

# Leadership Butler, Inc. Strategic Plan

2010

## Mission

By developing “servant leaders” through education and example, Leadership butler provides people with tools and confidence to make their organizations and Butler County a place where we live well and laugh often.

## Vision

Leadership Butler exists as a catalyst to improve our communities by the development of **“leadership through service”**

## Core Values

- Everyone has the ability to lead if provided with the tools and are taught skills to create the act of leadership
- A genuine caring for individuals, business and organizations within Butler County and the State of Kansas
- Empower individuals to take on leadership roles within their communities and empowering business and organizations to become “leader full”

## Strengths

Nurture leadership opportunities  
Relieve perceived barriers in Butler County  
Recharge and empower people  
Brings youth and adult groups together from different socio-economic backgrounds  
Helps other organizations, business and individuals in Butler County and across the state  
Economic Development by leadership development training  
Both the youth and adult class projects seem timely and effective  
Builds confidence in participants

Leadership development at local level  
Bring awareness of county issues  
Interaction among class participants

## Weaknesses

Applications for youth and adult programs are low  
Plates are full – hard to get people to commit to the time  
Not reaching certain areas of the population  
Business world has changed – becoming more frugal with time and money  
Define a tangible benefit to programs  
Marketing for all programs  
Program design to meet the needs of individuals and businesses  
More alumni member involvement in planning and implementing the activities that fund all programs  
More opportunities for the youth and adult participants to interact with each other  
Involvement in community activities as an organization  
Perception that Leadership Butler is for the “elite” or a “political” organization  
Talk to businesses about the program – why it is important  
Dependent on Butler County for funding

## Financial Goals of the Board

**Profile:** Leadership Butler currently relies on Butler County to support a grant of \$20,000 each year as well as support from area business and Alumni members.

**Strategy:** To reduce the dependence on Butler County to fund Leadership Butler programs

### **Objectives**

1. Determine one major fundraiser that will provide support to all programs of Leadership Butler
2. “Get on the list”...contact major sponsorship opportunities and ask that Leadership Butler be a part of their sponsorship contributions for the year
  - a. Prepare contact list
  - b. Board members annually review the list and make recommendations for changes/additions to the list
  - c. Designate responsible individual(s) to make contacts for identified sources
3. Research and apply for more grant opportunities
4. Seek endowments – seek benefactors who could support the programs of Leadership Butler
5. Develop a Pledge campaign through the Leadership Butler Alumni Association
6. Research levels of sponsorship to determine the needs/wants of the organization
7. Increase marketing through social media, website and email marketing
  - a. Develop a plaque presentation for sponsors

## Adult Program

**Profile:** The adult program seeks nominations and goes through a selection process for each class. Participants go through a 2 day Opening Retreat and 6 other full day sessions held throughout Butler County.

**Strategy:** To increase applications in order to make a true selection from the diversity of Butler County and provide innovation through the curriculum

**Objectives:**

1. Challenge alumni members to nominate 1 person and encourage those alumni members to follow up with the nominee
2. Look at alternative formats – not to do away with the “flagship” program but to add another program, providing data and research to substantiate
3. Educate the business community of the benefits of sending employees or key personnel through the program by holding focus groups and meetings to determine the business need
4. Improve media relations by providing open communication and press releases to the media
5. Selection committee make calls to nominees to encourage application
6. Evaluate the curriculum and keep it innovative for the needs of business and organizations
7. Increase open application marketing through social networking, website and email marketing

## Youth Program

**Profile:** Not unlike the adult program, the youth program solicits nominations through the 10 High Schools in Butler County. A selection process is completed where Leadership Butler tries to get 2 students from each of the high schools. Participants go through 7 sessions held throughout Butler County

**Strategy:** To increase applications from ALL schools in Butler County and to provide innovative information on teen and county issues

**Objectives:**

1. Challenge school administration to nominate and encourage at least 5 students to apply for the program through communication with the counselors/principals
2. Increase adult alumni participation in the planning and implementation of the curriculum as well as becoming mentors for the youth’s class project
3. Re-evaluate the curriculum to determine if it fits the needs of youth in Butler County
4. Develop a channel of communication with School Counselors (rather than principals)
5. Add other method for nominations, through Alumni Association, social marketing and email marketing
6. Increase marketing

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## Board of Trustees

**Profile:** The 11 member Board of Trustees are Leadership Butler Alumni members from across Butler County who set policy for the programs and staff

**Strategy:** To be aware of the financial need and policy needs of all programs of Leadership Butler. To continually revisit the organizations bylaws, policies and strategic plan.

### **Objectives:**

1. Review Bylaws every year and make amendments to those bylaws when needed.
2. Review the policies of the organization and continue to set policy as needed
3. Be “the voice” of Leadership Butler. Continually advocate for the organization and help people see the value of the program and “what’s in it for me”
4. Develop strategies for all programs of the organization and visit one strategy at each board meeting in order to keep this to the forefront of the Board of Trustees
5. Board members should be involved in the programs of the organization by attending events, volunteering, and being visible to the alumni members as well as the general public
6. Board members are expected to attend at least one or a portion of one session of the adult program annually
7. Board members will review evaluation summaries at the completion of the sessions for the adult program
8. Be aware of the succession plan and what each board member’s role is when it is needed

## Alumni Association

**Profile:** The Leadership Butler Alumni Association provides the mechanism to provide volunteers for all programs of the organization. Keep past participants and community up to date on happenings of Leadership Butler through social media and e-newsletters. Provide opportunities for public to hear issues and discuss those issues.

**Strategy:** To provide events that increase awareness about community issues and provides information in a timely manner about these events to stakeholders and engages alumni members

### **Objectives**

1. Plan and implement continuing education that is open to alumni and general public
  - a. Plan and implement Quarterly “Leadership Series” Breakfasts
  - b. Develop a Speakers Bureau to go out and talk to the business community
2. Increase participation of Alumni members to be by making contact with the members about opportunities of the organization
  - a. Prepare and distribute “membership” cards to all members – offer a discounted price to all events
3. Review and evaluate all events and activities of the Alumni Association each year to determine whether they continue to be viable
  - a. Create an “online” survey after each event
4. Develop a plan to work with businesses in Butler County through focus groups to determine the need of future leadership development

## Executive Director

**Profile:** The Executive Director's position is a part time position. This position oversees and coordinates all aspects of the Leadership Butler organization – **Board, Selections, Curriculum, Alumni function, volunteer base, youth program**

**Strategy:** To increase visibility within the communities of Butler County and to promote unity within the Leadership Butler organization.

### **Objectives**

1. Bring awareness to the Alumni members of happenings and volunteer opportunities
2. Prepare all incoming volunteers – Board members, program chairs, and volunteers of their duties and expectations
3. Maintain relationships with members of the communities within Butler County
4. Maintain relationships with elected officials in communities and state level
5. Assist organizations and businesses with facilitation needs in planning, teambuilding and other avenues
6. Become more visible within communities of Butler County – attend functions, be on boards, etc.
7. Create community events budget by working with the Treasurer
8. Marketing for all programs to include press releases, advertising when applicable and notice to all alumni members