

2023

MASC Municipal Association
of South CarolinaSM

MEO
Municipal Elected Officials
Institute of Government

*The South Carolina Municipal Elected Officials Institute of Government,
Advanced Municipal Elected Officials Institute of Government and
Advanced Continuing Education are presented by the
Municipal Association of South Carolina.*



MEO Municipal Elected Officials Institute of Government

Commitment

As a local elected official, you have a responsibility to make sure your municipality operates responsively, efficiently and effectively. By participating in municipal government training, you are gaining the basic knowledge to help fulfill this responsibility.

Over 90 years ago, the Municipal Association of SC made a commitment to offer services that give municipal officials the knowledge, experience and tools for making the best public decisions for their cities and towns. Since 1986, the Association has offered the South Carolina Municipal Elected Officials Institute of Government. The first class graduated in 1988. In 2014, the Association launched the Advanced Municipal Elected Officials Institute to provide continuing training to MEO Institute graduates.

In 2019, the Association launched the Advanced Continuing Education classes for Advanced Institute graduates to continue their learning in a noncredited self-directed track.

Basic Institute Requirements

The Municipal Elected Officials Institute of Government provides 25 hours of instruction available through a combination of in-person and online courses. To graduate from the Institute, elected officials must complete the following seven courses:

- Session A
- Session B
- Basic Budgeting and Municipal Finance
- Forms of Municipal Government
- Freedom of Information Act in South Carolina
- Municipal Economic Development
- Municipal Governance and Policy

Officials must take Session A before Session B. The classes for Sessions A and B are held in Columbia each winter the day after the Association's Hometown Legislative Action Day. The other required courses may be taken in any order.

The Association offers the other required courses in two formats: once a year at the regional councils of governments' locations and as online courses available on-demand 24/7. To access the courses, visit www.masc.sc (keyword: MEO). Officials must graduate from the MEO Institute before taking Advanced MEO Institute courses. Respectively, officials must also graduate from the Advanced MEO Institute before enrolling in the Advanced Continuing Education classes.

Contact Information

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Session A and Session B

Sessions A and B are held in Columbia each winter the day after the Association's Hometown Legislative Action Day. Officials must take Session A before enrolling in Session B (eight hours each). These sessions are only available to elected officials and are required to graduate from the MEO Institute.

2023 Schedule

Hometown Legislative Action Day

February 7, 2023

MEO Institute Session A (Fee: \$125)

MEO Institute Session B (Fee: \$125)
(For those who have completed Session A)

February 8, 2023 | 9 a.m. to 5 p.m.

Columbia Marriott | Columbia, SC

Session A

The City as an Employer

Your most important resource as an employer should be your employees. Learn the basics of effective human resource management and the elected officials' roles and responsibilities as a public sector employer.

Conducting Public Meetings

State law requires all municipalities to adopt and follow rules of procedure. Learn how to hold effective meetings by adopting, applying and enforcing rules of procedure and how they relate to issues such as noticing public meetings, holding executive sessions, establishing a quorum and taking minutes.

An Overview of Local Government Planning and Zoning

Planning and zoning issues are complex, yet critical, to promote orderly growth, reduce land use conflicts, and prepare for the expansion of public services and facilities to serve developing areas. Explore the role of the planning commission and board of zoning appeals and learn about state laws governing their operation.

Visioning, Strategic Planning and Goal Setting

The ability of the mayor, councilmembers and staff to work together as a team for the common good of the community is a strong asset. Get tips for establishing a vision for your municipality, thinking strategically, translating ideas into strategies and working with others to put those strategies into action to reach defined goals.

Session A and Session B

Session B

Business License Tax Administration

Business licensing is an important source of municipal revenue, and state law is very specific about how to administer the tax properly. Is it legal to exempt individual businesses from paying the tax? Does state law require using gross receipts to calculate the tax? Find out the answers to these questions and more.

Ethics and Public Accountability

Public accountability is key to a local leaders' credibility. Learn about the state Ethics Act that dictates proper campaign procedures, rules of conduct and financial disclosure.

Intergovernmental Relations

Collaboration and sharing resources across all levels of government are critical to a municipality's success. Learn about the roles and responsibilities of federal, state and local governments in South Carolina; how to develop effective working relationships with officials on each level; and how advocacy is a way to ensure councils have the tools they need to lead their hometowns.

Liability of Municipalities and Their Elected Officials

Claims and litigation are unavoidable costs of providing municipal services. Explore how to avoid and reduce the number and costs of such claims and understand how public officials can be held individually liable for their actions while carrying out their duties.

Municipal Court as a Business

The municipal court is a complex entity within municipal government. Get a better understanding of the inner workings of a municipal court from a business model approach as all functions of court are explored.

Transcript

Refer to your MEO Institute transcript to determine which courses you have completed and which you need for graduation. Access your transcript by logging on to www.masc.sc with your user identification number and password, and then navigating to the MEO Institute page.

Other Required Courses

Courses

The MEO Institute includes five other required courses. Courses are offered once a year at select regional councils of governments locations and as online courses available on-demand 24/7. Participants may choose the format that works best for them.

Basic Budgeting and Municipal Finance

Participating in the municipal budget process is one of the most fundamental responsibilities of a local official. Learn the most important steps in the budget process, from preparation to implementation, and understand council's responsibility for monitoring budget compliance.

Forms of Municipal Government

A council operates under one of three forms of municipal government in South Carolina. Learn about the roles and responsibilities of councilmembers, the mayor and manager/administrator in each of the forms.

Freedom of Information Act in South Carolina

Open government is the cornerstone of accountable leadership. Learn about the state's FOIA requirements, including the release of public documents, proper notice of public meetings and appropriate use of executive sessions.

Municipal Governance and Policy

Laws governing municipal authority in South Carolina are complex. Explore the legislative source of municipal authority, the meaning of the term "Home Rule," and how to implement effective municipal policies.

Municipal Economic Development

For municipalities to attract new businesses and grow existing businesses, local officials must establish an organizational commitment to economic development. Find out how to identify a community's economic development assets, develop a plan to take advantage of these assets and use available tools to finance projects.

Optional on-demand course (not for credit – no charge)

The Five Basics of Effective Governing: The campaign is over — now the hard work begins. This noncredited course lays the groundwork for municipal elected officials as they begin their municipal service. To access the course, visit www.masc.sc (keyword: Five Basics).

MEO Institute 2023 Schedule

Courses offered in person at the regional councils of governments locations.

(Registration fee: \$35 each session)

March 21

Registration deadline: March 13

9:30 a.m. – 12:30 p.m.

- Basic Budgeting and Municipal Finance

May 16

Registration deadline: May 8

9:30 a.m. – 12:30 p.m.

- Municipal Governance and Policy
- Freedom of Information Act in South Carolina

September 19

Registration deadline: September 11

9:30 a.m. – 12:30 p.m.

- Municipal Economic Development
- Forms of Municipal Government

Courses offered on demand

(Registration fee: \$35 each session)

Elected officials may take courses online according to their schedule and avoid delays associated with waiting for the once-a-year, in-person offerings. To access the online courses, visit www.masc.sc (keyword: MEO).

MEO Institute On-demand Course Registration Instructions

To register for the on-demand courses, go to www.masc.sc (keyword: MEO) and log in with your user identification number and password. All on-demand courses must be paid online with a credit card. Each course fee is \$35.

The on-demand courses can be accessed 24/7 from any computer, tablet or mobile device that has internet connection and may be taken in any order. Once registered, participants immediately receive an email with instructions on how to get started. Participants have 90 days to complete a course after registering online.

Available on-demand courses

- Basic Budgeting and Municipal Finance
- Forms of Municipal Government
- Freedom of Information Act in South Carolina
- Municipal Economic Development
- Municipal Governance and Policy

Advanced Municipal Elected Officials Institute of Government

The Advanced Institute provides elected officials who have graduated from the MEO Institute an option for continuing education. Participants can choose between two advanced courses offered each winter and fall. To complete the Advanced Institute, participants must complete four of the six courses offered.

- Advanced Advocacy and Intergovernmental Relations
- Advanced Budgeting and Finance
- Advanced Leadership and Governance
- Advanced Municipal Economic Development
- Municipal Utility Policy and Administration
- Public Safety Policy and Administration

February 8, 2023 Courses

Municipal Utility Policy and Administration

Most South Carolina municipalities own and operate utility systems. These systems are critical to the health and safety of residents and their economic prosperity. Participants will learn the basics of utility policy and administration, including the legal authority municipal utilities have to operate and serve new customers. Presenters will discuss the environmental regulatory system, compliance requirements and the need to build effective working relationships with regulatory agencies.

Public Safety Policy and Administration

Public Safety Policy and Administration will focus on the elected official's leadership role and responsibilities related to public safety. Experienced public safety and municipal court practitioners will discuss police, fire and municipal court policies, best practices and operations.

October 2023 Courses

Advanced Municipal Economic Development

Advanced Municipal Economic Development will concentrate on how to identify a municipality's unique assets, promote these assets, develop strategic partnerships, and use available tools and incentives to encourage private sector investment and job creation. Experienced municipal economic development professionals and consultants will present these topics and illustrate successful strategies and projects using case studies.

Advanced Advocacy and Intergovernmental Relations

Municipal elected officials must educate members of the General Assembly on how bills impact their cities and towns. Learn successful strategies to navigate the legislative process on behalf of your hometown and take your advocacy skills to a new level.

2023 Schedule

Advanced courses
(Registration fee: \$125)

February 8

9 a.m. – 4 p.m.
Columbia Marriott
Columbia, SC

- Municipal Utility Policy and Administration
or
- Public Safety Policy and Administration

Registration deadline:
January 27

October 2023

9 a.m. – 4 p.m.
Columbia Marriott
Columbia, SC

- Advanced Municipal Economic Development
or
- Advanced Advocacy and Intergovernmental Relations

Advanced Continuing Education

The Advanced Continuing Education track provides the Association’s top level of graduates with a pathway to stay current on the latest issues in local government. This track is self-directed for mayors and councilmembers who seek to continually work toward being the best public servant for their cities and towns. These courses focus on current topics and will be available exclusively to Advanced MEO Institute graduates.

Advanced Continuing Education classes are offered with each advanced training session held in February and October.

February 8, 2023 Topics

True Colors

In this session, discover your personality type and how you can use this knowledge to be an effective leader for your municipality. Note: registering for this session will require you to complete a pre-session survey. (Morning)

Finders Keepers

Finding employees in today’s tight labor market is more challenging than ever. The ability to communicate and interact with employees personally and professionally is a key factor in supporting employee commitment and retention. Engaging and retaining the right employees is proving to be an increasing concern among many employers. This session will address these issues and provide tips to assist in hiring and retention strategies. (Afternoon)

October 2023 Topics

The topic descriptions will be available at a later date.

2023 Schedule

ACE courses
(Registration fee: \$125)

February 8

9 a.m. – 4 p.m.
Columbia Marriott
Columbia, SC

- True Colors
- Finders Keepers

October 2023

9 a.m. – 4 p.m.
Columbia Marriott
Columbia, SC

- The topics will be announced at a later date.

Information will be mailed in July 2023

MEO Institute In-person Course Registration Instructions

The registration fee for each regional council of governments session is \$35. Mail a completed registration form and a check made payable to the Municipal Association of SC by the registration deadline specified on each form on page 6. Participants may also register online at www.masc.sc and pay with a Visa or MasterCard.

Mail the completed form and a check to: Municipal Association of South Carolina
PO Box 12220
Columbia, SC 29211-2220
ATTN: MEOI

Onsite registration opens at 9 a.m. Each session begins promptly at 9:30 a.m. and ends no later than 12:30 p.m. Lunch is provided. Cancellations must be made by the date specified on each registration form from page 6. For registration questions, contact Christine Sumter at 803.933.1208 or csumter@masc.sc, or Urica Floyd at 803.354.4754 or ufloyd@masc.sc.

Locations

Locations are subject to change. To verify locations, consult course registration material, visit the Association’s website at www.masc.sc (keyword: MEO), or call 803.933.1208.

Appalachian Council of Governments

30 Century Circle
Greenville
864.242.9733

Municipal Association of SC (Central Midlands location)

1411 Gervais St.
Columbia
803.799.9574

Waccamaw Regional Council of Governments

1230 Highmarket St.
Georgetown
843.546.8502

Berkeley-Charleston- Dorchester Council of Governments

5790 Casper Padgett Way
North Charleston
843.529.0333

Pee Dee Regional Council of Governments

2314 Pisgah Road
Florence
843.669.3138

Transcript

Refer to your MEO Institute transcript to determine which courses you have completed and which you need for graduation. Access your transcript by logging on to www.masc.sc with your user identification number and password, and then navigating to the MEO Institute page.

March 21, 2023 Registration form

Complete the form below to register by mail and pay by check.

Mr. Ms. Dr.

Full name (example: William J. Smith Jr.) Title New

Municipality

Birth month/day Last four digits of SSN

This combination of numbers is used as the official's personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.

Preferred mailing address New Type: Municipal Business Home

City/State ZIP

Email address New

Preferred phone New Type: Municipal Business Mobile Home

May 16, 2023 Registration form

Complete the form below to register by mail and pay by check.

Mr. Ms. Dr.

Full name (example: William J. Smith Jr.) Title New

Municipality

Birth month/day Last four digits of SSN

This combination of numbers is used as the official's personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.

Preferred mailing address New Type: Municipal Business Home

City/State ZIP

Email address New

Preferred phone New Type: Municipal Business Mobile Home

September 19, 2023 Registration form

Complete the form below to register by mail and pay by check.

Mr. Ms. Dr.

Full name (example: William J. Smith Jr.) Title New

Municipality

Birth month/day Last four digits of SSN

This combination of numbers is used as the official's personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.

Preferred mailing address New Type: Municipal Business Home

City/State ZIP

Email address New

Preferred phone New Type: Municipal Business Mobile Home

Basic Budgeting and Municipal Finance

Select the location where you wish to attend the March 21 session:

- Appalachian COG
- Berkeley-Charleston-Dorchester COG
- Municipal Association of SC
- Pee Dee Regional COG
- Waccamaw Regional COG

Registration Fee: \$35

Registration Deadline: March 13

After March 13, individuals must register on-site with payment.

Municipal Governance and Policy | FOIA in SC

Select the location where you wish to attend the May 16 session:

- Appalachian COG
- Berkeley-Charleston-Dorchester COG
- Municipal Association of SC
- Pee Dee Regional COG
- Waccamaw Regional COG (SC Works)

Registration Fee: \$35

Registration Deadline: May 8

After May 8, individuals must register on-site with payment.

Municipal Economic Development | Forms of Municipal Government

Select the location where you wish to attend the September 19 session:

- Appalachian COG
- Berkeley-Charleston-Dorchester COG
- Municipal Association of SC
- Pee Dee Regional COG
- Waccamaw Regional COG

Registration Fee: \$35

Registration Deadline: September 11

After September 11, individuals must register on-site with payment.



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www.masc.sc