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Quest

the electronic magazine of the
canadian community leadership network

Fall 2009



Welcome to the fall edition of Quest, the Canadian Community Leadership Network newsletter connecting people and programs from coast to coast.

The fall season brings about change. It's a busy time as individually and organizationally we get refocused after the summer break. Community leadership programs across the country start another cycle.

This issue outlines two significant change initiatives for CCLNet; first, the implementation of a [membership program](#) that will reflect a national network of organizations, groups and individuals working together to develop and share knowledge about community leadership development, engagement and dialogue. Second, regional

conference support is being provided to assist community leadership programs - [read more](#)

Recruitment and selection for community leadership programs has always been a critical process but is no longer reserved for a particular time of year. One of the major themes from a survey conducted by Ann-Marie Bennett, executive-director of Leadership Victoria, is that recruitment & selection must be an on-going activity. Read about other recruitment ideas and techniques [here](#).

And what are community leadership alumni up to? Read about one example [here](#).

Ed Kamps
Chair,
Board of Directors
Canadian Community Leadership Network

QUICK LINKS

www.cclnet.org
www.leadwellfoundation.com
www.mcconnellfoundation.ca

Welcome to the CCLNet Membership:
[International Leadership Association](#)

Webinars

October 27, 2009 at 12pm MST:

In conversation with a panel of community leaders on the topic of Mitchell Temkin's paper "The Case for Community Leadership".

Panelists:

Judith Maxwell, senior Fellow and Founding President of the Canadian Policy Research Networks;
Mitchell Temkin, principal of Associatus Consulting;
Sid Frankel, Associate Professor with the Faculty of Social Work at the University of Manitoba.

December 2009 & January 2010 (dates tbd)

In conversation with Sheherazade Hirji on Evaluation - community, organizational, program and alumni.

[Facilitator:](#) Sheherazade Hirji, Hirji & White Consulting

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NATIONAL LISTSERV



Are you on our electronic mailing list?

If not, sign-up now to receive notices of upcoming events, such as our webinar series.

As well, you can use the email list to post a question and tap into the expertise and experience of hundreds of others across Canada who are involved in community leadership development.

[Contact Adriana](#) to sign-up.

JOIN OUR QUEST MAILING LIST

Registration: Spaces are limited - to register please email our CCLNet Coordinator [Adriana](#).

Join the CCLNet today

Membership with the Canadian Community Leadership Network has its benefits!

To name a few:

- Networking and collaborating opportunities with other community leadership development organizations, groups, and individuals locally, nationally and globally;
- Access to membership and consultant directory;
- Access to a range of technologies for use in contributing articles, exchanging information and sharing experiences and ideas;
- Access to webinars, featuring topics on current trends, issues and common areas of interest to members.

To find out more about membership benefits, commitment and rates visit our [website](#).

Download the application form [here](#)

RECRUITMENT TIPS

By *Dianne Bolton, Leadership Niagara*

Downsizing! Recession! Economic Restraints! If you've heard all of these responses to your recruitment efforts this year, you're not alone. According to a recent informal poll of Community Leadership programs across the country, many of us are faced with lower enrolment, decreased revenues and increased requests for subsidies.

While this is disheartening, and there's no time to implement new strategies this year, it's not too soon to start planning and preparing for the 2010/2011 program. Consequently, the following effective strategies have been gleaned from responses to our recent poll.

Victoria - Ann Marie Bennett, Executive Director

- Ignored application deadlines and made recruitment a year round activity.
- Worked with the voluntary sector to encourage applications.
- Based bursaries on alumni recommendations.
- Offered select employers bursaries for one year only to help them past the rough times.

Waterloo - Anne Lavender, Exec. Dir

- Increased fees which appears to have increased perceived value of the program.
- Held six (6) information sessions throughout the year. Fourteen (14) applications came from this process.
- Contact cards were placed on the tables at all events including a Recruitment Breakfast with an attendance of 350.
- Hired a grad with a history of recruiting participants as a Recruitment Specialist. Forty five (45) applications were received and individual follow up took place. It is expected there will be 36 - 38 participants in the program this year.
- Those participants who had been selected for the program and were seeking tuition discounts were advised that they were expected to meet a minimum contribution level or defer their participation for one year giving them time to generate funds. This gives Waterloo a head start on next year's recruitment.

Calgary - Buffy St. Amand

- Recruitment is higher this year and there are no problems.
- A total of 140 people attended the recruitment breakfast and introductory workshop.
- A payment plan of six equal payments has been offered to those experiencing difficulty in raising tuition fees.

Saskatoon - Donna Bruce

- Has a Director of Community Relations whose job is to pursue sponsorships and to recruit participants.

If you wish further information on the strategies above, you can contact each centre directly using the 1-800 number and appropriate code listed in the [CCLN Voice Network](#).

Some of the other suggestions put forth include maximizing the input of alumni and using them as recruiters in a variety of ways, a speakers bureau consisting of alumnus/board member teams and one-on-one contacts by both alumni and board members.

As we struggle through this year of universal belt-tightening lets look on it as an opportunity to exercise our leadership skills and think creatively about recruitment and how to ensure our curricula attract is appealing to participants from all sectors. As Ann Marie Bennett of Leadership Victoria notes "... we must be courageous and proceed with the certainty that funding sources and tuition fee discussions will successfully follow".



Is enrolment for your Leadership Program:

Up, Down or the Same as last year?

(Poll results will be posted Oct.5th at www.cclnet.org)

Alumni Spotlight

Sheldon Tetreault, Alumnus of Leadership Sea to Sky Cohort I

Sheldon was a participant in the inaugural program of Leadership Sea to Sky and was instrumental in assisting with the launch of that first Cohort. At that time in 2004/05 he was the Administrator of the Mt Currie Band/ Lil'wat Nation north of Whistler and Pemberton, BC. In 2007 he moved to the National Centre for First Nations Governance (www.fngovernance.org) and is now the Director of Governance Advisory Services.

Sheldon was born in Thunder Bay, Ontario. His extended family (Métis/Francophone) are all in southern Manitoba. Sheldon completed studies at Trent University in Comparative Development Studies. After Trent, he worked for the Kluane First Nation and the Teslin Tlingit Council while living in the Yukon. He then went on to complete a Masters in Public Administration from the University of Victoria.

From Leadership Sea to Sky Cohort I Sheldon was selected as the Cundill Fellow to participate in the Executive Seminar at the Aspen Institute. In 2007, he used his leadership skills to bring aboriginal leaders from across BC together for a Forum on Indigenous Leadership in the 21st century. (The full Report is at http://www.fngovernance.org/pdf/NCFNG_indigenous-leadership_report_full.pdf.) The report helped to establish a new First Nation Emerging Leadership Curriculum that will be piloted in 2010.

Sheldon continues to be active with Leadership Sea to Sky participants and alumni, bridging the gaps of understanding between indigenous and non-indigenous leaders in our region and across Canada. With his family and friends in Pemberton he gives and receives a renewing spirit of service that infuses his leadership initiatives and development.



Regional Conferences

Face-to-face regional meetings are a key means of learning and establishing the basis for communication, coordination and collaboration among Canada's community leadership programs. These meetings are especially useful in the absence of a national conference.

To support these events, the CCLNet board is providing seed money to each region for the 2009-2010 budget year.

Regions include:

BC Region (3 programs); Mountain region (Alberta 5); Central region (Saskatchewan and Manitoba-3); Eastern (Ont -8); Atlantic (1). Each region decides how they want to allocate the money.

The board hopes that as many people as possible will be able to participate in these meetings, and that the learnings are shared with other regions. For more information, [contact](#) your regional board member or Adriana.

Hands-on Community Leadership

Alumni and family members from Leadership Wood Buffalo (Fort McMurray) roll up their sleeves and put on their gloves each month, from May to September, to pick up litter as part of the Municipality's 'adopt-a-trail' program.

It gives alumni a chance to reconnect while getting some exercise and cleaning up the neighbourhood. A great combination



Leadership Opportunities

How can you get involved?**Quest Newsletter:**

Our newsletter committee is seeking assistance with the planning, design and coordination of the Quest Newsletter. Please email [Martin](#) for more details.

Fund Development Team:

Do you have experience with grant writing or fundraising? Join our Fund Development Committee. Please email [William](#) for more details.

Webinar Committee:

CCLN is seeking assistance with planning our webinar series for 2009-2010. No experience required, just ideas. Please email [Ed](#) for more details.

Membership Committee

CCLN has just launched our revised membership program; we are seeking volunteers to aid in our membership development and recruitment strategies. Please email [Martin](#) for more details.

National Conference Project Team

CCLNet plans to have a national conference in 2010-2011. In addition to sessions on various aspects of community leadership, we plan several social events, to help you renew or make new acquaintances from across the country. Now is the time to start planning and we are looking for volunteers from each region. Please contact [Kari Chiappetta](#) if you are interested or would like more information.

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