@gmail.com](mailto:sophadgetesting@gmail.com)

*Verification confirming awarding organization*

Offered by the



### Badge Details

#### EARNING CRITERIA

Recipients must complete the earning criteria to earn this badge

Successfully complete the Development Finance Toolbox course offered by the UNC-Chapel Hill School of Government by attending a one-day course.

#### LELA CREDITS

Number of credits granted for the course or service opportunity

6

#### LELA ACTIVITY TYPE

Education

# LELA Credentials Online System

## WHAT IS INCLUDED IN A LELA BADGE?



Deve

Awarded to  
Issued on Aug 1,

Awarded  
UNC-Cha

*Badge details including earning criteria, LELA credits, and LELA activity type*

Share



[UNC School of](#)

### Badge Details

#### EARNING CRITERIA

Recipients must complete the earning criteria to earn this badge

Successfully complete the Development Finance Toolbox course offered by the UNC-Chapel Hill School of Government by attending a one-day course.

#### LELA CREDITS

Number of credits granted for the course or service opportunity

6

#### LELA ACTIVITY TYPE

Education

# LELA Credentials Online System

## WHAT IS INCLUDED IN A LELA BADGE?



### Development Finance Toolbox

Awarded to sogbadgetesting@gmail.com

Issued on Aug 16, 2023 at 8:00 AM

Awarded for completion of the Development Finance Toolbox course offered by the

Badge

EAI  
Recipient

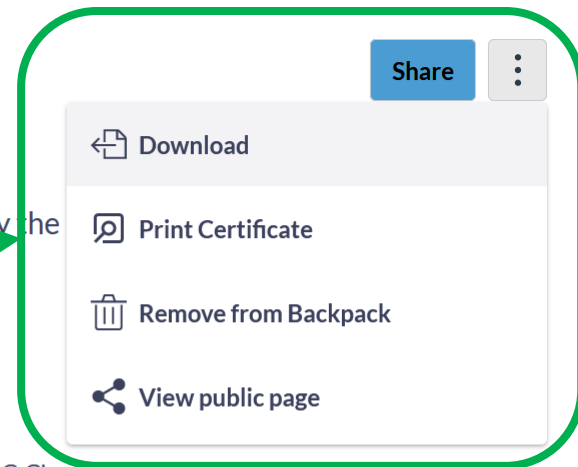
*Buttons to share the badge, download badge information, or print a certificate*

Number of credits granted for the course or service opportunity

LELA ACTIVITY TYPE

Education

UNC SCHOOL OF GOVERNMENT



Course offered by the UNC-Chapel Hill School of Government by



# LELA Credentials Online System

## FOUR LEARNING PATHWAYS

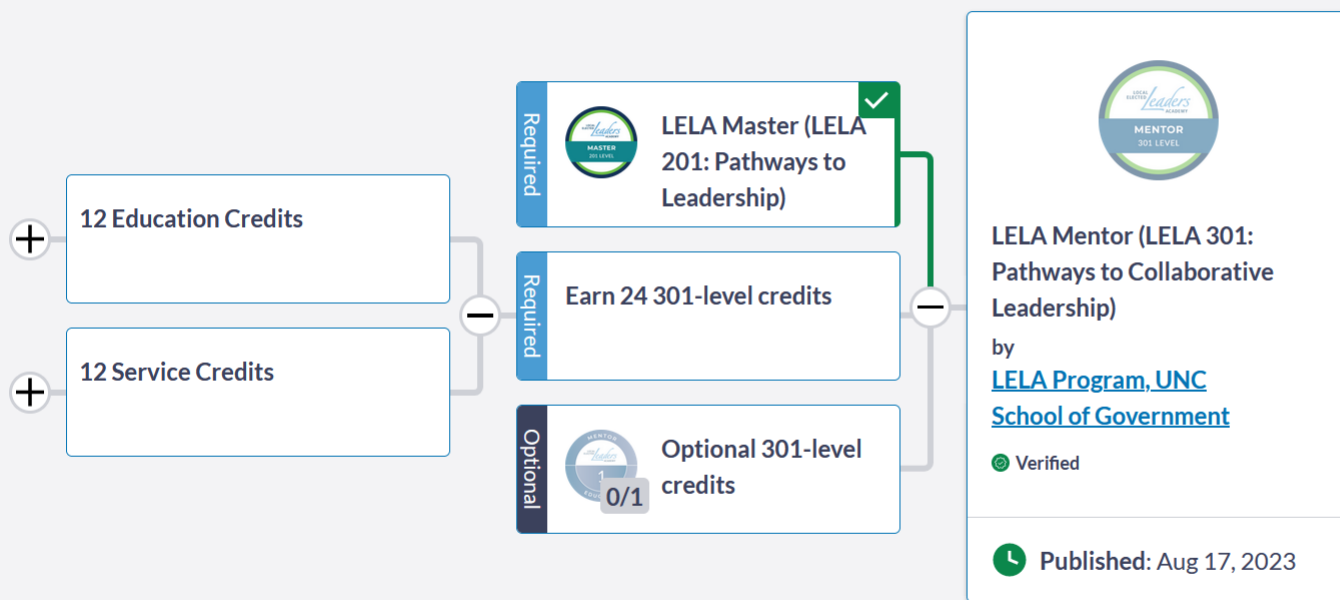


# LELA Credentials Online System

## FOUR LEARNING PATHWAYS

Progress for: SOG Badge Testing

Share pathway



LELA Mentor (LELA 301: Pathways to Collaborative Leadership)

These courses are recommended for those who want to explore more complex public issues and leadership challenges. This level of training helps you understand the importance of working with and through other agencies, institutions, and sectors to extend your leadership influence both in your community and beyond.

### COMPLETION BADGE

By completing this pathway, you will earn the following Badge.

LELA Mentor

LELA Program, UNC School of Government

Verified

# LELA Credentials Online System

## FOUR LEARNING PATHWAYS

- Each learning pathway leads to the award of a badge for completing that LELA level
- Pathways show what you can do to reach each level
- Earning badges that fulfill the requirements of a LELA achievement level will automatically award you the final badge

12 Education Credits



Complete 12 education credits at the 301 level. The School of Government offers a series of 6-credit courses; taking two of these will fulfill the requirement.

### PREREQUISITE STEPS

You must complete 2 of these prerequisite steps in order to complete this step.



Development Finance  
Toolbox (6)



Advanced Tools for  
Persuasive Speaking (6)

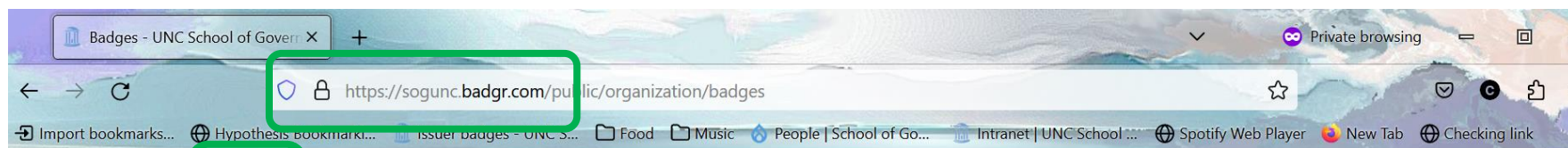


Emotional Intelligence for

# LELA Credentials Online System

## HOW TO ACCESS YOUR BADGES

1. Go to [sogunc.badgr.com](https://sogunc.badgr.com) and click Sign In



### ORGANIZATION

## UNC School of Government

As the largest university-based local government training, advisory, and research organization in the United States, the School of Government offers up to 200 courses, webinars, and specialized confer... [View More](#)

[Visit website](#)  [Email](#) 

# LELA Credentials Online System

## HOW TO ACCESS YOUR BADGES

2. Log in using your SOG login email and password (same as Canvas)



### Single Sign-On

**Username**

**Password**

[Reset Password](#)  
[Activate Account](#)

[Log in](#)

**School of Government  
Employee / MPA Login**

[Login](#)

(Onyen one-step authentication.)

[User Assistance](#)

# LELA Credentials Online System

## HOW TO ACCESS YOUR BADGES

3. Click on “My Badges” to view all badges you have earned

UNC SCHOOL OF GOVERNMENT My Record **My Badges** My Pathways

### My Badges

View and manage the badges you've earned.

[Learn More](#)

Organization Badges Other Badges

### Organization Badges

You've earned 2 badges from 1 issuer in UNC School of Government.

Search by badge name

1 - 2 of 2

Group by issuer

**New**

**LELA Master**  
LELA Program, UNC School of Government

Verified

Achievement of Master level of LELA participation through 24 hours of 201-level LELA credit.

Aug 16, 2023 [Share](#)

**Development Finance Toolbox**  
LELA Program, UNC School of Government

Verified

Awarded for completion of the Development Finance Toolbox course offered by the UNC-Chapel Hill School of Government.

Aug 16, 2023 [Share](#)

# LELA Credentials Online System

## HOW TO SHARE A BADGE

1. On your My Badges page, click “Share” on the badge you want to share

## Organization Badges

You've earned 2 badges from 1 issuer in **UNC School of Government**.

Group by issuer

<p><b>New</b></p>  <p><b><u>LELA Master</u></b> LELA Program, UNC School of Government</p> <p> <b>Verified</b></p> <p>Achievement of Master level of LELA participation through 24 hours of 201-level LELA credit.</p> <hr/> <p>Aug 16, 2023</p> <p><a href="#">Share</a></p>	 <p><b><u>Development Finance Toolbox</u></b> LELA Program, UNC School of Government</p> <p> <b>Verified</b></p> <p>Awarded for completion of the Development Finance Toolbox course offered by the UNC-Chapel Hill School of Government.</p> <hr/> <p>Aug 16, 2023</p> <p><a href="#">Share</a></p>
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# LELA Credentials Online System

## HOW TO SHARE A BADGE

1. OR on the page for an individual badge, click the Share button in the upper right



My Record

**My Badges**

My Pathways



[Organization Badges](#) / LELA Master



## LELA Master

Awarded to [sogbadgetesting@gmail.com](mailto:sogbadgetesting@gmail.com)

Issued on Aug 16, 2023 at 8:00 AM

Achievement of Master level of LELA participation through 24 hours of 201-level LELA credit.



Offered by

[LELA Program, UNC School of Government](#)

Verified

## Badge Details

### EARNING CRITERIA

Recipients must complete the earning criteria to earn this badge

To achieve LELA Master status, a LELA member must complete 24 hours of 201-level LELA credit.

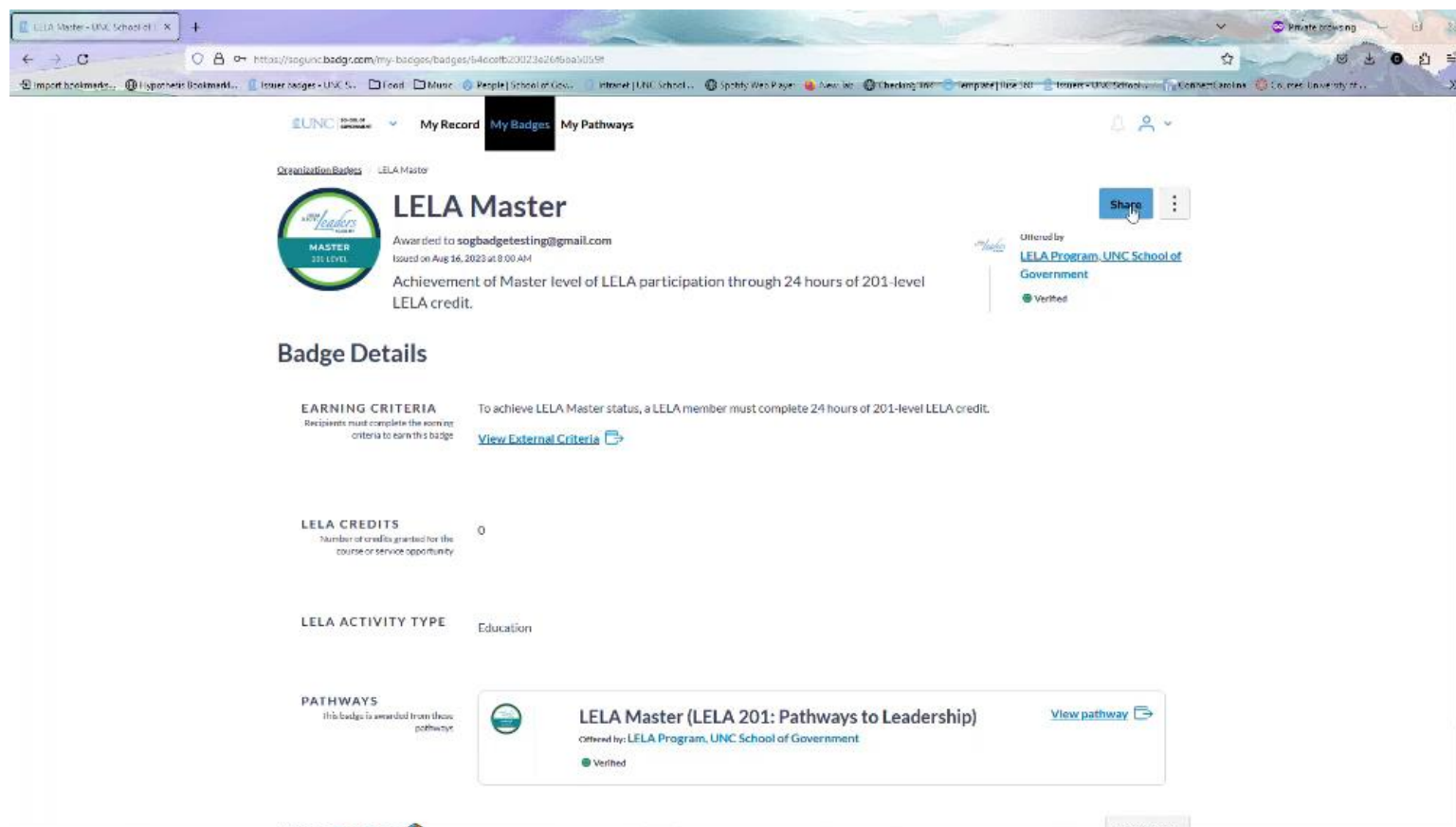
[View External Criteria](#)



# LELA Credentials Online System

## HOW TO SHARE A BADGE

### 2. Select sharing format (link, social, or HTML)



The screenshot displays the LELA Master badge page. At the top, there are navigation tabs for 'My Record', 'My Badges', and 'My Pathways'. The badge is titled 'LELA Master' and is awarded to 'sogbadgetesting@gmail.com'. It was issued on August 16, 2023, at 9:00 AM. The description states: 'Achievement of Master level of LELA participation through 24 hours of 201-level LELA credit.' A 'Share' button is located in the top right corner of the badge area. Below the badge, the 'Badge Details' section includes:

- EARNING CRITERIA:** To achieve LELA Master status, a LELA member must complete 24 hours of 201-level LELA credit. Recipients must complete the earning criteria to earn this badge. [View External Criteria](#)
- LELA CREDITS:** 0. Number of credits granted for the course or service opportunity.
- LELA ACTIVITY TYPE:** Education.
- PATHWAYS:** This badge is awarded from these pathways. [LELA Master \(LELA 201: Pathways to Leadership\)](#) Offered by: [LELA Program, UNC School of Government](#). [View pathway](#)

# LELA Credentials Online System

## HOW TO PRINT A BADGE CERTIFICATE

1. On the page for an individual badge, click the three dots in the upper right next and select “Print Certificate”

UNC SCHOOL OF GOVERNMENT | My Record | **My Badges** | My Pathways

Organization Badges / LELA Master

**LELA Master**

Awarded to SOG Badge Testing (sogbadgetesting@gmail.com)  
Issued on Aug 16, 2023 at 8:00 AM

Achievement of Master level of LELA participation through 24 hours of 201-level LELA credit.

**Badge Details**

**EARNING CRITERIA**  
Recipients must complete the earning criteria to earn this badge  
[View External Criteria](#)

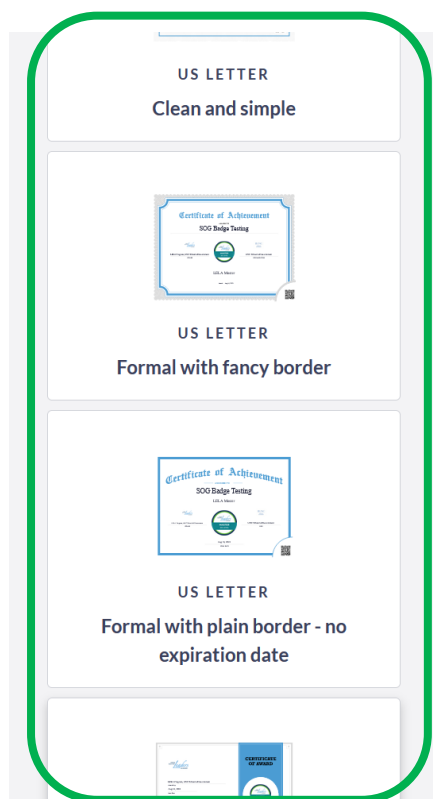
**LELA CREDITS**  
Number of credits granted for the course or service opportunity  
0

Download  
**Print Certificate**  
Remove from Backpack  
View public page

# LELA Credentials Online System

## HOW TO PRINT A BADGE CERTIFICATE

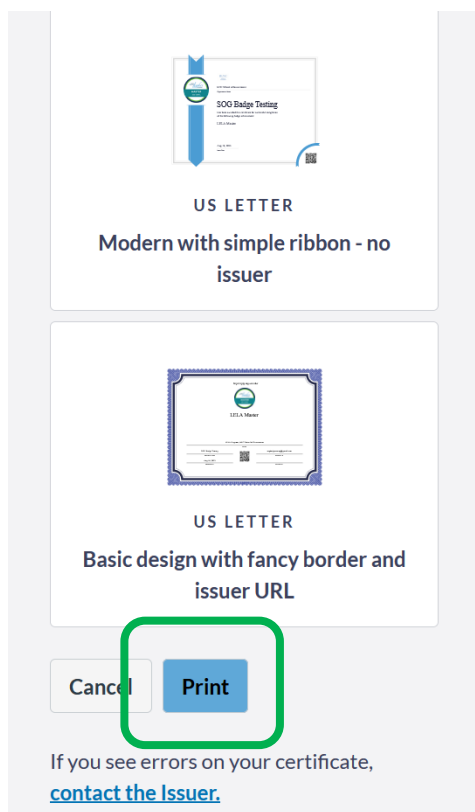
2. Select your preferred certificate design from several options



# LELA Credentials Online System

## HOW TO PRINT A BADGE CERTIFICATE

3. Scroll to the bottom of the choices and press the Print button



US LETTER  
Modern with simple ribbon - no issuer

US LETTER  
Basic design with fancy border and issuer URL

Cancel **Print**

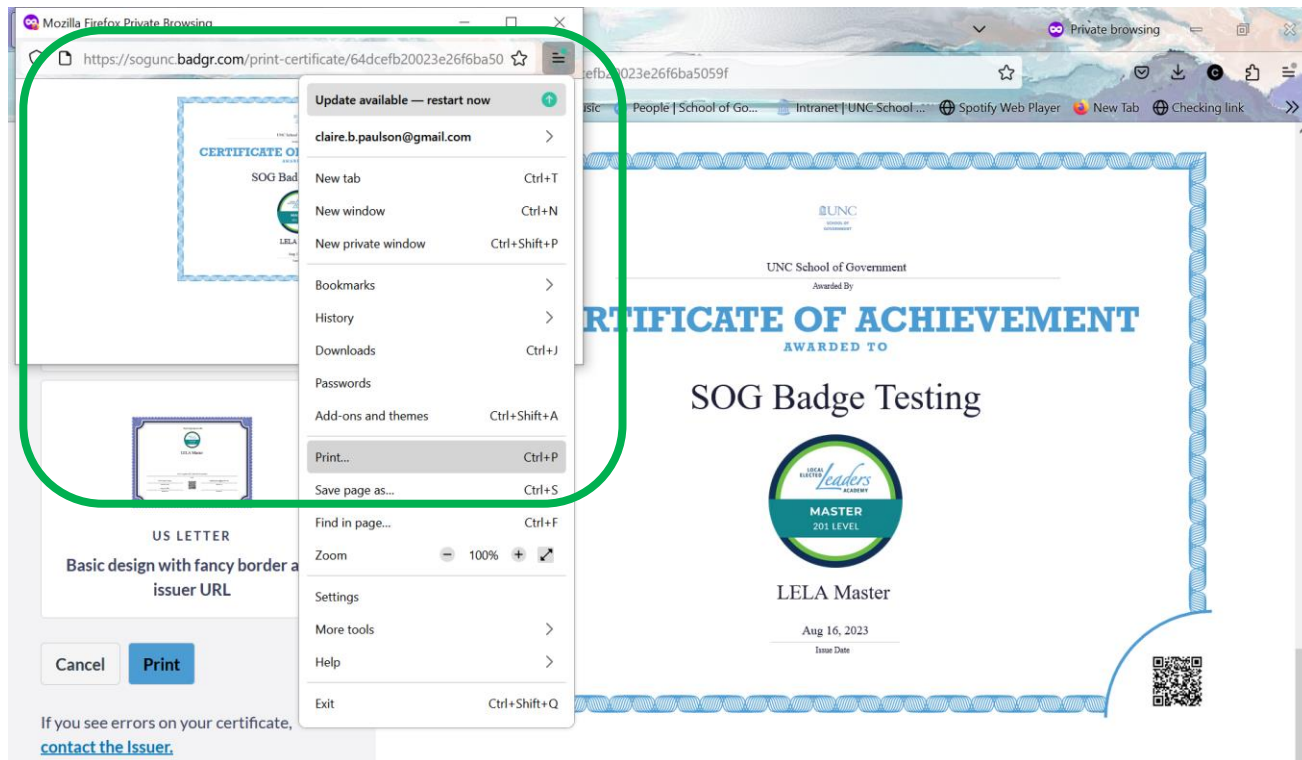
If you see errors on your certificate, [contact the Issuer.](#)



# LELA Credentials Online System

## HOW TO PRINT A BADGE CERTIFICATE

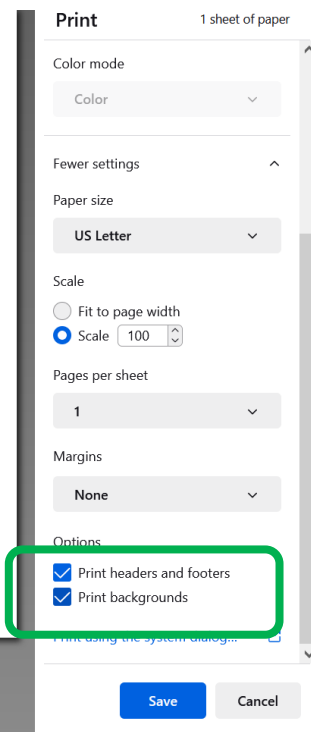
4. The certificate will open in a new window, where you can print it using your web browser's print function



# LELA Credentials Online System

## HOW TO PRINT A BADGE CERTIFICATE

5. Be aware that you may need to change print settings, including selecting “Print backgrounds”



# LELA Credentials Online System

## HOW TO CHECK YOUR PROGRESS

1. Click on “My Pathways” to view your pathway progress

UNC SCHOOL OF GOVERNMENT

My Record My Badges **My Pathways**

### My Pathways

You are subscribed to 4 pathways.  
[Learn More](#)

### Subscribed Pathways

Pathways connect your badges into journeys of achievement. You are subscribed to the following 4 pathways. [Learn More](#)

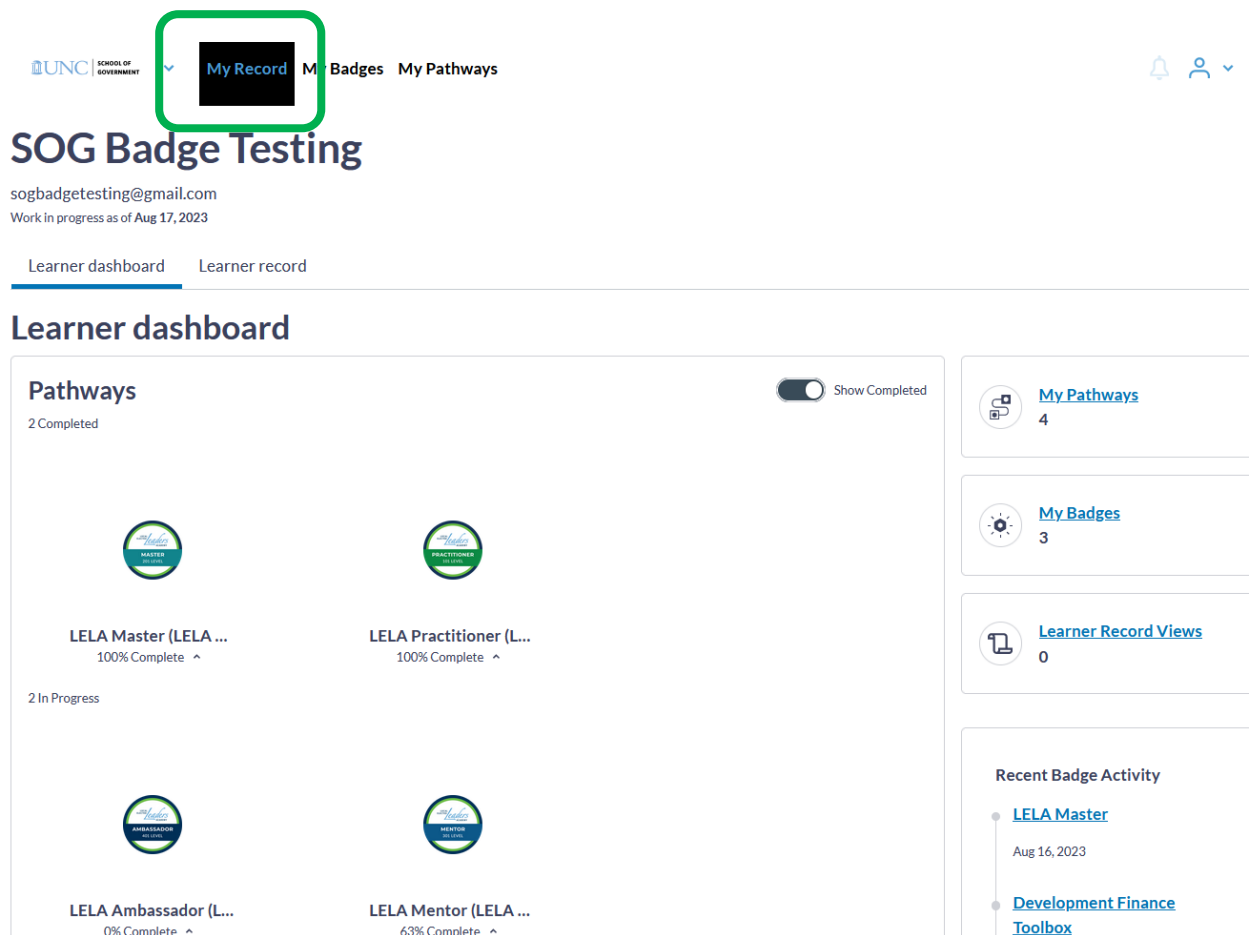
Search Pathways

Pathway	Issuer	My progress
<a href="#">LELA Practitioner (LELA 101: From Campaigning to Governing: Laws, Roles and Responsibilities)</a>	<a href="#">LELA Program, UNC School of Government</a> Verified	100%
<a href="#">LELA Master (LELA 201: Pathways to Leadership)</a>	<a href="#">LELA Program, UNC School of Government</a> Verified	100%
<a href="#">LELA Mentor (LELA 301: Pathways to Collaborative Leadership)</a>	<a href="#">LELA Program, UNC School of Government</a> Verified	62%
<a href="#">LELA Ambassador (LELA 401: Pathways to Advanced Leading and Governing)</a>	<a href="#">LELA Program, UNC School of Government</a> Verified	0%

# LELA Credentials Online System

## HOW TO CHECK YOUR PROGRESS

1. OR click on “My Record” for a different view of pathway progress



The screenshot displays the user interface of the LELA Credentials Online System. At the top, the UNC School of Government logo is visible on the left, and navigation links for 'My Record', 'My Badges', and 'My Pathways' are in the center. The 'My Record' link is highlighted with a green rectangular box. On the right side of the header, there are icons for a notification bell and a user profile dropdown menu. Below the header, the page title is 'SOG Badge Testing', with the email 'sogbadgetesting@gmail.com' and the text 'Work in progress as of Aug 17, 2023'. There are two tabs: 'Learner dashboard' (which is active and underlined) and 'Learner record'. The main content area is titled 'Learner dashboard' and features a 'Pathways' section with a 'Show Completed' toggle switch. The 'Pathways' section is divided into two categories: '2 Completed' and '2 In Progress'. Under '2 Completed', there are two items: 'LELA Master (LELA ...)' at 100% completion and 'LELA Practitioner (L...)' at 100% completion. Under '2 In Progress', there are two items: 'LELA Ambassador (L...)' at 0% completion and 'LELA Mentor (LELA ...)' at 63% completion. On the right side of the dashboard, there are three summary cards: 'My Pathways' with 4 items, 'My Badges' with 3 items, and 'Learner Record Views' with 0 items. At the bottom right, there is a 'Recent Badge Activity' section showing 'LELA Master' on Aug 16, 2023, and 'Development Finance Toolbox'.



# LELA Credentials Online System

## HOW TO CHECK YOUR PROGRESS

2. Explore a pathway to check progress details and find ways to earn more credits toward the next level

The screenshot displays the LELA Credentials Online System interface. The browser address bar shows the URL: <https://sog.unc.edu/badgr.com/pathways/62e8315a56d7b742612a0c21e5a1a2b6dgetesting@gmail.com>. The navigation menu includes "UNC SCHOOL OF GOVERNMENT", "My Record", "My Badges", and "My Pathways". The current page is titled "Progress for: SOG Badge Testing" and features a "Share pathway" button.

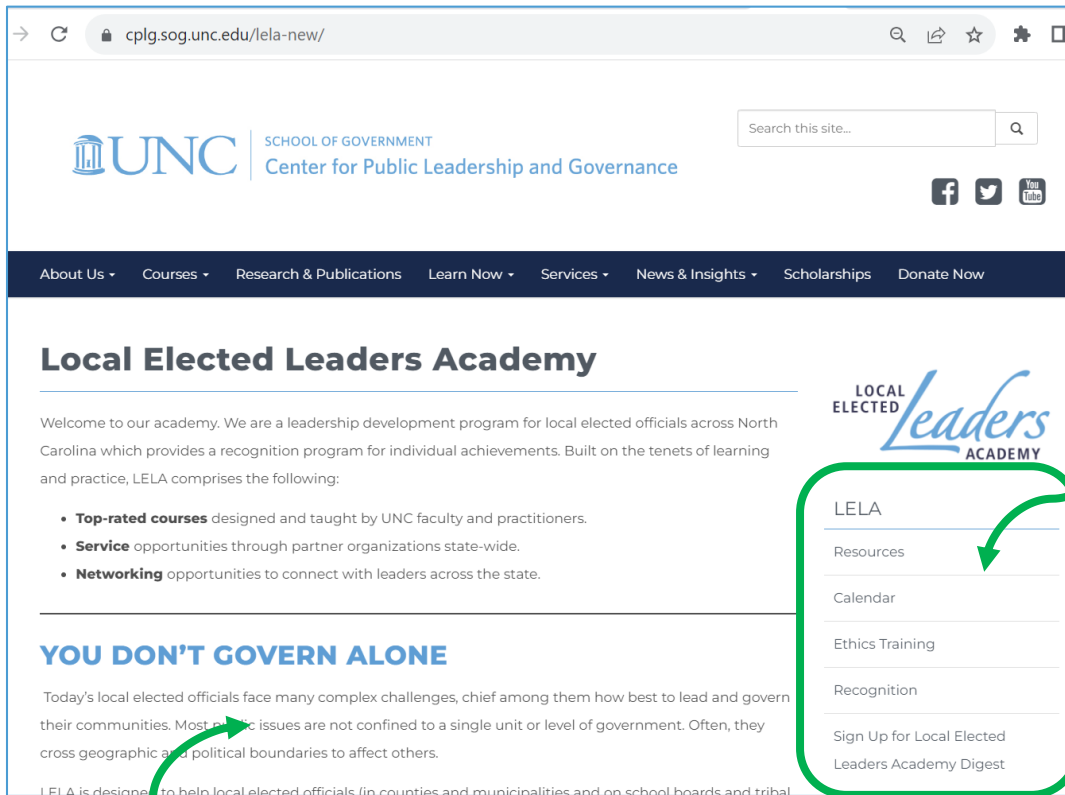
The main content area shows a flowchart of requirements for the "LELA Mentor (LELA 301: Pathways to Collaborative Leadership)" badge. On the left, two boxes with plus signs indicate "12 Education Credits" and "12 Service Credits". These lead to a central box with a minus sign: "Earn 24 301-level credits". Below this, a box with a minus sign and a "0/1" indicator shows "Optional 301-level credits". On the right, a box with a plus sign and a green checkmark indicates "LELA Master (LELA 201: Pathways to Leadership)".

The final badge, "LELA Mentor (LELA 301: Pathways to Collaborative Leadership)", is shown as "Verified" and "Published: Aug 17, 2023". It is attributed to the "LELA Program, UNC School of Government".

# Next Steps

# What to expect next?

## NEW WEBSITE



Side Bar with:  
link to course  
calendar and a link  
coming for training  
videos

Continue to Scroll down for all the program details

# What to expect next?

## NEW WEBSITE

UNC SCHOOL OF GOVERNMENT | Center for Public Leadership and Governance

Search this site... [Q]

f [Twitter] [YouTube]

About Us ▾ Courses ▾ Research & Publications Learn Now ▾ Services ▾ News & Insights ▾ Scholarships Donate Now

### Course Opportunities for Local Elected Officials

#### Local Elected Leaders Academy

Training Opportunities for Local Elected Officials

☰ Display as List [📅] Display as Calendar

- LELA 301: Emotional Intelligence: Your Key to Extraordinary Leadership | September 13, 2023 (Chapel Hill, NC)  
**301 Course Level | 6 Credits**
- LELA 201: Social Media Strategies and Best Practices | September 21, 2023 (Online)  
**201 Course Level | 3 Credits**
- Affordable Housing Seminar: Tools, Strategies, and Case Studies for Local Government Leadership  
| October 6, 2023 (Chapel Hill, NC) **301 Course Level | 6 Credits**

LOCAL ELECTED Leaders ACADEMY

- LELA
- Resources
- Calendar**
- Ethics Training
- Recognition
- Sign Up for Local Elected Leaders Academy Digest

When you click on calendar this inset appears

Course level and credits are displayed

# What to expect next?

## BADGE AWARDS



- Each commissioner who has completed Essentials of County Government will be awarded:
  - Each recognition level badge previously earned
  - Any badge earned toward the next recognition level
- Future LEELA activities will award badges upon activity completion
- Opportunity to claim any missing badges using a form

# What to expect next?

## PROGRAM COMMUNICATIONS

- Commissioners awarded a badge will receive a welcome email
- County clerks will be copied
- Email will include:
  - Program overview and welcome
  - Login instructions and new login credentials for anyone who has not taken a recent SOG course
  - Links to resources



# Q&A

Raise your hand or submit your question via PollEverywhere:

Respond at [PolleEv.com/sogpresent](https://PolleEv.com/sogpresent) or send sogpresent to 22333



**Thank you for attending!**

**Feedback for the  
presenters?  
Respond here:**



**Visit the LELA website: [GO.UNC.EDU/LELA](https://go.unc.edu/lela)**

**Review the program details**

**Sign up for a LELA course**

**Sign up for the Local Elected Leaders Academy Digest**