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**Vision**

**Inspiring Individuals to Action**

*We create environments supporting individuals for the*

*betterment of our communities, our families, and ourselves.*

*We understand leadership is a practice.*

*We adhere to the standards set forth by our guiding principles.*

*We challenge individuals to realize their potential.*

**Mission**

**Verde Valley Leadership, Inc., a non-profit corporation, provides personal and professional growth opportunities through development of leadership skills, community awareness and diverse, influential networks.**

*We seek individuals who demonstrate the skills and interest to work toward the best possible environment for families, businesses, nonprofit organizations, government, and other systems that nurture strength within communities. VVL remains adaptive in providing the most effective organizational support possible in these pursuits.*

**Guiding Principles**

**Service** - *Service is embedded in all the actions we take. Service is at the core of our practice.*

**Integrity** - *We never compromise our integrity. Having integrity means more than simply the absence of deception. We tell the truth, honor our commitments, adhere to ethical standards, treat others with respect and are accountable for our actions. We do the right thing because it is the right thing to do.*

**Courage** - *We face challenges, make difficult choices, take risks, rise above circumstances, and seek ways to improve.*

**Teamwork** - *We practice teamwork through such actions as assisting each other, providing each other open and honest feedback, exchanging information, and executing our tasks in a timely and integrated manner. We recognize we make better decisions and produce better results together than working alone.*

**Leadership** - *We lead by example. We foster an environment that empowers and motivates others to successfully accomplish their objectives. We mentor and develop each other and our peers. We serve.*

**History**

Verde Valley Area Leadership (VVAL) started in the spring of 2006 as Founder Mike Johnsen’s idea (then the Community Manager for Arizona Public Service). A graduate of the Prescott Area Leadership (PAL) program himself, Mike believed the time was right to bring the concept for a leadership program to the Verde Valley. In support of this vision, PAL served as a fiscal agent for the first two years of the new organization.

***2006 - 2007:*** At a gathering of about twenty-five individuals for a lunch meeting, Mike pitched the notion, and seven leaders from a variety of Verde Valley communities stepped up to start the program. Following the departure of two of those leaders, five Founders remained as the Steering Committee for Verde Valley Area Leadership: Mike Johnsen, Deb Bentlage, Jodie Filardo, David Keeber, and Gayle Mabery. Albert Filardo (then Professor of Practice at the Ira A. Fulton School of Engineering) taught two-day program kickoff retreat and, in support of the program concept, Jackpot Ranch in Camp Verde offered their beautiful facility to VVAL for a very reasonable price. The organization was born in September 2006 with an initial Class I totaling 8 members, 5 of whom graduated. Graduates from Class I in July 2007 are Heather Farr, Mark Gorchesky, Marlayne Hatler, Janet Perry, and Andi Welsh.

***2007 - 2008***: Class II also began with a kickoff retreat at Jackpot Ranch. During this year, the organization changed its name to Verde Valley Leadership or VVL, created its initial vision, mission, goals, and objectives and seated its first Board of Directors at the end of the fiscal year. This year also saw the creation of VVL bank accounts, insurance policies and logo. Gayle Mabery became the first President of the new organization and the remaining board members and officers were as follows: Past President – Mike Johnsen; President Elect - Jodie Filardo; Secretary - David Keeber; Treasurer – Janet Perry; Board members - Margie Beach, Heather Farr and Kent Jones. This class started with 9 students, 7 of whom graduated. July 2008 Class II graduates are Linda Buchanan, Sandy Finley, Gioia Goodrum, Alexandra Helm, Sherri Lee, Matt Morris, and Christian Oliva del Rio.

***2008 – 2009:*** Class III began with a scramble when VVL discovered Jackpot Ranch was not available at the last minute, so a change in venue resulted in Class III’s Kickoff Retreat taking place at the Mago Retreat in Yavapai County outside of Sedona. Albert Filardo once again taught the new class. During this year, Jodie Filardo served as the first full-term President and the remaining board members and officers were as follows: Past President – Gayle Mabery; President Elect – Janet Perry; Secretary – David Keeber; Treasurer – Becky O’Banion; Board members – Mike Johnsen, Gioia Goodrum, Matt Morris, Casey Rooney, and Debbie Wilden. During this year, VVL created and operated its first budget, annual calendar, website, and routine board meeting cycle. In addition, it adopted its first bylaws, conducted its first board retreat, incorporated with the Arizona Corporation Commission, and applied for non-profit status with the IRS. Thanks to Linda Buchanan and the first scholarship donation to the organization, VVL started a scholarship account this year.

With a 100% graduation rate, July 2009 Class III graduates are Kyla Allen,   
Marie Carpenter, Andy Dickey, Abbie Hernandez, Janet Kelly, Mary Jo Magaw,   
Phyllis McDaniel, Brenda Pakay, Tracie Schimikowsky, Josh Stackhouse, and Mark Tufte.

***2009 – 2010:*** Class IV started as the largest group to date with 14 class members participating in the initial retreat at Jackpot Ranch. We also welcomed 3 attendees from Arizona State University (ASU) as class member cohorts who joined the group in order to participate in the 2-day session facilitated by Al Filardo. Following an early-term shift among Board Officers for personal reasons, the Board of Directors that year consisted of: Past President – Jodie Filardo; President – Janet Perry; President Elect – Matt Morris; Secretary – Gioia Goodrum; Treasurer – Christian Oliva del Rio; Board members Kyla Allen; Deb Bentlage; Andy Dickey; Alexandra Helm; David Keeber and Mary Jo Magaw. The year’s Board highlights include the creation of an independent VVL web site, a working sub-committee Board structure and, most importantly, the achievement of a 501.c.3 nonprofit organizational status. That year also saw more form to the Year II portion of the program with Class III finishing their program commitment with VVL’s first Legacy Project. Class III chose to provide a shaded area out front of the Cottonwood Boys & Girls Club. Now, where it once was bare, stands a lovely gazebo on a foundation adorned with kids’ names and hand prints, a table with seating, a tree and two tethered ball poles. July 2010 Class IV graduates are Susan Carroll, Carol Dexter, Greg Feltmann, Mandi Garfield, Elizabeth Gerstner, Jan Grogan, Rebecca Hernandez, Heather Hermen, Luke Sefton, Shannon Westcott, and Ellen Yates.

***2010 - 2011:*** Class V began with 11 class members. VVL again welcomed two additional ASU class member cohorts participating in the initial 2-day retreat at Jackpot Ranch, highlighted by a dynamic exercise facilitated by The Filardo Group. The Board of Directors began with Janet Perry - Past President; Matt Morris – President; Gioia Goodrum - President Elect; Christian Olivia Del Rio – Treasurer; Kyla Allen, Secretary; Board members Andy Dickey, Alexandra Helm, Heather Hermen, Janet Kelly, Mary Jo Magaw and Luke Sefton. Following a late term shift among the Board for personal/career reasons, positions finishing the year were: Janet Kelly – President and Heather Hermen – President Elect. Highlights of Board efforts include introducing a leadership text book as a class study tool throughout the year; developing a professional website (www.vvleadership.org); developing metrics for measuring success of the program; growing marketing capabilities and efforts; introducing a fundraising raffle at graduation; beginning work to develop Board program policies and procedures; laying groundwork for restructuring and formalizing the second year portion of the program. Highlights from inspired classes included a Class IV Legacy Project benefiting the Verde Valley Guidance Clinic’s Women’s World program, and Class V’s successful fundraising efforts benefiting Kids for Hunger. In July 2011, VVL proudly honored Class V graduates Krishan Ginige, Mark Johnson, Cindy Lawler, Jason Little, Tami Lobur, Leslie McLean, Lana Tolleson, Bonnie Shimko and Dane Wombacher.

***2011 - 2012***: Class VI began with 11 class members. Their year kicked off with the traditional retreat at Jackpot Ranch in Camp Verde with True Colors and team building exercises, and the Filardo Group once again facilitating a powerful session for the group in leadership development. The Board of Directors included Janet Perry – Past President; Janet Kelly – President; Heather Hermen – President Elect; Alexandra Helm – Secretary; Luke Sefton – Treasurer; Andy Dickey, and Directors Linda Buchanan, Greg Feltmann, Mark Johnson and Shannon Westcott. Highlights of year: At the board retreat, committees were further redefined to working groups geared towards organizational sustainability with a primary focus on fundraising. As a result, on April 13th, 2012, the Verde Valley Leadership Inaugural Summit was launched as the first major fundraiser. The evening event’s highlight was a presentation of “VVL Summit Awards” to individuals nominated and selected for their representation of community servant leadership. The inaugural recipients were Colton Elmer – Youth Leader category, and Doug Von Gausig – Adult Leader category. The keynote speaker – Richard Morrison, along with local wineries/business partners, contributed to a successful event. Also accomplished this year was the creation and adoption of VVL Board Policy and Procedure guidelines, a major restructuring of the class program to include a point-structured second year with graduation following Year II, and website function enhancements.

Highlights from the Class IV was completion of an art mural at the Verde Valley Guidance Clinic; Class V’s historic receipt of a $7,100 grant from partner, Verde Valley Medical Center, towards construction of a Green House at the Cottonwood Senior Center to fund their Legacy Project; and Class VI’s enthusiastic involvement in the Sedona Marathon with their aid station hosted by VVL board members, Class IV members and other VVL supporters. In July 2012, VVL proudly honored Class VI graduates Kelly Cathcart, Hydie Doerksen, Bobbie Gooslin, Celeste Gordon, Debbie Lewis, Mel Preston, Janie Randall, Gary Rideout, Bernadette Selna, and Laure Thomson with a ceremony and dinner held at the Verde Valley Senior Center.

***2012 - 2013* -** The 2012-2013 board of Directors included Heather Hermen – President, Janet Kelly – Past President, Luke Sefton – President Elect, Shannon Westcott – Secretary, Mark Johnson – Treasurer, Greg Feltmann – Director, Dan Engler – Director, Jan Grogan – Director. Highlights of the year included further committee assignments working towards accomplishing goals in fundraising, policy and procedure manual completion, development of Year II curriculum. As a result, Class VII will be the first class to graduate upon completion of the entire two years in the program, paving the way and marking a first in the history of Verde Valley Leadership to be a true two year program with commitment up until the completion date.

Class VII began with an initial group of 8. During their second year the class continued the program tradition of giving back to the community with a Legacy Project by providing shade on the playground area at Riverfront Park. Following successful completion of their two year program commitment, the 7 members who celebrated graduation in July of 2014 were Todd Conaway, Chris Heyer, Nicole James, Kirsten Lennon, Donna Retegan, Lisa Neideffer Rhodes, and Darrell Yoakum.

***2013 - 2014* -** Following a shift among initial Board Officers for personal/career reasons, the Board of Directors that year consisted of: Past President – Heather Hermen; President – Greg Feltmann; President Elect – Laure Thompson; Secretary – Janie Randall; Treasurer – Jan Grogan; Board members Dan Engler, Jim Ledbetter and Kathy Wombacher. That year Class VIII began their path of discovery with a group of 10, and moved to their second year of the program with this group of 8: Steve Ayers, Elena Bullard, John Lacy, Andrea Harless, Troy Hoke, Patty May, Yvonne Richard and Morgan Scott.

**2014 – 2015 -** Class IX began the year with 10 participants at 101 and the Jackpot Ranch.  As the year progressed several participants had to leave for personal or career reasons and six completed the program.  This was a milestone year as the program went from a two-year program to a one year program. Other changes experienced by Class IX were renaming some of the VVL Class Days and only having five rather than eight, replacing those three days with Tool Box Trainings and a Day of Service (t*he class chose to make improvements to Buena Vista Children Services in their Clarkdale location).*

With the changes to the program the board made significant changes to the by-laws (thank you, Janet Perry) and VMGO (thank you, Filardo Group).  The board also went through some member changes and at the end of the term the executive board included, Past-President  Jodie Filardo, President Greg Feltmann, President-Elect Kathy Wombacher, Secretary Janie Randall, and Treasurer Kirsten Lennon.  Directors were Krishan Ginige, Laure Thompson, Chris Heyer, Janet Perry, and Ellen Yates.

Class VIII spent most of their second-year mentoring, attending Tool Box Trainings, and developing their Legacy Project *– a scholarship fund that would be available to the youth for programs in the Verde Valley.*

Both classes graduated in July! Those who completed from Class VIII were Troy Hoke, Elena Bullard, Yvonne Richard-Walko, Morgan Scott, Steve Ayres, Andrea Harless, Patty May, and John Lacy.  Those who completed from Class IX were Tammy Yoakum, Doug Braly, Kate Densmore, Amanda Wilbur, Sheila Sandusky, and Erin Mabery.

Class VII also remained busy completing their Legacy project and had a ribbon cutting in July for the covering they constructed over playground equipment at Riverfront Park.

**2015 – 2016 -** Class X began the year with nine participants at 101 with the two-day retreat held at Mescal Canyon Retreat where class members did not stay overnight.  As the year progressed, Brandon Echols had the opportunity to move out of town while the other eight completed the program: Laurel Abdelnour, Debbie Breitkreutz, Wendy Edwards, Trish Gomez, Norela Harrington, Jennifer Hernandez, Carrie King, and Tricia Winters. This was a milestone year as VVL celebrated its ten-year anniversary. Class X’s Day of Service was spent working with Habitat for Humanity.

The Board was comprised of: Kathy Wombacher, President; Ellen Yates, President-Elect; Greg Feltmann, Past-President; Tammy Yoakum, Secretary; Kirsten Lennon, Treasurer; Directors: Andrea Harless, Krishan Ginige, Janie Randall, Yvonne Richard, Laure Thompson.

**2016 – 2017 -** Class XI began the year with thirteen participants at 101. The two-day retreat was again held at Mescal Canyon Retreat and class members once more did not stay overnight.  As the year progressed, for personal and professional reasons, five participants had to leave with eight completing the program: Sebra Choe (field trip coordinator), Jill Clark (evaluation coordinator), Art Durazo (historian), Bob Ingulli, Monica Kuhlt, Berrin Nejad, Mike Spitz (day of service coordinator), and Stephanie Vocca. Class XI’s Day of Service was spent working partially with the Buena Vista Children’s Fair and completing it by serving at the Earth Day celebration in Camp Verde.

The Board was comprised of: Ellen Yates, President; Kathy Wombacher, Past-President; Tammy Yoakum, President-Elect; Kyla Allen, Secretary; Kirsten Lennon, Treasurer; Directors: Debbie Breitkreutz, Elizabeth Gerstner, Krishan Ginige, Marlayne Hatler, Jennifer Hernandez, Patty May, Janie Randall, and Dane Wombacher.

**2017 – 2018 -** Class XII began the year with eleven participants at 101. The two-day retreat was held at the Clark Memorial Clubhouse with the Filardos facilitating. Class members were: Aisha Ayazi, Brandi Bateman, Brandon Iurato, Felicia Filep (field trip coordinator), Hezekiah Allen, Jamie Hausaman (evaluation coordinator), John Carter, Madisen Wescott (historian), Mike Gray, Ron Rux, and Salvador Durant. Due to family circumstances, Salvador was not able to complete the class. Class XII’s Day of Service was spent refurbishing and refreshing the garden at Dr. Daniel Bright school, reclaiming the space into a beautiful, functioning area for young gardeners.

The Board was comprised of: Tammy Yoakum, President, Ellen Yates, Past-President; Marlayne Hatler, President-Elect; Kyla Allen, Secretary; Kirsten Lennon, Treasurer; Directors: Debbie Breitkreutz, Krishan Ginige, Jennifer Hernandez, Stephanie Vocca, Berrin Nejad, Sheila Sandusky, and Dane Wombacher.

**2018-19 -** Class XIII was comprised of ten members who met for a mixer meet and great prior to beginning their orientation at the two day retreat which was held at the Riverfront Water Reclamation Facility. Class members included: Ruth Ellen Elinski, Bobbie Evans, Amanda Gapen, Carmen Howard, Jill Iurato (field trip coordinator), Dave Meyers (evaluation coordinator), Moranda Moran, Simone Mussa, Jak Teel & Barb Waak. Class XIII refurbished the front of the Cottonwood Youth Center, putting down gravel, planting trees, and revitalizing that area for to create a space that our community youth could be proud of.

The Board was comprised of: Tammy Yoakum, Past President, Marlayne Hatler, President; Tricia Winters, President-Elect, Stephanie Vocca, Secretary; Kirsten Lennon, Treasurer; Directors: Debbie Breitkreutz, Krishan Ginige, Brandi Batemen, Brandon Iurato, Berrin Nejad, Sheila Sandusky, and Dane Wombacher

**2019 – 2020** – Class XIV began the year in August with our two day retreat at the Yavapai College campus in Sedona. The class members were Ben Shor, Brandon Echols, Clover Pinion, Jussara Wagner, Michelle Conway, Milissa Koel, Sara Bowers, Scott Ellis, Linda Shook and Steve Hensyel. We were fortunate enough to make it through our February Leadership Development Day before the Pandemic shut us down. Thankfully we were able to do several field trips as well, including Plow Ahead Ranch and the Sedona Police Department. Unfortunately we were not able to do our day of service which would have been the renovation of the garden at DDB. The second half of our class was unlike any we’d ever seen because of COVID but we adapted and finished the year with videos and zoom meetings.

The Board comprised of: President, Tricia Winters, Past President, Tammy Yoakum, Secretary, Aisha Ayazi, Treasurer, Kirsten Lennon, Board Member, Krishan Ginige, Board Member, Dane Wombacher, Board Member, Debbie Breitkreutz, Board Member, Bob Ingulli, Board Member, Greg Feltmann. Greg Feltmann later assumed the role of President.

**2020 - 2021** due to COVID-19, the VVL board agreed to pause operations to review & update course content, better aligning to modern leadership practices. After careful consideration and research, the VVL Board is excited to announce we have engaged in a partnership with Yavapai College to develop curriculum for our revised leadership program. This partnership will raise the bar for future classes and re-engage the VVL alumni for ongoing leadership & community involvement. For the first time in the history of VVL, class participants will earn 3 college credits and have ongoing educational opportunities.

The Board was comprised of: President, Aisha Ayazi, President-Elect; Brandon Echols, Secretary; Jancine Serene, Treasurer; Jussara Wagner, Directors: Debbie Breitkreutz, Krishan Ginige, Linda Shook, Jill Iurato, Milissa Koel, Bob Inguilli and Dane Wombacher.

**01/2022 – 10/2022** Class XV contained 10 members who participated in 10 classes. The morning sessions contained necessary lessons on leadership and was taught by Lauri Dreher. Class members stated the most valuable lessons learned were on Emotional Intelligence, Clifton Strengths, public speaking, and how to recognize and become great leaders. The afternoon sessions consisted of presentations from great leaders in our communities such as Nancy Steele, Heather Mulcaire, Steve King, Larry Jackson, and Beth DuPree, just to name a few. We participated in field trips to Manzanita Outreach, Cottonwood Senior Center, The Copper Museum and more. Class XV performed a day of service with the Verde Valley Homeless Coalition to set up a transition home for the working homeless to obtain the skills to live on their own. The class was so moved by the organization that they voted to extend their service to include a fundraiser where they raised $1,000 in donations.

Class members were Lisa Aguilar, Sean Brooks, Crisi Clark, Matthew Herrera, Jamie Jacobs, Rodolfo Martinez Morales, Jess McNeely, Kegn Moorcroft, Chell Smart, and Fanny Zapata Sanchez. Board members were President - Brandon Echols, Secretary – Patricia Greer, Treasurer – Jussara Wagner, and Directors – Linda Shook, Ruth Ellen Eliniski, Lisa Schlegel, Jill Ilurato, and Debbie Breitkreutz.

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# Course Objectives

*The* ***four objectives*** *of the Verde Valley Leadership, Inc. (VVL) Program are:*

1. **Identify & understand** the unique challenges and opportunities associated with working & leading in the Verde Valley
2. **Gain Understanding of Leadership Styles** and how to lead effectively
3. **Develop Key Leadership Skills**
   1. Effective Decision Making
   2. Effective Management / Delegation
   3. Leading through Others / Empowerment
   4. Strong Communication Skills
4. **Connection to People**
   1. Ethics and Principles
   2. Cultural Competence
   3. Diversity / Inclusion

**The success of VVL is contingent on each class member's engagement and full participation in the program.** Throughout the program, class members are challenged to exercise and develop ideas, abilities, and to network. This is accomplished by stepping forward, engaging, and taking part in all VVL activities offered. Attendance at scheduled VVL functions, involvement in all events, meeting deadlines and interaction among class members is **essential** to the total learning experience and is an expectation of each class member. This manual is provided as a tool, offering explanations and guidelines relevant to participation in the program.

**Graduation standards have been established to ensure participants of VVL have met their obligations to the program, their classmates, their sponsors, and to the community.** At the conclusion of the program, the Board of Directors will review attendance, participation, and effective demonstration of leadership skills learned as a key requirement for graduation.

Information in this manual has been organized in (5) basic components. With the program structure being comprised of a variety of activities throughout the program, those are fully described in Components 1 through 4. Component 5 outlines expectations relating to class member participation.

The scheduled activities throughout the year requiring class member participation include:

* March - December – Yavapai College Curriculum + Verde Valley Leadership Local Engagement
* **June 30th – Day of Service Deadline**
* **December 8th** - Final day of Synthesis and feedback, with a Graduation celebration that evening.

Other activity requirements through the year:

* Book Readings; Shadow Day; Program Support Activities

**Yavapai College Program Outline**

**Verde Valley Leadership Program Content Outline**

**January 2023 – October 2023**

Yavapai College Verde Valley Campus; 601 Black Hills Drive; Clarkdale, AZ 86324; Room: G-103

***NOTE****: The following VVL Program Content is designed to be fluid and agile. As the program progresses each month, the Program Content Outline will be slightly modified due to learner developmental pace and needs requiring content changes.*

**Meeting Dates – TBD**

**Required Readings and corresponding activities – Assigned Throughout the Course**

[CliftonStrengths 34](https://store.gallup.com/p/en-us/10003/cliftonstrengths-34) (Assessment & Online Resources)



[Emotional Intelligence 2.0 *by Travis Bradberry & Jean Greaves*](https://www.amazon.com/Emotional-Intelligence-2-0-Access-Code/dp/B005F1QAOO) (Book & Test Code) – Purchase for Month 1 Action

**NEED Emotional Intelligence Appraisal Test Code included with book purchase**

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| **Yavapai College Program Content Outline for Verde Valley Leadership**  *(All below “learning blocks” are estimated to be 4 hours) – Monthly Actions will shift based on whether 4-hour class sessions become an 8-hour session* | | | |
| Learning Blocks | Content Agenda | Skills | Monthly Actions |
| **Block 1** | -Introduction to Yavapai – enroll in YC  -Program Structure/ Content/ Activities/Requirements/ Expectations  -Student Program Goals – “Before”  -Project Management Skills/Apps – to usefor class projectoProblem-Solving   * Decision-Making * Brainstorming Strategies   -Cloud Computing – Notetaking App  -Personal Leadership Development Learning Library  -Brief Intro to Emotional Intelligence  -Brief Intro to CliftonStrengths | -Cloud Computing  -Project ManagementSkills/Aps  -Problem-Solving  -Decision-Making  -Brainstorming Strategies  -Personal Leadership Developmennt Learning Library  -Emotional Intelligence  -CliftonStrengths | -EmotionalIntelligence Pre-Assessment  -CliftonStrengths Assessment  -Set-up NotetakingApp (add content)  -*EmotionalIntelligence 2.0*reading. Chapters1-4 (Foreword –59) |
| **Block 2** | -Previous Month Actions/ Happenings/Community Debrief  -Emotional Intelligence Assessment & Book Debrief   * Review online resources * Create a plan of action for growth   -CliftonStrengths Assessment Debrief   * Review online resources * Create a plan of action for growth   -Student self-evaluation of strengths,weaknesses, leadership challenges –“Before”  -Leadership vs. Management  -Notetaking App Gallery Walk | -Emotional Intelligence Deep Dive  -Leadership vs. Management | -*EmotionalIntelligence 2.0*reading. Chapters5 and 6 (pgs. 60-134)  Add content to Notetaking |

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| **Block 3** | -Previous Month Actions/ Happenings/ Community Debrief  -Finding Your ‘Why’  -Work-life Alignment  -Values – class time to determine  -Leadership Challenges  -Leadership Styles  -Personal Leadership Development Plan | -Values  -Leadership Challenges  -Leadership Styles | -First sections of Leadership Development Plan  -*Emotional Intelligence 2.0* reading. Chapters 7 and 8 (pgs. 135- 223)  -Add content to Notetaking App |
| **Block 4** | -Previous Month Actions/ Happenings/ Community Debrief  -Strategic Planning – SWOT/TOWS Analysis – class time to conduct self- SWOT/TOWS  -SMART Goals – class time to write Leadership Development Plan SMART Goals and have peer/instructor review  -Impromptu Speaking Skills | -SWOT/TOWS Analysis  -SMART Goals  -Impromptu Speaking | -Complete Leadership Development Plan to work on for rest of program  -Assigned *Emotional Intelligence 2.0* reading. Epilogue (pgs. 225-246)  -Add content to Notetaking App |
| **Block 5** | -Previous Month Actions/ Happenings/ Community Debrief  -Impromptu Speaking Activity  -Listening Skills  -Feedback Techniques  -Professionalism  -Email Etiquette - Responsiveness  -Email Signature Block – class time to create – Gallery Walk & Peer Review  -File Management  -Presentation Skills – pick topic | -Impromptu Speaking  -Listening Skills  -Feedback Techniques  -Professionalism  -Email Etiquette  -Email Signature Block  -Presentation Skills | -Add content to Notetaking App  -Develop plain white PPT slides draft w/ bullet points, images/charts, etc., and notes |
| **Block 6** | -Previous Month Actions/ Happenings/ Community Debrief  -Impromptu Speaking activity – peer feedback  -LinkedIn Lesson  -Social Media Differentiation  -Time Management  -Pick Individual Self-help book   * + Book review guided worksheet | -Impromptu Speaking  -Time Management  -LinkedIn Lesson  -Peer review of PPT Draft | -Individual book reading & worksheet  -LinkedIn Profile  -Add content to Notetaking App  -Emotional Intelligence Post- Assessment |
| **Block 7** | -Previous Month Actions/ Happenings/ Community Debrief  -Presentations (10 minutes) – peer/ instructor feedback – video for student  -LinkedIn Profile Gallery Walk & Peer Review  -Cross-generational communication | -Presentations  -Cross-generational communication | -Individual book reading & worksheet  -Add content to Notetaking App |
| **Block 8** | -Previous Month Actions/ Happenings/Community Debrief  -Negotiation  -Networking  -Assertiveness  -Elevator Pitch – class time to develop | -Negotiation  -Networking  -Assertiveness  -Elevator Pitch | -Individual book reading & worksheet  -Polish elevator pitch  -Add content to Notetaking App |
| **Block 9** | -Previous Month Actions/ Happenings/Community Debrief  -Impromptu Speaking Activity for networking, elevator pitch, etc.  -Share-n-tell of Notetaking App structure and contents  -Diversity, Equity, and Inclusion  -Ethics | -Impromptu Speaking  -DEI  -Ethics | -Draft book review presentation |
| **Block 10** | -Previous Month Actions/ Happenings/Community Debrief  -Book Review Presentations – peer &instructor feedback – video for student | -Presentations & Feedback | -Self-reflection on Personal Leadership Development Plan  -Self-evaluation of presentation skills growth from 1stand last presentations |
| **Block 11** | -Previous Month Actions/ Happenings/Community Debrief  -Student Program Goals – “After”  -Student self-evaluation of strengths, weaknesses, leadership challenges –“After”  -Personal Leadership Development Plan reflection/share and start new one for the next year  -LinkedIn VVL Digital Badge | | -Self-Reflections |

# Component 1: VVL Class Days

**VVL Class Days** serve as a **basic structure and curriculum of the program**.

VVL Class Days create rich learning environments offering education to class members including specific, key **community issues.** The day may include presentations, guest lectures, discussions, debates, demonstrations, hands-on activities, tours and more. At the same time, these events provide exposure to regional experts and leaders knowledgeable in the topic under consideration. Discussions of the leadership aspects of the specific community issue, leadership skill-building exercises, and other related activities will be integrated into each VVL Class Day.

### Follow-up Activities and Deadlines

* A survey will be sent out after each class day and each class member is asked to provide feedback on the topic, day activities, and speakers. This survey is unanimous.
* At the beginning of the following class day the class will debrief the previous day and discuss the feedback that was provided on the survey.

**Component 2: Day of Service**

The VVL Day of Service experience is to serve as a unique, inventive, and meaningful opportunity for class members to exercise servant leadership skills by directly giving back to the community, while fulfilling an element of their program commitment. The Day of Service is intended to provide a productive, significant impact and lasting benefit both to class members, and to the community.

The Day of Service will be scheduled for a day chosen by the class and shall be scheduled as a full day (at least eight (8) hours long).

Expectations for preparing and conducting a Day of Service:

* The Board will provide several example ideas for Day of Service projects to class members who should begin considering the possibilities at the onset of their program year.
* Class members should collaborate and identify a suitable project/event for consideration in a timely manner, with the final concept presented to the VVL Board **no later than May 31, 2023.**
* Class members will work as a team to coordinate all arrangements and plans for the day.
* If appropriate, the team will engage support for funding or other outside participation to further the project/event goals.
* Day of service is to be **completed no later than June 30, 2023.**

Following the completed Day of Service:

* Debrief during synthesis day:

1. Explain the purpose and intent.
2. Provide an overview of the objectives met.
3. Evaluate the project/event in general.
4. Describe lessons learned and lasting impacts.

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# Component 3: Shadow Day

The Shadow Day experience provides class members the opportunity to visit and observe firsthand the leadership style of a civic, business, or professional leader by spending a day interacting with that person. Although the Shadow Day should be completed by the September VVL Class Day, class members need to identify their desired shadow host and notify the VVL President via email prior to the April VVL Class Day, to ensure multiple students are not attempting to shadow the same individual.

Class members will create their own shadowing event. The expectation is for the Shadow Day to be the equivalent of one (1) full workday spent with the person hosting a VVL class member. This exercise allows class members a unique opportunity to participate in a one-on-one working environment with their host; therefore, only a single class member is allowed to shadow an individual in a class year.

Optimum success of a Shadow Day is attained through reflection, documentation and sharing the experience with others. Therefore, class members are required to prepare a written report of their shadowing experience, with a verbal recap to be presented during VVL Synthesis Day. Written reports should be at least one (1) page; verbal reports should be five (5) to ten (10) minutes long. The reports should focus on leadership styles and related observations made by the class member throughout the shadowing experience. The reports shall also include highlights of the day, particularly any personal/professional lessons learned. A copy of the report shall be provided to the Class Yearbook Coordinator for inclusion in the class archive immediately following the verbal report at a VVL Class Day. A copy shall also be emailed to the VVL President.

The Shadow Day is frequently the most popular and impactful experience of the program. Class members are encouraged to consider a **broad range of possibilities when selecting their Shadow Day host**.

**Shadow Day selection is to be identified no later than April 31, 2023. (Form)**

**Shadow Days are to be completed by August 31, 2023. Shadow Day reports are to be completed by September 30th and will be presented on Synthesis Day.**

### 

**Objectives**

1. Observe the leader's style of interaction with other leaders and staff.

2. Interact with and interview the leader.

3. Analyze leadership skills up close and in action.

4. Consider the significance of the personal learning experience.

**Considerations**

1. What do you hope to learn from this experience?

2. What types of leaders inspire or motivate you?

3. Why do you want to choose this particular leader?

### Suggested Questions

Below are questions to consider using as potential points of conversation with your host:

|  |  |
| --- | --- |
| What have been the biggest challenges in your job? |  |
| How do you inspire ownership in the organization? |  |
| How do you handle conflict? |  |
| Are you a risk taker? Explain. |  |
| What is your vision for your organization? |  |
| Who inspires you? |  |
| How do you get others to buy into your vision? |  |
| How do you listen to others in the organization? |  |
| What do you do when employees/team members make mistakes? |  |
| How do employees participate in decision-making? |  |
| How do you deal with stress within the organization? |  |
| How do you manage the stresses of your job personally? |  |
| What has been your worst ethical dilemma? How did you resolve it? |  |
| Would you say that most of your decisions are based on instinct, judgment, input, popular opinion? |  |
| What decisions are you most proud of? |  |
| What would you consider to be one of your life’s greatest accomplishments? |  |

**Component 4: Program Support Activities**

**Media Contributions to Social Media**

Two students will be asked each class to take photos and/or videos recording the events of the day. At the end of each class, the media will be texted or emailed to the Marketing Committee members. The photos will be used to create social media posts scheduled each month to include current and relevant content about the class activities. Posts may also include shared content from other news sources and trending pages.

The VVL Board of Directors or a designated Board Member will be the administrator on all accounts, maintaining constant access to all social media platforms and accounts. For transparency and security reasons, there should be no time when only one person has administrative access to a VVL social media account.

**Component 5: Program Participation Policy**

### VVL Class Day Attendance

**VVL Class Days are a primary curriculum activity of the VVL program.** A commitment to attendance at VVL Class Days is communicated at the time of application and orientation into the program and is expected from each class member throughout the year. While the Board of Directors recognizes personal illness and emergencies are possible, the expectation is a priority level of commitment to attendance at VVL Class Days.

***Policy:*** *If a class member must miss a VVL Class Day or portion thereof, she/he must notify the VVL board as soon as possible prior to the VVL Class Day so other arrangements can be made. Accordingly, should a class member anticipate attendance with any VVL activity as problematic, they must contact VVL President who will provide counsel through the situation.*

*Any class member who must miss a second VVL Class Day will be dropped from the program unless very specific extenuating circumstances are evident. These decisions will be discussed amongst the board and determined accordingly.*

### Tardiness and/or Leaving Early

Out of respect for professors, speakers and presenters, it is expected that every class member’s participation at VVL events be timely; i.e., **arriving when requested according to the day’s agenda and staying throughout the entire day's program**, Class members arriving late, leaving early or being absent during lunch without previously notifying the VVL President may sacrifice right to graduation.

***Policy:*** *If any issues of tardiness, leaving early or being absent during lunch arise, they will be addressed with a class member by either the VVL President and/or a member of the VVL Executive Committee. Should any issue(s) warrant it or be ongoing, determination for continued, effective participation in the program will be addressed and resolved by the Board.*

### Dress Code

VVL class members are a direct reflection of the program. VVL exists within and promotes leadership in business, government, and civic communities. **VVL members are expected to exhibit dress appropriate for these environments.** Should any event warrant attire other than the business casual standard, VVL Board will notify class members and prospective attendees accordingly.

VVL members are expected to wear their VVL name tags during any VVL Class Days, Field Trips, Shadow Days or related program or event.

***Policy:*** *Unless otherwise notified, dress is to be business casual, attire that is appropriate for office wear.*

### Community Discovery

VVL’s success depends on our ability to draw upon community resources. When exclusive field trips are arranged and VVL class participant(s) fail to arrive, this reflects negatively on the organization and jeopardizes the future good will of the program. It is expected that all class members attending VVL Class days will also participate in any planned field trips.

### Cell/Smart Phone Usage

While the use of a cell phone can be important during the day, **it is the intention that each person bring their undivided, professional attention to all VVL activities**. Out of courtesy to presenters, class members, field trip hosts, all cell phones should be silenced or not kept on-person during any VVL program-related activity. Throughout any VVL program day, electronic check-ins, including texting can be handled **during scheduled breaks**. Should a class member have a need that warrants maintaining outside contact during a VVL activity, calls received must be tended to outside of the group’s activities.

***Policy:*** *Any phone call/text answered during a VVL program session must be handled by voice or text outside of the class/group setting. Anyone using a cell phone during a VVL program-related activity must take the call outside of the group setting. Should an issue(s) warrant it or be on-going, any determination for continued, effective participation in the program will be addressed and resolved by the Board of Directors.*

### Participation/Assessment

The following generally outlines the Board’s expectations of each class member’s participation in all VVL days, related events, program support activities and on committees:

* Regular and timely attendance at meetings;
* Timely response to emails (generally within 24 hours);
* Effective completion of tasks within allotted timeframe.

### Ethics – Program Core Values

The growth of VVL has flourished and each year a new group of class members is welcomed. Each person becomes connected with VVL by virtue of their involvement in the program and is not only a direct reflection of the program, they also represent the organization.

The VVL Board of Directors guides the program by operating under established Bylaws, Policies and Procedures, and adopted Vision, Mission, and Guiding Principles.

It is the expectation that class members uphold VVL’s Guiding Principles. Should any issue(s) warrant it or be ongoing, determination for continued, effective participation in the program will be addressed and resolved by the Board of Directors.

# Topics for VVL Class Days and Program Support

|  |  |  |
| --- | --- | --- |
| DATE | TOPIC | Board Organizers |
| 3/10/23 | **Welcome & Introduction** | Brandon Echols  Jussara Wagoner |
| 4/14/23 | **Regional Sustainability & Economic Development** | Crisi Clark  Lisa Schegel |
| 5/12/23 | **Community Leadership** | Crisi Clark  Rodolfo Morales |
| 6/9/23 | **Education & Youth** | Linda Shook  Lisa Rhodes  Ruth Ellen Elinski |
| 7/14/23 | **Yavapai College Learning** |  |
| 8/11/23 | **Public Safety** | Debbie Breitkreutz  Chell Smart |
| 9/8/23 | **Arts & Culture** | Patty Greer  Rodolfo Morales |
| 10/13/23 | **Health & Wellness** | Matt Herrera Ruth Ellen Elinski |
| 11/3/23 | **Yavapai College Learning** |  |
| 12/8/23 | **Synthesis Day**  **and Graduation** (evening) | Entire Board |

# COMMITMENT

*I understand that my role as a member of* ***Class XVI*** *is a significant responsibility and I will make it a priority. I understand that we are a team and I commit to the time and work necessary to achieve personal and professional goals and act in accordance with the Guiding Principles of Verde Valley Leadership.*

*I have read and understand the Graduation Requirements and Criteria. I acknowledge these requirements as my commitment to Verde Valley Leadership and to my class members.*

*Class Member Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Printed Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

President Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# IN-KIND DONATION

Reason/Event:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of Activity/Event:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Responsible Party:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

GOODS

Goods include an item donated, such as lunch or beverages, or gifts.

|  |  |
| --- | --- |
| Description | Value |
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Donor \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print and signature

Please provide two copies to the VVL Treasurer at the Leadership Development Day for signature. One copy stays with the VVL Treasurer for recordkeeping; send/return the second copy to the donor.

Board Member \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print and signature

Logo, company name

Description automatically generated

PRESS RELEASE

**Verde Valley Leadership, Inc., PO Box 1663, Cottonwood AZ 86326**

**FOR IMMEDIATE RELEASE**

**TO ALL MEDIA**

**------- ------, 2023**

**Contact:**

**Brandon Echols**

**928-595-1608**

**vvlpresident@gmail.com**

**\*\*\* INSERT TITLE HERE \*\*\***

###

**Established in 2006, Verde Valley Leadership is a 501(c)3 non-profit organization.**

***2023 Board of Directors***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Title** | **First** | **Last** | **E-mail Address** | **Home#** |
| President | Brandon | Echols | [vvlpresident@gmail.com](mailto:vvlpresident@gmail.com) | 928-595-1608 |
| Secretary | Patricia | Greer | [Patricia.greer@aps.com](mailto:Patricia.greer@aps.com) | 928-821-2445 |
| Treasurer | Jussara | Wagner | [vvltreasurer@gmail.com](mailto:vvltreasurer@gmail.com) | 928-300-1417 |
| Director | Ruth Ellen | Elinski | [ruthellenelinski@gmail.com](mailto:ruthellenelinski@gmail.com) | 928-821-0288 |
| Director | Debbie | Breitkreutz | [dbreitkreutz@cottonwoodaz.gov](mailto:dbreitkreutz@cottonwoodaz.gov) | 928-300-2277 |
| Director | Lisa | Schlegel | [Lisa.schlegel@yc.edu](mailto:Lisa.schlegel@yc.edu) | 928-925-7477 |
| Director | Chell | Smart | [Chell.smart@clarkdale.az.gov](mailto:Chell.smart@clarkdale.az.gov) | 928-592-8638 |
| Director | Rodolfo | Morales | [rodolfom@hawaii.edu](mailto:rodolfom@hawaii.edu) | 928-221-9526 |
| Director | Matt | Herrera | [Matthew.herrera@aps.com](mailto:Matthew.herrera@aps.com) | 602-908-5614 |
| Director | Linda | Shook | [Linda.shook@yc.edu](mailto:Linda.shook@yc.edu) | 334-559-2584 |
| Director | Crisi | Clark | [Crisi.clark@campverde.az.gov](mailto:Crisi.clark@campverde.az.gov) | 928-451-5660 |
| Director | Lisa | Rhodes | [Lmnrhodes@msn.com](mailto:Lmnrhodes@msn.com) | 928-300-1604 |