Sustaining GREAT Leadership

2019 Leadership Institute
July 6, 2019
Welcome and Introductions

- Mikki Garcia, Immediate Past President and Leadership Development Committee (LDC) Chair
- Sharon Rodriguez, Governance and Executive Services Coordinator and LDC Staff Liaison
- Facilitators (CEC Board Members):
  - Julie Bost
  - Rosalind Hall
  - Laural Jackson
  - Diana Morales
Leadership Development Committee (LDC)

- **Purpose:** Intentionally identify, cultivate, recruit, and orient, competent and diverse volunteer leaders for board and committee positions that are responsive to the current and future needs of CEC.

- **Goal:** Identify, nurture and develop leadership potential and skills in emerging leaders.
LDC: First Year Milestones

- Expanded definition of diversity
- Two application cycles
- Significantly revised board application and information for candidates
- Enhanced and refined rating rubric
- Board needs assessment administered by third party
- Leadership development program curriculum framework developed
What Are Some of the Challenges for Associations?

- Maintaining membership
- Attracting volunteers
- Developing an effective succession strategy
- Generating and increasing participation and engagement
  - Election participation (CEC 2018 election participation = 2.5%)
How do we attract volunteers?

- How did YOU get involved in your unit/division?
What prompted you to join CEC? What motivates you to continue your membership? What are your CEC goals - both personal and professional?

What type of engagement are you interested in?
- Local or Student Chapter
- State/Provincial Unit
- Special Interest Division or Sub-division
- CEC Headquarters

What do you need to help further your engagement at any level (e.g., contact info, resources, support, other)?
CEC 2019: “Be a CEC Leader Session”
Here’s what we heard:

- What entry-level roles exist? What are the opportunities to get involved?
- Opportunities not easily accessible.
- What are “need areas”?
- How can I network?
- What resources are available?
- What support can I have for “crashing the party?”
- I don’t feel welcomed.
The Value of Volunteer Time

$25.43 per hour

Estimated National Value of Each Volunteer Hour

Sustaining GREAT Leadership Requires Intentionality

- Plan
- Organize
- Implement
- Support
- Review

intentional (adj.)

an action performed with awareness; done deliberately, consciously, on purpose
Sustaining GREAT Leadership Requires Intentionality

- Identify needs
- Design jobs/tasks around motivations/abilities
- Define positions and expectations
- Develop recruitment strategies
- Provide orientation, ongoing training and support
- Reward/recognize
- Evaluate your results and improve your efforts
Sustaining GREAT Leadership: Small Group Discussion Questions

- What are the opportunities within your unit/division based on the needs of your organization?
- What is your unit/division’s PLAN for recruiting and engaging volunteer leaders?
- What are the real or perceived barriers to entering or advancing in the ranks of leadership?
- What are ways to help/support existing and potential leaders overcome those barriers?
Aha!

LESSONS LEARNED
Questions?

- Mikki Garcia – mikkigarcia@icloud.com
- Sharon Rodriguez – sharonr@cec.sped.org
Operationalizing Volunteer Recruitment, Engagement and Retention

<table>
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<th>Volunteer Recruitment</th>
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<tr>
<td>Needs assessment activities</td>
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<td>o My unit/division has an individual or committee dedicated to the recruitment of new volunteers.</td>
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<tr>
<td>o My unit/division considers the needs of the organization when developing recruitment activities.</td>
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<tr>
<td>o My unit/division considers past recruitment techniques and evaluates their effectiveness when developing a plan.</td>
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| Strategic planning of volunteer recruitment activities and needs                        |
| o My unit/division develops a strategic plan for recruiting new volunteers.             |
| o My unit/division shares a recruitment plan with the current members.                  |
| o My unit/division has a process (or various methods) to pass down historical information to members who are new to supporting volunteer recruitment. |
| o My unit/division collects ideas from, minimally, all volunteers when creating a strategic plan for recruiting. |

| Recruitment activities                                                                 |
| o My unit/division implements a variety of strategies to recruit new volunteers.        |

| Volunteer Engagement                                                                  |
| Onboarding and training                                                               |
| o My unit/division has orientation session(s) for new volunteers.                      |
| o My unit/division makes information about the organization available to new volunteers (e.g., bylaws, processes and procedures, other resources, etc.). |
| o My unit/division has thought about how it conducts or provides orientation session and makes onboarding and training information available. |

| Initial engagement strategy                                                            |
| o My unit/division gathers information about new volunteers to understand their motivation for volunteering. |
| o My unit/division gathers information about new volunteers to understand their skills (and even contacts) that could contribute to the organization. |
| Volunteer management and support | My unit/division has an individual or committee dedicated to supporting new volunteers throughout their first year.  
| Ongoing engagement strategy | My unit/division has opportunities and/or activities scheduled throughout the year to support all new volunteers’ ongoing understanding of the organization (e.g., bylaws, processes and procedures, other resources, etc.)  
| My unit/division identified alternate opportunities for new volunteers when there is not a match with their initial activity/area of interest.  
| My unit/division motivated/encourages its volunteers to do more.  
| Volunteer management and support | My unit/division keeps volunteers informed of new programs, updates, special projects, etc.  
| Ongoing engagement strategy | My unit/division makes it easy to find volunteer opportunities and apply or sign up for them.  
| Task and role matching | My unit/division asks volunteers to take on tasks that match their interests.  
| Task and role matching | My unit/division asks volunteers to take on tasks that match their skills set.  
| My unit/division seeks ways to help volunteers build skills to help them in their career.  
| Volunteer recognition | My unit/division recognizes the contributions made by volunteers (e.g., thank letters, public recognition on website).  