



Presentation #2: Product Development

# Leadership Development

Jennifer Lachmayr, New England WEA Chair

Dale Kocarek, Ohio WEA Vice Chair

# Mission

This work group will **assess MA Leadership training needs** through surveys and one/one contact with MA Leadership to include MA officers, delegates, committee chairs and where applicable, staff. This work group will

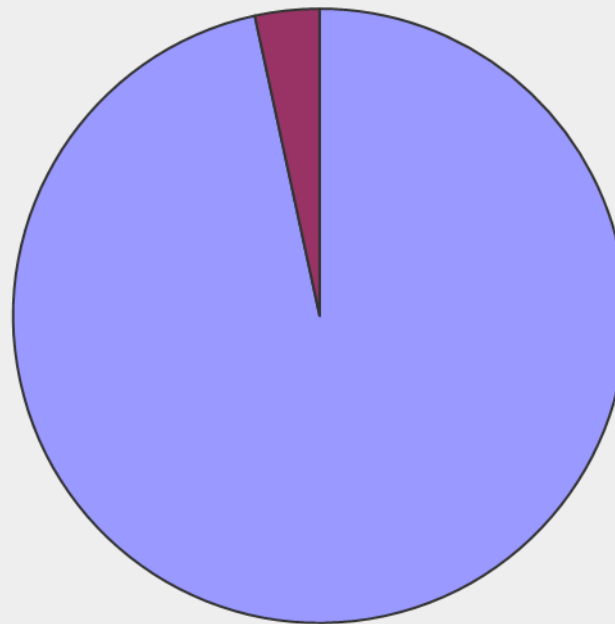
1.) evaluate the materials and training currently available on the WEF Website in the MA Resources Center, WEFMAX Library and HOD archives that target leadership development to determine its relevance. The relevance will not be limited to individual leadership development but include Member Association sustainability and the training needs of MA Boards and Executive Committees and

2.) work towards targeting the main areas for training. This is expected to ultimately result in the **development of tools** including written guidance documents and powerpoint presentations that may be used in peer to peer training sessions at future WEFTEC Leadership Day, WEFMAX meetings, MA Leadership Retreats and MA Planning Sessions. Another possible outcome is to develop " Delegate Led" webcasts, which may be presented as part of the WEF MA Leader Education Program.

# Progress ~ Survey Results

- We received 28 surveys representing 26 different MAs (2 were from Delegates at Large) in the North American Region.
- A number of MAs were part of the HOD Leadership Workgroup
- This is a 58% response rate for the survey
- Equally as important, this response has provided WEF with a diverse level of input

## Would you use MA leadership development tools if Available?



There was an overwhelming confirmation that if Leadership Development tools were provided, MAs would use them. (Q1 - 97% )



# Survey Results

While the survey identified a number of need areas, the greatest were:

1. Expanding member engagement and retention (43%)
2. Preventing Burning of Volunteers (40%)
  - Leadership training
  - Job descriptions
  - Written procedures
3. Strategic Planning (37%)

# Product Development

- We have several ideas, but we need input before we proceed.
- The product must be useful to MAs; therefore, we need to discuss format with you.
- We want to depart from the “great big book” of procedures, which no one reads, misplaces, and never updates
- We need to have products ready for “roll out” at the WEF HOD meeting on September 27, 2014.
- Time is of the essence and we need your input!

# Resources to Build From

- ***Membership Recruitment & Retention Guidebook, January 2014***
  - HOD's Engagement & Values Work Group
- ***Strategic Planning Best Practices, August 2013***
  - HOD's MA Sustainability Work Group

# Product Delivery Ideas

## 1. Webinars

- Ideal for large group training
- Host is needed
- Most difficult to schedule
- Can be used to interact between WEF and Multiple MAs including WEFMAX

## 2. Power Point Presentations

- Easiest for MAs to use for individual retreats
- Can be done at any time

## 3. “Fact Sheets

- Cheat sheets
- Easy to use
- Good for operational procedures and job descriptions and customized by MAs



# Preferred Product Format

- We need your input!
- What is most useful to you?
- We have a tight schedule and need to proceed expeditiously

# Schedule

<u>Activity</u>	<u>Completion Date</u>
WEFMAX Meetings	March 26-May 23, 2014
MA Feedback from WEFMAX	May 15, 2014
Draft Product Development	August 1, 2014
Review by WEF Steering Committee	August 15, 2014
Final Product to WEF	Sept 15, 2014
WEF House of Delegates Meeting	Sept 27, 2014

# Group Discussion

- Based on what we have shown, what is your preferred format?
- Do you have any resources that can be provided to the Workgroup?
- Do you have any success stories that you wish to share?