

PURDUE EXTENSION

# Community Leadership Program:

Lessons learned from 10 years of delivering an affordable, *one-size-fits-many-pretty-well* leadership cohort series in 20+ counties and its redesign for the next decade

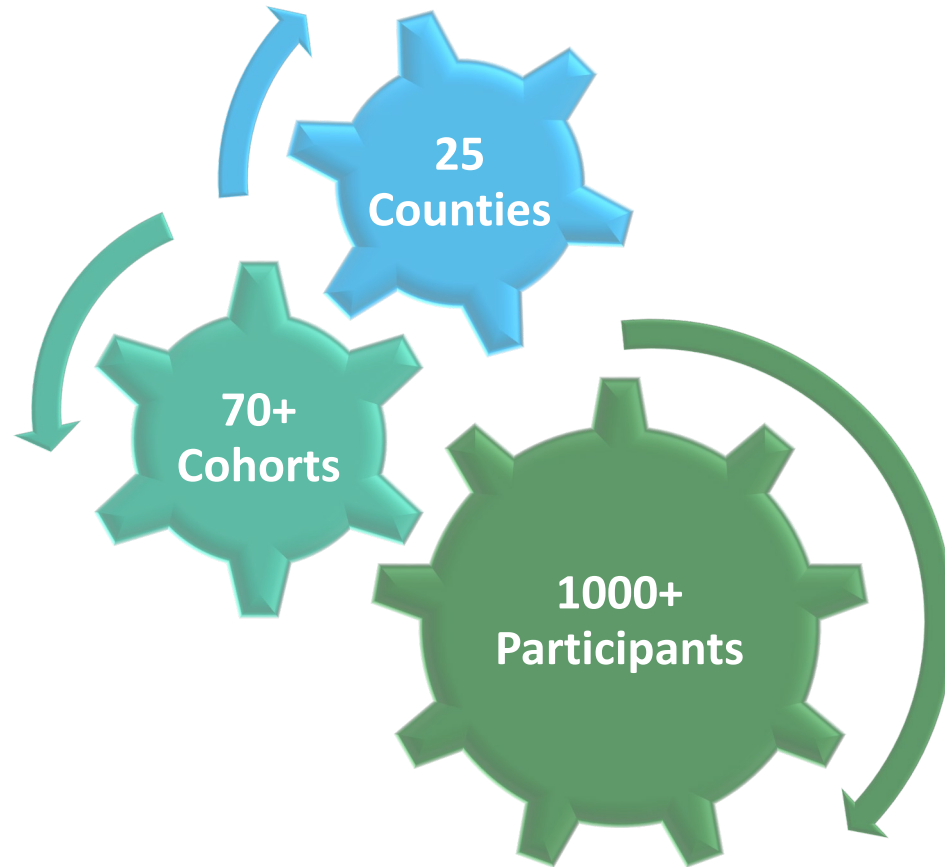
*Cindy Barber, Tanya Hall, Kris Parker*



Extension



# Outcomes and Impacts since 2015



- Knowledge, skills, confidence
- Networks and connections
- Plans and projects
- New leadership roles



# Core Team



Kris Parker



Cindy Barber



Tanya Hall



Kristi Whitacre



Patty Keating



Tamara Ogle



Steve Yoder



# 2024 CLP Purpose & Objectives

**Purpose:** to improve the quality of life for all in host communities by developing more civically engaged leaders with the knowledge, skills, commitment and connections to advance positive change

## Objectives:

Opens the door to many opportunities to become civically engaged, strengthening participants' confidence and desire to take on community leadership roles

Increases the number, quality, and diversity of leaders involved in public and nonprofit boards, committees, and coalitions, as well as grassroots and volunteer efforts

Builds leadership knowledge and skills to understand and address important community issues and opportunities through high-quality, evidence-based content

Connects current and emerging leaders, building relationships that can last a lifetime

# CLP Curriculum

Intro to the Community Leadership Program

Personality Strengths

Interpersonal Communication

Team Building

Education & Workforce Development

Economic Development & Quality of Place

Cultural Awareness

Conflict Management

Nonprofit Boards

Effective Meetings

Local Government

Community Health

- 12 3-hour sessions (36 hours)
  - ☀ 7 led by Session Trainers
    - 2 use third party curriculum
    - 5 led by Community Development Educators
  - ☀ 5 coordinated/led by County Lead
- Participant Workbook
- Peer-reviewed Trainer Guide
  - ☀ How-to guide for County Leads
  - ☀ Session instructions



# Business Model

## Revenue and Expenses

- \$375 participant fee (15-24)
  - Cost recovery—meals, materials, trainer travel
  - \$1000 to state program for training, admin
  - Usually employer- or sponsor-paid
- \$5000 sponsorship match
- Extension staff time (\$15,000 underwritten per cohort)
  - 25 days—County Lead
  - 12 days—Trainers
  - 5 days—County Support Staff
  - 5 days—State Team
- Volunteer time (60-150 hours; \$2100-\$5200 value)
  - Steering Committee
  - Speakers, presenters, tour guides, venue hosts





# Cookie-cutter vs. Custom Curriculum

## Advantages of Standardized Curriculum

- ⚙ Potential to scale up and expand impact
- ⚙ Branding--outreach, communication
- ⚙ Consistent experience—counties, participants, team
- ⚙ Efficiency—trainer time
- ⚙ Trainers can build on content across sessions
- ⚙ Evaluation and impact aggregation



# Cookie-cutter vs. Custom Curriculum



## Elements of Customization

- Optional value-add elements
- County Lead and Steering Committee shapes the local program
- Skills sessions draw on participants' lived experiences; Experienced trainers adjust content
- 5 Local context sessions
  - Build on county data
  - Panelists bring local context
  - County Leads adapt as needed



# Some Lessons Learned

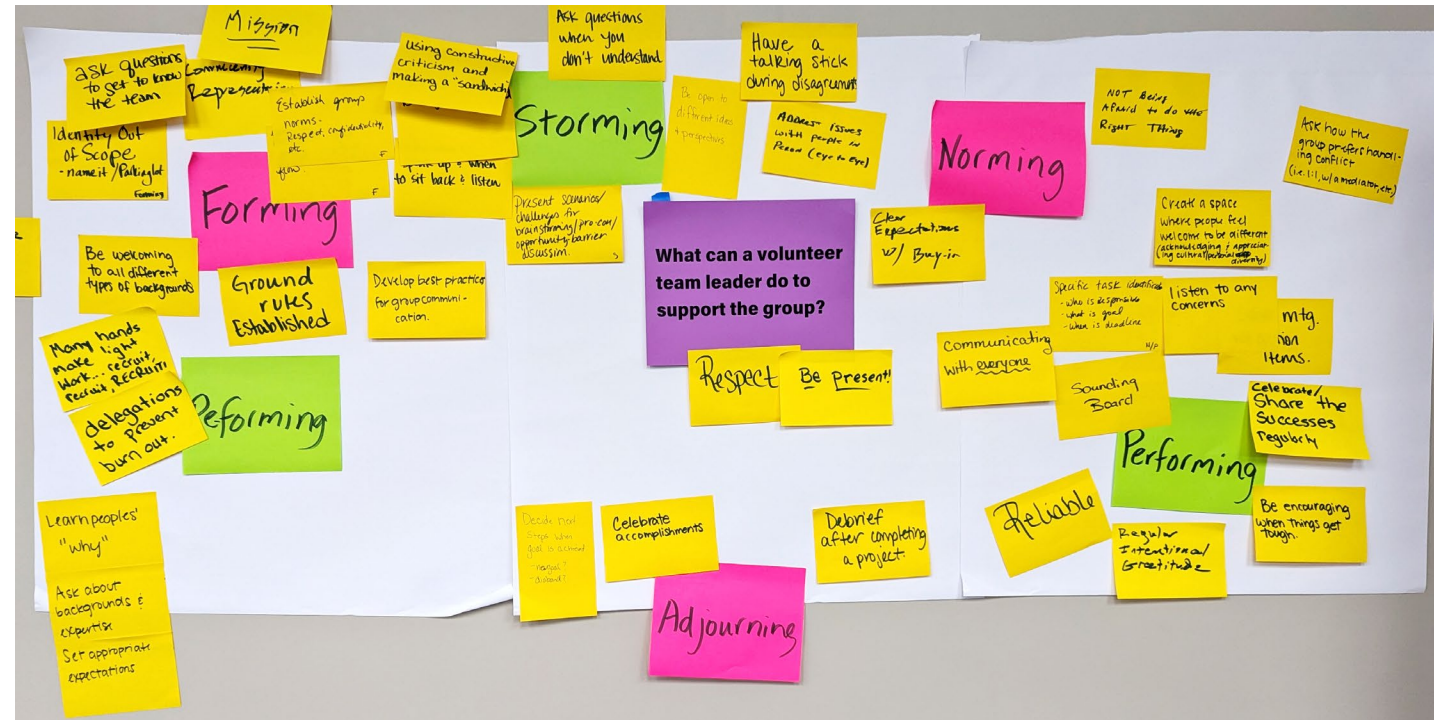
1. Be clear about the purpose of your leadership program
2. Identify your target audience; Build a program to serve their needs

## Communities:

- Rural
- No leadership development program

## Prospective participants:

- Adults
- Limited formal leadership education
- Desire to grow in their leadership
- Heart for public service



# Some Lessons Learned



- 3. Deciding what to include or not is tough; structure decision-making with intention
- 4. Balance “likes” and “learns”
- 3. Sometimes “good enough” is good enough

# Impact and Connections

- ⚙ Post Survey
- ⚙ Follow-up Survey


**For more information about Purdue Extension's  
Community Leadership Program  
Contact: Kris Parker 219-242-9377 or [parkerkj@purdue.edu](mailto:parkerkj@purdue.edu)**

<https://extension.purdue.edu/cdext/thematic-areas/leadership-civic-engagement/community-leadership-program.html>





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