



## **FIVE-YEAR STRATEGIC PLAN: 2014-2019**

October 2014

### **Background and Context for Review in 2014**

Informed by the Strategic Plan of the International Leadership Association, 2012-2017, and the Leadership Education Member Interest Group Five-Year Strategic Plan, December 2008, the Leadership Education Member Interest Group (LEMIG) continues to grow and evolve. In an effort to provide the appropriate infrastructure to accommodate this expansion, the LEMIG must be intentional about meeting the needs of its members and the expanding community of leadership educators.

The ideas and concepts that follow in this document have been drafted by the Chair and Chair-Elect and reviewed by the Members of the LEMIG Team as well as members of other MIGs and professional associations with strong ties to leadership education. We continue to welcome the thoughts, ideas, and suggestions of the LEMIG membership, fellow MIG Chairs and Chair Elects, ILA Staff, the ILA Board of Directors, and our partner associations. Together as we look toward the next five years, it is important that each of you informs and shapes the future action of the LEMIG.

This document contains the following:

- A review of the recent goals of the LEMIG from 2008-2014.
- A summary of the current status and offerings of the LEMIG.
- Future strategy, which includes short-term and long-term goals to guide effort and activity.

## **Review of 2008-2014 Strategic Plan**

The 2008 Strategic Goals were to establish a five-year strategic plan for the LEMIG as well as support and assist the MIG Team in their goals and efforts. Additionally, goals aligned strongly with building the community within the MIG to further recruitment, retention, engagement, and overall member benefits. An increased awareness of LEMIG membership benefits as well as further develop opportunities for engagement in the MIG were also chief goals.

In 2007, the LEMIG established three working groups to address strategic goals:

**Membership**—To provide quality services to current and potential MIG members that grow and develop an active, intentional and informed community.

**Resources**—To provide information and resources targeted toward members interested in leadership education that are available both online and at the conferences.

**Conference Creative**—To recruit, develop and promote creative and innovative sessions and programs that enhance the engagement, learning and retention of conference content, establish annual sessions and programs that serve the continual needs of the membership and thereby advance the field of leadership education.

Since 2008, the LEMIG Teams engaged in the following activities:

**Membership:**

- MIG survey in December 2013:  $n = 108$
- Growth through outreach and collaboration across professional associations
- Pre-conference workshops on leadership education and curriculum, often at or beyond capacity

**Resources:**

- Uploaded a variety of a variety of sample leadership class syllabi to the ILA website
- Compiled the Leadership Videos project on the LEMIG website, consisting of eight, short topical videos of interest to the Leadership Education community
- ILA Guiding Questions Resource Development Research Team conducted interviews of leadership educators who use the Guiding Questions at their institution and presented findings at the 2012 Global Conference

#### Conference Creative:

- Established and maintained annual sessions at the conference related to leadership education:
  - Dissertation workshop – 2009, 2010, & 2011
  - Great Ideas Teaching Forum – 2008, 2009, 2010, 2011, & 2014
  - Student Case Study Competition – since 2008, the Student Case Competition has become a premier event for the LEMIG, attracting dozens of teams each year.
  - Paths to Tenure & Promotion for Leadership Faculty – 2014

#### **Current Status of LEMIG**

From 2008-2012, the MIG saw an increase both in leadership, membership, productivity, and resources. And, while 2012-2013 was focused extensively on initiatives related to formalized program review of leadership education programs, efforts from 2013-14 were geared more towards strategic planning and engagement.

Some challenges the MIG has faced this year include determining an appropriate leadership structure, how to engage members beyond conference-related initiatives, and centralizing communication and social media efforts.

The initiatives the MIG team is currently working on include:

#### Membership:

- Candid Conversations – an online forum for dialogue of hot topics in leadership education. Topics might emerge from strategic planning and/or conference sessions, conversations, etc. This would be hosted online via Adobe Connect, Google Hangouts, etc.
- Webinars – based on member interest, a series of webinars are planned for late 2014 through 2015 including, “Leadership Education: What do you need to know?” “The National Leadership Education Research Agenda,” “Emotionally Intelligent Leadership: A Guide for Students,” and more.
- LinkedIn – based on member trends and the 6,400+ members of the ILA group, a LEMIG group on LinkedIn was created in early 2014 (currently at 47 members). This will be the primary outlet for dialogue and resource sharing.

#### Resources:

- Continuous updating of Syllabus database – several attempts were made to solicit syllabi from the MIG through 2013-2014. While the database has grown, there is a very high ceiling here.

- Google doc – A Resources Google doc is in process under the direction of Natalie Coers.
- Program evaluation – a team from the MIG will continue this work in late 2014 as part of a collaborative relationship with the ILEC.

#### Conference:

- Paths to Tenure & Promotion for Leadership Faculty – new session based on MIG interest for 2014 Global Conference

#### Initiatives:

- Leadership Education Academy – The Leadership Education Academy (LEA) was designed by leadership educators involved with the MIG with a variety of educational backgrounds, programming and classroom experiences, and association involvement. LEA is intended to be a complementary experience to other established professional development programs for leadership educators. Structured as a cohort-style program, LEA is intentionally designed to advance one's ability to teach leadership in a variety of capacities. LEA participants will enhance their knowledge of leadership foundations and theories while exploring and practicing a variety of instructional strategies and pedagogies for use in curricular and co-curricular leadership education. LEA is limited to 50 participants in order to foster collaboration and networking in a supportive and hands-on learning environment where participants and facilitators share best practices. The first LEA will be held in Orlando in August 2015.

### **Future Strategy**

The 2014 strategic goals for the LEMIG Team were to:

#### **I. Establish a five-year strategic plan for the LEMIG:**

The LEMIG needs a strategic plan that can extend beyond the yearly term of a Chair or Chair-Elect. Rian Satterwhite, MIG Chair-elect, and Dan Jenkins, MIG Chair, will make this a priority through the transition from 2014 to 2015, gathering ideas from the MIG team and members. The plan will be discussed publicly at the ILA 2014 Global Conference in San Diego to allow for additional feedback.

#### **II. Support and assist the MIG team in their goals and efforts**

The LEMIG team is in dire need of member support. Numerous and diverse attempts were made to empower members to take on leadership roles. Due to recent attrition, Dan Jenkins, 2014 MIG Chair, assumed the responsibilities of also chairing the MIG Membership and Conference Creative committees. Rian

Satterwhite, 2014 MIG Chair-elect, chaired the Student Case Competition committee. And, while Natalie Coers continued to chair the Resources team, she will be stepping down after 2014. Thus, many member opportunities for leadership and involvement exist for 2015 and beyond.

## Short-term goals

- I. **Increase member involvement beyond conference-based activities, including more global outreach:**
  - A. Work with members to find appealing and relevant opportunities for volunteering
  - B. Increase Social Media presence on LinkedIn through weekly posting by LEMIG leadership
  - C. Sponsor at least two ILA webinars per year
  - D. Encourage member submissions to ILA resources, e.g., Newsletter, Member Connector, forums, etc., and offer writing partners
  
- II. **Introduce new MIG initiatives & Resources:**
  - A. Promote and advance the *Journal of Leadership Education* (JOLE). Initial goals include wider exposure of JOLE opportunities to members and inclusion of JOLE on the “Leadership Publications from ILA” section of the ILA website
  - B. Make the Leadership Education Academy a key MIG priority

## Long-term goals

- I. Advancing the field of leadership education through targeted scholarship of teaching and learning:
  - A. Promote the National Leadership Education Research Agenda (NLERA):
    1. Encourage webinars that promote or cover various components of the NLERA
    2. Include the NLERA in the ILA Call for Proposals through 2018
  - B. Continue to strengthen role in Inter-Association Leadership Education Collaborative (ILEC). Membership includes: ALE, ILA, NCLP, ACPA, NASPA, ACUI, NACA, & AAUW.
  - C. Support initiatives that focus on program evaluation, assessment, and guidelines with respect to best practices in leadership education
    1. Commence *Guiding Questions* revision process
      - a) Curricular & co-curricular program review and design
    2. Support related ILEC initiatives

- D. Ensure LEMIG growth is consistent with current and emerging trends within the field of leadership education
  - 1. Continue sponsoring conference sessions that promote, showcase, and introduce best practices
- II. Reevaluate LEMIG structure with a focus on sustained member involvement:**
  - A. Establish a new model for MIG structure and member involvement by Barcelona (2015)
  - B. Create a Past MIG-Chair's Council with biannual meetings
  - C. Create Sustained MIG Engagement Opportunities
    - 1. Explore feasibility of annual regional activities such as US- and International-based Drive-ins
    - 2. Reevaluate how to sustain collaboration and engagement post conference
    - 3. Evaluate and strengthen MIG online presence through asynchronous (LinkedIn) and real-time (webinars, other virtual real-time forums) methods
- III. Increase Membership Recognition:**
  - A. Recognize outstanding innovations and scholarship in leadership education as well as outstanding conference volunteer members
- IV. Continue to Improve MIG Resources:**
  - A. Regularly update the ILA Directory of Leadership Programs
    - 1. Add curriculum and course-specific information
    - 2. Enhance search functions to include keyword, teaching methods, and course names
- V. Ensure continuous strategic planning aligned with ILA Strategic Plan:**
  - A. Establish 2019-2024 Strategic Plan by 2018 Global Conference

**We would like to thank the following LEMIG members for their contributions to our Strategic Plan:** Eric Kaufman, Susan Cox, Debbie Smith, Golda Eldridge, and Stephanie Hilliard