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
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 are not easily accessible.
- What are the areas of greatest need?
- How can I network?
- What resources are available?
- What support can I have for “crashing the party?”
- I don’t feel welcomed.
It’s not arbitrary!
Research

- There is really a “science,” supported by research, behind volunteer recruitment, engagement and retention.
- You have to think about all three – you can’t assume someone will keep volunteering once you have them in the door.
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?

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