



Public Leadership and Civic Engagement Academy Best Practices

Presenter: Ricardo Valdez, Associate Director

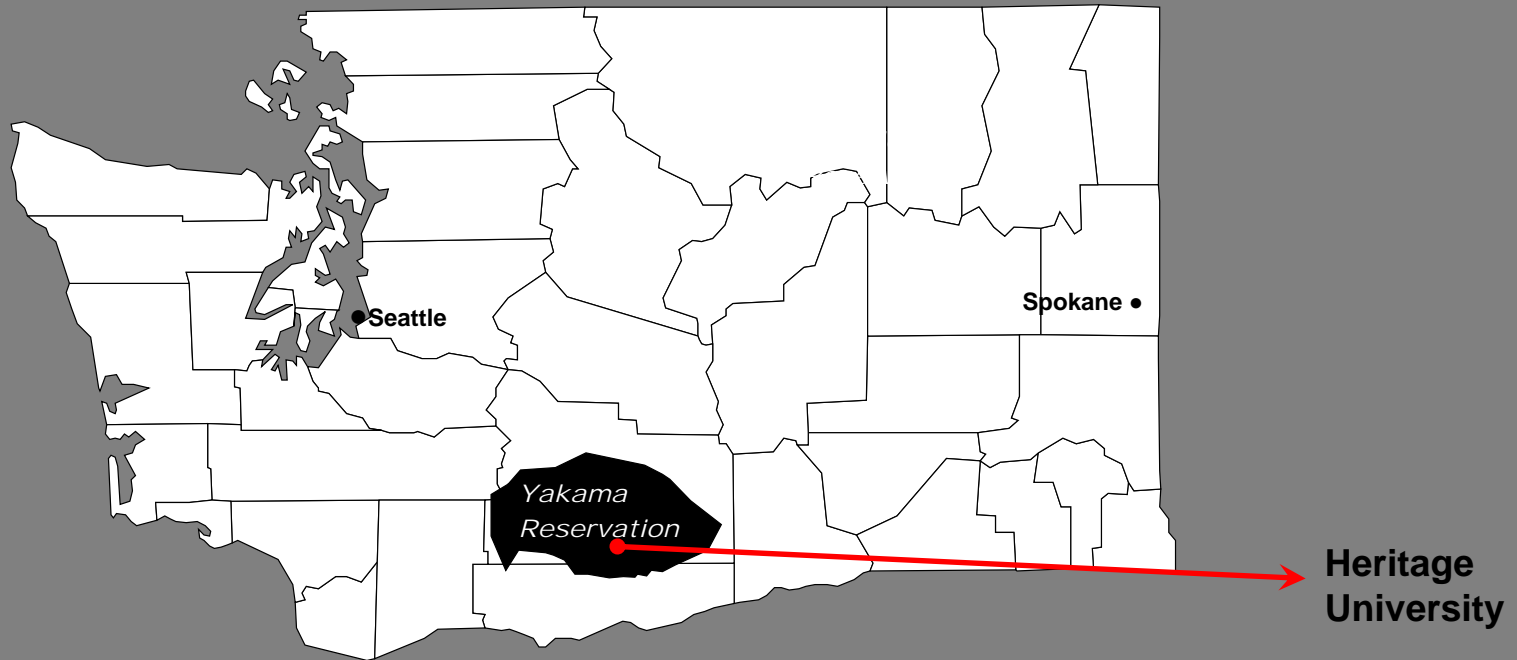
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“I wanted to learn as much as possible so I can provide the citizens of my community with the best leadership possible”

Paul Garcia
Public Leadership and Civic
Engagement Participant
Cohort 1

Washington State



- *Small Rural Community
(population 12,000)*
- *Located on the Yakama Indian Reservation
(population 20%)*
- *Large Latino Population (70%)*

HSIAC 2005-2008

- Background/ History
- Creation of the website: www.publicleadership.info
- Advertising/ Word of mouth
- Applications/ Nominations
- Location
- Logistics

Best Practices to establish a community leadership program

- Do not go it alone
- Stay flexible
- Leave plenty of time for planning
- Light on lectures. Heavy on interaction
- Graduates are your best marketing tool
- Get feedback during and after each session

Do not go it alone

- Look for established curricula, programs and presenters
- Look for partners in the community (i.e.. colleges, banks, municipalities, non-profits, school districts, community foundations, cities, tribes, etc).

Stay Flexible

- Not all communities are the same.
- Be culturally sensitive.
- Change gears if it is not working.
- Sometimes you need to make rules as you go along.
- Be flexible with scheduling curriculum.

Leave time for planning

- Developing the curriculum and materials
- Coordinating priority guest speakers and panelists
- Marketing and Advertising
- Application process and screening
- Raising additional funds

“If you plan on establishing a Leadership Program, you want to do it the right way. You want to make a good first impression.” Christine DiStefano, UW Political Science Professor

Do not overdo it on expert professors or panelists

- Stay clear of theoretical lectures.
- Increase interactive skill building workshops.
- Guest speakers and panelists should be proven and effective leaders from your own community.

Get Graduates Involved

- Invite academy alumni to help plan the next session.
- Get permission to use quotes and photos.
- Staying updated with past graduates is critical as they advance as officials, representatives or community leaders.
- Graduates are your best marketing tool for future participants, advertising and additional funding.

Get Feedback

- Evaluations are critical for current and future success.
- Maintain a database of participants. This could also include the community project.
- Informal feedback from panelists, presenters and community representatives is also helpful.

Communicate Servant Leadership

“We can choose to use our lives to bring about a better and more just world for our children. People who make that choice will know hardship and sacrifice. But if you give yourself totally to the non violence struggle for peace & justice, you also find that people give you their hearts and you will never go hungry & never be alone.”

--- Cesar E. Chavez

The Many roles of a Leader

"How far you go in life depends on your being tender with the young, compassionate with the aged, sympathetic with the striving and tolerant of the weak and strong. Because someday in your life you will have been all of these."

– George Washington Carver

On taking initiative...

“We are the leaders we have been waiting for.”

Beverly Daniel Tatum,
President, Spelman College



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