

# 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?



# CEC 2019: “Be a CEC Leader Session”

## Small Group Discussion

- ❑ 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

<https://independentsector.org/value-of-volunteer-time-2018/>

# 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!



# Questions?

- Mikki Garcia – [mikkigarcia@icloud.com](mailto:mikkigarcia@icloud.com)
- Sharon Rodriguez – [sharonr@cec.sped.org](mailto:sharonr@cec.sped.org)

## COUNCIL FOR EXCEPTIONAL CHILDREN

### Operationalizing Volunteer Recruitment, Engagement and Retention

<b>Volunteer Recruitment</b>	
Needs assessment activities	<ul style="list-style-type: none"> <li>○ My unit/division has an individual or committee dedicated to the recruitment of new volunteers.</li> <li>○ My unit/division considers the needs of the organization when developing recruitment activities.</li> <li>○ My unit/division considers past recruitment techniques and evaluates their effectiveness when developing a plan.</li> </ul>
Strategic planning of volunteer recruitment activities and needs	<ul style="list-style-type: none"> <li>○ My unit/division develops a strategic plan for recruiting new volunteers.</li> <li>○ My unit/division shares a recruitment plan with the current members.</li> <li>○ My unit/division has a process (or various methods) to pass down historical information to members who are new to supporting volunteer recruitment.</li> <li>○ My unit/division collects ideas from, minimally, all volunteers when creating a strategic plan for recruiting.</li> </ul>
Recruitment activities	<ul style="list-style-type: none"> <li>○ My unit/division implements a variety of strategies to recruit new volunteers.</li> </ul>
<b>Volunteer Engagement</b>	
Onboarding and training	<ul style="list-style-type: none"> <li>○ My unit/division has orientation session(s) for new volunteers.</li> <li>○ My unit/division makes information about the organization available to new volunteers (e.g., bylaws, processes and procedures, other resources, etc.).</li> <li>○ My unit/division has thought about how it conducts or provides orientation session and makes onboarding and training information available.</li> </ul>
Initial engagement strategy	<ul style="list-style-type: none"> <li>○ My unit/division gathers information about new volunteers to understand their motivation for volunteering.</li> <li>○ My unit/division gathers information about new volunteers to understand their skills (and even contacts) that could contribute to the organization.</li> </ul>

<p>Volunteer management and support</p>	<ul style="list-style-type: none"> <li>○ My unit/division has an individual or committee dedicated to supporting new volunteers throughout their first year.</li> <li>○ My unit/division has a mentor program for new volunteers.</li> <li>○ My unit/division has activities scheduled throughout the year to support new volunteer engagement.</li> </ul>
<p><b>Volunteer Retention</b></p>	
<p>Ongoing engagement strategy</p>	<ul style="list-style-type: none"> <li>○ 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.)</li> <li>○ My unit/division identified alternate opportunities for new volunteers when there is not a match with their initial activity/area of interest.</li> <li>○ My unit/division motivated/encourages its volunteers to do more.</li> </ul>
<p>Volunteer management and support</p>	<ul style="list-style-type: none"> <li>○ My unit/division keeps volunteers informed of new programs, updates, special projects, etc.</li> <li>○ My unit/division makes it easy to find volunteer opportunities and apply or sign up for them.</li> </ul>
<p>Task and role matching</p>	<ul style="list-style-type: none"> <li>○ My unit/division asks volunteers to take on tasks that match their interests.</li> <li>○ My unit/division asks volunteers to take on tasks that match their skills set.</li> <li>○ My unit/division seeks ways to help volunteers build skills to help them in their career.</li> </ul>
<p>Volunteer recognition</p>	<ul style="list-style-type: none"> <li>○ My unit/division recognizes the contributions made by volunteers (e.g, thank letters, public recognition on website).</li> </ul>