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Art of Budget Communications: GFOA eLearning Course

November 28, 29 & 30, 2022 | Noon-3 p.m. ET

Communication is essential for developing a local government's budget. Planning, strategizing, and negotiating are some of the most important skills that a finance officer must employ to develop and manage a budget effectively, and good communication is at the core of mastering these skills. Throughout the budget process, finance officers are responsible for communicating complex financial and programmatic information to many different stakeholder groups, including executive managers, elected officials, employees, advocates, and constituents. The reasons you communicate with each of these groups can differ, and each group's understanding of the nuances of local government finance can vary as well. This course will give you the knowledge to help you determine what and how to communicate to each group. We will explore the pros and cons of different communication tools. The course will also address public engagement and explain how the typical budget hearing is an insufficient model for effective public engagement.

Please note that this course will include lecture and small group discussions. Course attendees are strongly encouraged to have a microphone and web camera enabled in order to fully participate in the course.

Click here to learn more and to register.

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