

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?



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 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!



VOLUNTEER
SCIENCE

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

<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?

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