



VIRGINIA TECH presents . . .

*A one-week course in strategic management for
experienced leaders of volunteer programs*

Advanced Leadership for Volunteer Programs

August 5-9, 1991

This course will focus on —

- ✓ The leadership necessary in today's environment
- ✓ Increasing the level of managerial proficiency in volunteer administration
- ✓ Building positive relationships with clients, stakeholders and the host communities
- ✓ Creating individual strategic plans for each participating organization
- ✓ Enhancing abilities to develop programs, assess progress, and evaluate impacts.

Donaldson Brown Center for Continuing Education
Virginia Polytechnic Institute and State University
Blacksburg, Virginia

presented by
Virginia Tech's Center for Volunteer Development

with program planning assistance from
Association of Volunteer Administration: Regions II, III, & IV
Virginia Department of Volunteerism
Virginia Association of Museums
and the Virginia Cooperative Extension Service

Program Schedule

- Registration on Sunday, August 4, 1991, 6:00 to 8:00 PM and Monday, August 5, 1991, 8:00 to 8:30 AM at the Donaldson Brown Center for Continuing Education on the Virginia Tech campus.
- Class sessions and issue groups from 8:30 AM to 4:30 PM each day.
- Issue groups meet in the evening on Monday, Tuesday, and Wednesday.
- Adjourn at 1:00 PM on Friday, August 9.

Monday, August 5, 1991

8:30 AM	Welcome Introduction Issue Group Assignments
9:00 AM	Leadership: The Next Generation
10:15 AM	Break
10:30 AM	Leadership: The Next Generation
12:15 PM	Lunch
1:00 PM	Environmental Analysis
2:45 PM	Break
3:00 PM	Environmental Analysis (Issue Groups)
4:45 PM	Adjourn
7:00 PM	Organizational Analysis (Issue Groups)

Tuesday, August 6, 1991

8:30 AM	Management Issues: In Volunteer Administration
10:15 AM	Break
10:30 AM	Establishing the Organization's Critical Customers
12:15 PM	Lunch
1:00 PM	Establishing Direction Setting (Issue Groups)
2:45 PM	Break
3:00 PM	Establishing Directions for the Organization and the Operations
4:45 PM	Adjourn
7:00 PM	(Issue Groups)

Wednesday, August 7, 1991

8:30 AM	Operational Options I. Linking—Mergers & Coalitions
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10:15 AM	Break
10:30 AM	Operational Options II. Marketing
12:15 PM	Lunch
1:00 PM	Operational Options III. Resource Development Fundraising
2:45 PM	Break
3:00 PM	Operational Options IV. Resource Development Grantsmanship
4:45 PM	Adjourn
7:00 PM	(Issue Groups) Creating Plans

Thursday, August 8, 1991

8:30 AM	Creating Management Plans
10:15 AM	Break
10:30 AM	Program Assessment and Impact Evaluation
12:15 PM	Lunch
1:00 PM	(Issue Groups)
2:45 PM	Break
3:00 PM	(Issue Groups)
4:45 PM	Adjourn

Friday, August 9, 1991

8:30 AM	Focusing Volunteers & Staff on the Organization's Direction Leadership—The Next Three Years
10:15 AM	Break
10:30 AM	Closure Reports (Issue Groups)
12:15 PM	Lunch
1:00 PM	Adjournment

Enrollment and Course Fees

Enrollment is limited to sixty participants. Early enrollment, prior to July 1, 1991, is \$290.00 (requires a \$50.00 deposit with balance paid by August 1, 1991). Regular enrollment is \$315.00 and should be submitted by July 22, 1991. Registration fee does not include meals (except lunch on Thursday) nor lodging.

Refunds for registration fees will be honored when notification of withdrawals are received four full working days prior to the starting date of the conference. However, substitutions may be made at any time.

CEU's and College Credit

Participation in the program earns 3.0 Continuing Education Units. Arrangements can be made for participants wishing to receive college credit through the payment of normal course tuition fees and the preparation of an independent study report within six months of completing the course.

Faculty

Jane Asche, Ed.D., Extension Specialist, Volunteerism, CVD, Virginia Tech. Author, trainer, and consultant in agency development, coalition building, volunteerism and grassroots problem-solving, and building community school partnerships.

Sandra Brooks, Director, Voluntary Action Center, United Way of Lynchburg. Collaborator in a community coalition to deliver workshops on volunteer administration and board development.

Del Dyer, Ph.D., Director, Center for Volunteer Development, Virginia Tech. Past president, Association for Voluntary Action Scholars. National leader in the field of university involvement in service to volunteerism.

Kathleen McCleskey, Owner, K.M. Consulting and Training Connection. President, Region Four, AVA. Kathy has developed and presented over 200 workshops to profit and nonprofit organizations in the United States, Spain, Holland, Germany, and Belgium, and has developed and published training guides and instructional materials for the U.S. Government.

Katie Noyes, Program Services, Virginia Department of Volunteerism, and President, Association of Voluntary Administration. Katie is co-author of *By the People* and is an excellent trainer-educator.

Don Plambeck, Ed.D., Director, Institute for Community Leadership and Non-profit Management, Northern Virginia Graduate Center, Virginia Tech. Former head of the National Leadership Academy. Consultant and trainer in human and organizational development and long-range planning in voluntary associations.

Trudy Seita, Principal in Trudy Seita Associates. Trainer and consultant to many voluntary and nonprofit associations in public and private settings. Author of *Leadership Skills for the New Age of Nonprofits*. Strong interest in creative leadership, managing organizations in change, and long-range strategic planning.

Housing

Housing is available at the air-conditioned Donaldson Brown Center on the Virginia Tech campus. Room rates are \$46.00 per day plus tax for a single person in a room, and \$54.00 per day plus tax for two persons sharing a room. Lodging information is attached, and should be made separately.

Additional housing is available in motels and hotels near the University.

Meals

The Thursday class at Mountain Lake Hotel will include lunch. Participants may eat other meals at the Donaldson Brown Center or at restaurants near the Center.

For More Information

Please call Del Dyer at Virginia Tech in Blacksburg at (703) 231-9341, or Don Plambeck, Virginia Tech, Northern Virginia Graduate Center in Falls Church at (703) 698-6093.

Virginia Tech does not discriminate against employees, students, or applicants on the basis of race, sex, handicap, age, veteran status, national origin, religion, political affiliation, or sexual orientation. Anyone having questions concerning discrimination should contact the Equal Opportunity/Affirmative Action Office.

Course Registration

Advanced Leadership for Volunteer Programs
August 5-9, 1991

Mail to: Adult Registrar, Donaldson Brown Center for Continuing Education, Virginia Tech, Blacksburg, VA 24061-0104, phone - 703/231-5182

please print or type

*Name _____
Organization _____
Office Phone _____
Address _____
City _____ State _____ Zip _____
Social Security No. _____

Signature _____

Registration Fees:

- Early Registration - \$290 (before July 1)
 \$50 deposit (balance of \$240 due by August 1)
 Regular Registration - \$315 (after July 1, before July 22)

TOTAL AMOUNT ENCLOSED - \$ _____

Make check payable to: Div. of Continuing Education, Va. Tech

*If more than one person plans to attend, please include the above information for each person on a separate sheet.

- Return by July 22, 1991 -

Lodging Reservation

Advanced Leadership for Volunteer Programs
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Mail to: Front Office Supervisor, Donaldson Brown Center, Virginia Tech, Blacksburg, VA 24061-0104, phone - 703/231-8000

- Twin-\$54.00/Day Half-Twin-\$27.00/Day/Person*
 Single-\$46.00/Day Single-Queen-\$50.00/Day
 Single Queen w/2 persons-\$54.00/Day
 Suite-\$76.00/Day (plus state sales tax)

Arrival Date _____

Departure Date _____

**Name _____

Organization _____

Office Phone _____

Address _____

City _____ State _____ Zip _____

*Name of roommate _____

**If more than one person plans to attend, please include the above information for each person on a separate sheet.

Please pay lodging upon departure. *Do not send check for lodging in advance.* VISA, MasterCard and American Express accepted.

- Return by July 22, 1991 -

Advanced Leadership for Volunteer Programs

This program has been designed so that:

- Each participant completes a design for a strategic plan for her/his organization during the week.
- Participants have the opportunity to work together in small issue groups that are facilitated by experienced administrators.
- Time to discuss program issues is provided along with the formal course work.
- Participants are challenged to test old assumptions and new ideas.

Course Content

- Strategic leadership skills in the 90s
- Environmental and organizational analysis
- Management issues in volunteer administration
- Establishing credibility with critical stakeholders/decision-makers.
- Selecting options and setting their organization's directions and programs.
- Strengthening the operation through significant linking in the community.
- Critical aspects of resource development
- Creating strategic and organizational plans
- Focusing boards, bosses, and staff on the organization's direction.
- Making leadership and management work back home.
- Measuring program progress and impact.

Who Should Attend

People in staff leadership management roles with volunteer based organizations having at least three years experience in volunteer management.

Applicable organizations include:

Hospitals/Health Organizations • Volunteer Centers • Local and State Government Agencies • Federal Programs • School Systems • Arts and Cultural Organizations • United Ways • Churches • Youth and Community Service Organizations • Community Action Agencies • University Extension Systems

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