

YPIowa

YP Leadership Academy

June 10, 2008

Introductions:

Representatives from SCGO, Ankeny YP, YPC (Des Moines), YPN/Next, Marshalltown Young Professionals, Keokuk YNET, YPN (Muscatine), YP of Pella, Access Iowa, YP Washington, Dubuque Young Professionals, Waterloo Jaycees, Young Variety of Iowa, Greater Burlington YP, Grinnell Young Professionals and Generation Iowa Commission introduced themselves, their YP group, role in YP group, company and a little about their community.

What YPIowa can do for you:

YPIowa Mission:

YPIowa's mission is to connect and engage young professionals in Iowa to take responsibility for the growth of their community and state.

YP Iowa Purpose:

YPIowa will educate, communicate and advocate for young professionals.

About the ABI Foundation:

ABI is the oldest and largest business organization in the state. ABI Foundation programs: Business Horizons (week-long business camp for HS students) and Leadership Iowa (state-wide issues awareness program) and YPIowa. A state-wide college leadership program is in the works.

GLUE (Great Lakes Urban Exchange): Creating a network to recruit people back to the area, identify and deal with urban/downtown issues.

Greater Midwest Rural YP Group: Group of larger YP groups from the Midwest and upper northwest states looking to discuss similar issues that these groups have, share resources, etc.

National YP Summit – Cocoa Beach, FL

- September 24 – 28
- For more information, visit www.yppcommons.org

YPIowa membership:

- \$20 per year
- Benefits: \$20 off Leadership Conference registraton, IA.biz magazine subscription, YPIowa pin and monthly newsletter
- Get connected on Facebook, MySpace and LinkedIn

YPIowa:

- 15 board members on a 3 year rotating terms, plus up to 3 assigned board positions
- YPIowa Executive Committee:
 - Virginia Anderson, President
 - Kori Heuss, Vice-President
 - Lynn Olberding, Secretary
 - Angela Rheingans, Treasurer
- Applications for board members due October 1 with discussions on new board members taking place during the 4th quarter YPIowa board meeting
- Funding comes from sponsorships and events hosted by YPIowa
- 2009 YPIowa Conference sponsorship is currently available – RFP due by July 15 with announcement at the YPIowa conference in Muscatine in October
- YPIowa sponsorship of an event: please email your request to info@ypiowa.com prior to the event for approval.

Communications Committee:

- Todd Lovelace, Chair
- Monthly Newsletter – please send events and information to info@ypiowa.com
- Website
 - Feature events on Main page
 - Links to YP groups
 - Promote events on Events page
 - Best Practices on Education page – please send documents to info@ypiowa.com
 - Blog & Forums
 - Speakers Bureau (coming soon)
 - Pay for local YP group/YPIowa events fees (coming soon)

Advocate Committee:

- Jessica Palmer, Chair
- Was created to educate and advocate on issues of importance to young professionals
- Because we are a 501(c) (3) organization, we cannot take a stand on issues, but can inform
- YPDay at the Capitol
 - 2007: Generation Iowa Commission bill was signed
 - 2008: Generation Iowa Commission updated YPIowa on progress and learned how to lobby
- Legislative Bill wrap-up (coming soon)
- How to contact your legislator (coming soon)
- Generation Iowa Commission: www.iowalifechanging.com/generation or www.generationiowa.com

Connect Committee:

- YPIowa Leadership Conference
 - 2004 – Ames
 - 2005 – Des Moines
 - 2006 – Cedar Rapids
 - 2007 – Sioux City
 - 2008 – Muscatine (October 10, 2008)
 - 2009 – To be announced at 2008 YPIowa conference
 - 2008 YPIowa Conference
 - Muscatine, Iowa
 - October 10, 2008
 - 5 reasons to attend 2008 YPIowa Conference
 - 5 Fortune 500 companies in Muscatine
 - 2 cultural entertainment districts in downtown area
 - Community support for special events
 - Success as a sub-committee of the Chamber of Commerce
 - 2008 Theme: Focusing on the Core (Identifying and Living Up to your Potential)
 - Get involved in planning by contacting Amanda Landers-Each or Annie Thomas
- Job Ambassador Program
 - Amanda Brend, Chair
 - Attracting, recruiting, retaining and engaging young professionals
 - This program is an attempt in organizing recruitment and retention of young professionals
 - Creating steering committee from across the state (Chambers, businesses, etc.)
 - 5 Advisors that will be the “point person” for the different areas of Iowa
 - Ambassadors will help link individuals wanting to move to or relocate within the state
 - Ambassador profile: People who are well-connected in their community with Chamber, businesses, organizations, civic clubs, etc.; diverse relationships within the community
 - There will be recognition for the Ambassadors group
 - Consideriowa.org request: U of I is attempting to connect graduates with job opportunities within Iowa
 - Please fill out consideriowa.org profile for your community
 - Generation Iowa Commission, Iowa Workforce Development and IDED is on board with this initiative

Education committee:

- Amy Jennings, Chair
- Meet with YP groups
- Survey YP groups
- Provide best practices

What do you want to get out of Leadership Academy:

- Building membership
- Engaging members
- Infrastructure of organization
- Developing future leaders & succession planning

Boosting your membership & increase member participation

Affiliate vs. Non-Affiliate Group

Pros of being an affiliate:

- Use Chamber website for YP website
- Use Chamber newsletter
- Use their 501 (c) (3) filing
- Use their insurance
- Dedicated staff person (average 10 – 20 hours/week)
- Provides consistency
- Helps be a voice of leadership in the community (sit at the same table with business and community leaders)
- Help “get the word out”

Non-affiliates:

- Not “governed” by another board or organization
- The group gets to make decisions on their own, without any outside input
- Creating your own organization (board of directors, bank account, etc.)
- In some cases, even non-affiliates have strong connections with their Chambers

Dues:

- Cost ranges from \$20 - \$60
- Benefits of membership: name tags, discounts, event fees,

Value of membership:

- Attendance at events (discounted cost to attend or free event)
- Relationships
- Networking
- Connection to the community
- Professional development
- Access to volunteer opportunities (boards, committees, etc.)
- Access to events and activities

Setting the goal for your group:

- Quantity vs. Quality (more members or more engaged members)
- Sponsors like large numbers (it’s easy to sell the value for 400 or 1200 members vs. 70 or 100)
- Smaller groups may be seen as a “social club”

- Brenda Wischmeier, Burlington & YPIowa board member: “If you waste too much time on the members who do not show up, you can lose your active members.”

Focus of YPgroup:

- Social
- Charitable
- Professional development
- Civic

Impact: By making an impact on your community, your group becomes a group that people want to become a member of. YPs love to feel they can make a difference.

Challenge from April Girard, Keokuk YP

“People are so busy nowadays that it makes it difficult for people to devote the extra time after work or on the weekends. I keep coming back to the fact that if each person did a little it would make a huge difference and wouldn’t take that much time from each person. How do we get that message across to the communities and YPs in Iowa and especially the smaller populated areas? I once hear that most people would volunteer if they were only asked. I wonder if we have a message going out to the state of IA and the YP communities stating that we are asking for help, kind of like what JFK said; “... what can you do for your country.” We should be asking “What can you do to help IA and your fellow neighbors and YPs?”

Organizational Structure

- Board meetings (board size range from 7 – 17)
- Executive committee (Steering Committee) includes President, Vice President (or President-Elect), Secretary, Treasurer, Committee Chairs (or Co-Chairs)
- Committees (Communication, Connect, Education,
- Problem: Lacking a long-term “vision” from committee (i.e. what happens when board members burn out?)
- Problem: Leadership development & succession
- Problem: Visionary vs. Policy board (Are you going to be hands on or just set policies?)
- ASK!!! Many times volunteers just need to be asked.

Committees

- Civic
- Membership
- Community Relations
- Events (Social)
- Professional Development
- Connect (Social)
- Communications (Marketing)

- Charitable
- At-Large
- Special Events (Task Force)
- Legislative (Advocacy)
- Leadership (Leadership-focused events)
- Relationship Building (New member/retention)
- Nominations Committee (for board positions)
- Finance
- Grants

Committee Focus/Commitments:

- Break up the jobs to keep committees active
- Keep some committee commitments short
- Hold committee meetings before general membership meetings
- Focus on membership by having an individual or committee focused on membership specifically

New Member Orientations

- Provide breakfast, lunch or dinner
- Explain what you do
 - Membership application
 - Name tags
 - Profile on website
 - Orientation
- Buddy system with “old members”
- Greeter Committee
- Provide additional exposure for members (i.e. highlighted on the website or Chamber newsletter)

Communication

How do you communicate your events?

- Email
- Evite
- Website
- Phone Calls
- Website presence

Examples on YPIowa.com – email examples to info@ypiowa.com

- By-Laws
- Communication
- Policies
- Press Releases

What is a YP?

- 21 – 39
- 21 – 45
- 21 – 40
- Young people who want to be involved in the community

Utilize media sources on everything your YP group does

- Annual Meeting announcement
- Announce new board members
- Announce all activities
- Announce changes in the organization

Events

- Choose to hold an event that is specifically designed to gain respect of the community, even if you don't market it that way
- Social events that people want with proceeds benefiting a community organization or cause
- Lunch and Learn event for all YP and Chamber members
- Gift of giving (holiday time to provide gifts for the families of under-privileged children)
- T-shirt sales (with catchy sayings)
- Wine tasting

Alcohol at Events

- When talking to business leaders about the group, don't focus on alcohol being at the event
- Make sure members know when alcohol is not accepted at an event

Meeting with Business leaders

- Sponsorship – specific reason for your meeting is to ask for their financial support
- Corporate Tour – Inform community and city leaders about your YP group's activities
- Fundraiser – Your group is giving/selling a product or service in exchange for a donation

During a meeting with Business Leaders

- Show the emotional side of the organization
- Show how you are making an impact
- Explain your plan for building the young professional community
- Talk with them about showing their support by asking their employees to become members representing their businesses
- See if there is anyone they recommend to become a member of the organization
- Talk about building leaders for tomorrow
- Explain how you are there to help them
- Ask! And be specific about what you want!

- Ask for double what you expect to get – it’s easy to step back, but it’s difficult to get more
- Ask face to face – set up an appointment and meet with them one-on-one

How to get in front of the top leaders?

- Chamber assistance
- Ask those you’ve met with to introduce you to other that should hear your message
- Advisory Board
- Large annual event
 - Fundraiser
 - Networking event
 - Community seminar

Kyle Kelly, Past President of SCGO says

“The key is to show value to business leaders, and their respect and support will follow”

Get the word out about your group:

- Talk at other service clubs
- Maximize meet & greets (Chamber After Hours)
- Invite business leaders to professional development events or hold them at their place of business
- Volunteer at other non-profit activities
- Utilize community Foundation
- Work with HR departments
- Working with similar groups (i.e. Jaycees) when appropriate
- Be willing to say NO when the event or cause doesn’t fit your mission
- Have a PowerPoint ready to talk about the history of the group and where you are today
- Rely on data and local demographics to help provide why your support is needed
- Use Survey Monkey as a resource
- Prepare an annual report

Generation Iowa Commission:

- www.iowalifechanging.com/generation
- Iowa Dept. of Economic Development is in the process of creating a “one-stop shop” for social networking, entertainment, recreation, job opportunities, etc. in one location
- IDED is seeking information from young professionals to determine what else they can be doing to recruit and retain young professionals
- The commission’s charge for the next year is to research for the young professionals (28 – 35) who want to move back to Iowa, relocate within Iowa, etc. and recommendation and policies on how to do that
- One of the recommendations was a list of industries that have or will have a need for young professionals to take positions within those industries (i.e.

- photographers) and looking at how those industries may be changing and whether there is truly a need for young people in those industries or whether the industry has changed so drastically
- The commission will also be taking a look at the need for “blue collar”/skill trade positions, not just “white collar” positions
 - The commission will be giving away an award to a business that is implementing the Best Practices (and will be looking to YP groups for nominations/recommendations)
 - There are 15 commissioners available to present their findings to YP groups, civic groups, Chambers, etc. (send your request to info@ypiowa.com and Virginia/Wade will help facilitate the request)

Re-energizing your YP group

Key points:

- Networking is when an opportunity meets a resource and creates an economic or personal output or impact.
- Get out of the habit – create something new
- Big Dream gathering – people get together and write down a dream or goal and then connections are made to help make the dream or goal happen (someone knows someone who knows someone...)
- Identify a need and create an event based on that need
- Don't promote a pre-mature event – let it have some legs
- Sometimes events that are meant to re-energize your group bomb (example: After Hours events)
- Successful non-alcohol events: Lunch & Learn, lunch hour tailgate party, CEO Lunch & Learn, Legislative lunch, Brain Gain rally, Bikes for kids (raise funds to purchase bikes to give to kids who need them)

Get out of the Habit –

- Think outside of the box and create something new vs doing what comes easiest
- Speed Networking
- Big Dream Gatherings – write a dream or goal on a piece of paper and pass them around the room, anyone who can help that people achieve the dream or goal write a resource on the sheet
- Executive connection – CEO Luncheon Series
- Strictly Socials are social events. Don't try and make networking part of socials.
- Make things fun and entertaining
- Ask for feedback
- Refresh Committees
- Change it up!
- Ice Breaker ideas? Throw ball & write it on board
- Ideas on how to change it up? Throw ball & write it on board
- Utilize Survey Monkey
- Share your personal involvement in other parts of the city
- Share your business profiles

Succession Planning

Succession Planning:

- Planning is setting the direction for something and then guiding one to follow the direction
- Determines where an organization is going, how it will get there and how it'll know if it got there
- Ensures key leaders are all on the same page
- Increases effectiveness
- Solves major problem
- When you look back on a group, as things change, your group changes....
- How do you feel your group is doing in this category? Is the change positive? What is it you feel your group can do to be better prepared and understanding the changes? Write down... with your permission these will be shared on the website forum (with no names) as examples.

Make sure your leaders understand the history of your group – why you started, how you started, understand the mission

- Annual Report
- Meeting Minutes

Make sure entire board doesn't turn over at the same time – stagger the terms end dates
Determine whether or not they are renewable (and how many terms you can serve)

Learn to lean on one another, especially during busier times at work
Don't dismiss a volunteer because at a certain time of year they can't commit

Create by-laws and board structure, including:

- President (Chair)
- Vice-President (Vice-Chair)
- Past President
- Board Members
- Ex-officio
- Open seats as allowed in your by-laws
- Determine whether or not committee chairs will be board members

Document important changes so it can be passed on to future boards
Be clear on your by-laws what committee/leadership roles do so it can be referenced

Examples on YPIowa.com

- Bylaws
- Articles
- Budget
- Event Planning

Set expectations for committee members, committee chairs, executive committee members, etc.

Identify Successors:

- Give a possible successor a trial run task to ensure they can handle the position
- Nominating committee
- Greeters Committee assignment
- Continually work on developing your group members leadership skills
- Solicit from membership – ask them who might be a good person to take on a leadership
- Seek out people who are passionate about the success of the group

Strategic Planning

Strategic planning – if you don't know where you're going, how are you going to know when you get there?

Strategic Planning:

- Defines the realistic goals and timeframes
- Goals communicated to all team members to develop a sense of ownership
- Provides measurable goals to give reason to celebrate success
- Review your group's purpose or desired result
- Survey and understand your YP group
- Analyze the situation – SWOT
- Establish goals
- Establish strategies & assign responsibility
- Physically write the plan
- Acknowledge and Celebrate Successes

When should you do strategic planning?:

- If you haven't done one yet.
- New Group Starting
- New major venture
- When having a “come to Jesus” meeting on group
- Once every three years
- Action plans should be updated yearly, but discussed quarterly

Strategic Planning:

- Involve the right people
- There is no “perfect” plan
- Start simple, but start!
- Consider having a consultant or facilitator
- Be engaged to communicate the plan
- Build accountability – who's doing what when?
- Deviating from the plan is okay, it's not a set of rules, it's a guideline

Goals and Objectives should be SMARTER

- S – Specific
- M – Measurable
- A – Acceptable
- R – Realistic
- T – Time frame
- E – Extending
- R - Rewarding

Be sure to share strategic plan with full membership – without that information they may feel lost

Starting a YP Group

Key points to starting a new group:

- Bring together your core group of members that have bought into the benefits of bringing this group to your community.
- Create a Mission
- Have a Purpose
- Make-up of your membership
- Partner with another group or be independent
 - If you partner with the group (chamber, city, downtown association, economic development group), you need to meet with them and sell your benefits and set-up your partnership agreement
 - If you go independent, you need to bring on an accountant and attorney to help guide you through the start-up process. If you look at getting your 501 (c) 3, the start-up costs will be over \$1,500.
- Name your group
- Decide the focus of the group
 - Charitable
 - Civic
 - Professional Development
 - Social
- By-laws or Guidelines
 - How often will your membership meet?
 - Will you have a board of directors? How many? How often do they meet? Role of committee members?
 - Committees? Chairs of committees?
 - How are membership notified of events & happenings?
- Marketing
 - Logo
 - Meeting Agenda's & Minutes
 - PowerPoint about your group to share with others
 - Website
 - Newsletter
 - E-mail notices

- Make sure you have insurance lined up to cover your events
- Kick-off membership event
- Notes – Keep extra copies of everything. You will wish you had them sometime down the road

What did you learn today?

- Grinnell is starting a YP group
- We all struggle with the same things & it's encouraging that we're here to talk about them
- It's encouraging to see this many people interested in trying to solve problems and better yourselves/your groups
- Succession planning & how to implement
- What is a good balance/what's not a good balance & how to be involved without being an over-promiser or under-achiever
- How to better define our group & figuring out multiple groups can co-exist
- Discount card as a benefit for membership
- Re-energized to be a good resource for the group
- The idea of the corporate tour & informing them about what YP is about
- Putting structure behind the group (i.e. by-laws)
- Change things up! (This is what we've always done, so let's keep doing it...)
- Realizing that we are all in the same boat
- The Sioux City GO t-shirt idea
- There are lots of resources available
- Realizing that our group needs more structure
- Realizing that sometimes "less is more" – doing three events a week doesn't make a group successful, success can be determined by the members and community
- Taking back the contacts from everyone in the room
- How to better engage members
- Generation Iowa Commission information & contacts
- Ideas for luncheons (CEO, political)
- Sharing ideas for structure (i.e. list of different committees)
- Formal annual report to share with supporters
- Humbled with the strength & size of other organizations
- Discussion of pros/cons of Affiliated or Non-affiliated YPOs
- Bringing value to membership
- Not worrying about putting too many "notches on your YP bedpost"
- Collaboration of YPOs across the state
- Sharing of ideas
- Plan to attend the YPIowa conference
- Sharing ideas on how to drive membership
- Things to look for in reassessing what current active membership wants/needs
- Quality vs. Quantity of members
- Resources available through YPIowa and Generation Iowa Commission
- Seeing everyone and getting to know people
- Energizing the YP leadership

- Resources on the Education committee page of the YPIowa website
- “Stealing is legal once you’re out of college”
- Clear that there are a lot of groups are in their infancy stage & that we can lean on each other as resources
- Reminder to keep track of planning for events and why it did/didn’t work
- Encouraged by the future of the state of Iowa
- We have a lot of great volunteers for YPIowa board and committees