

Back to the Basics: Building a Leadership Development Program for Students

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Background

- Wofford College;
Spartanburg, SC
 - Small, liberal arts institution
 - Founded in 1872
 - Enrollment driven
- Population: 1700 students
 - 20% are students of color
 - 51% of their students are involved in fraternity and sorority life
- 100 clubs and organizations under the Office of Student Activities





- Office of Diversity and Inclusion-Leadership Development
- “The main goal for Wofford is to prepare its students for a global society” (Diversity and Inclusion, n.d.).
- Significant challenge: Leadership development opportunities for all students
- More specifically, gaining feedback from the student body on what their specific needs were as they led several organizations and were considered a student leader.

Scope



Leadership Development is essential to the student experience.



Higher Edu's goal: equip students with the tools and skills to get to graduation and beyond



Student Leaders:

Be aware of their leadership and styles
Learning and knowledge
Strengths and areas of improvement
Sustainability



1

Gain feedback regarding leadership development

2

Hire an intern to help with research and data collection

3

Create recommendations based of the assessment to help guide current leadership

Approach



Learn	Learned about the experiences and needs of students regarding student leadership development. (Completion date: March 2019)
Provide	Provide proposed recommendations on current or future initiatives regarding leadership development based on the feedback through the assessment. (Completion date: April 2019)
Create	Create a proposed communication plan for campus. (Completion date: April 2019)

Work Plan



Risks & Constraints:

Risk	Impact
Not obtaining enough staff for Leadership Development.	Medium
Changes to structure and positions.	Medium
Knowledge in creating a marketing plan.	Low

Constraint
Low budgets and lack of resources.
Consultants job duties and responsibilities.
Students adaption to locating resources and new staff.
Approval of new recommendations.



Quality Assurance Plan

Themes:	Objectives:	Quality Check:
Structured Leadership	Hire a staff member Create a SLD committee w/ campus partners	Open Communication Review of budget Regular evaluations
Opportunities for Learning and Growth	Creating leadership education opportunities for all students	Marketing Evaluations of programs Program evaluations and retention rates
Communication	Marketing plan to include social media	Document numbers Document engagement from sites, social media, etc.



Results

Recommendations:

Recommendation one: Hire a full-time Coordinator for Leadership Development.

Recommendation two: Create a committee or team to create, implement, and assess leadership programming and opportunities for Leadership Development for students at Wofford College.

Recommendation three: Build and implement an annual Student Leadership Conference for students. Revise Leadership Wofford and create an organizational toolkit for student groups.

Recommendation four: Design and implement a Leadership Fellow program that includes first- and second-year students.

Recommendation five: Implement a Leadership Speaker Series.

Recommendation six: Design and implement a Leadership Certification program for students.

Recommendation seven: Develop a marketing plan.



Committee:

- “It has to be collaborative. That strategic vision is so helpful, and having partnerships, faculty and staff working well together and having the right people at the table. Mission driven dialogue, focused on students and where we’re heading as a college.”

Leadership Certification:

- “How to be a good supporter/what it means to be a student leader on Wofford’s campus 101, whether as a leader or as a member”
- “Student-led organization leadership at Wofford has been remarkable in our four years here, people are willing to step up to plate and do all we’ve asked and more, people stepping into leadership roles provides a lot of professional skills not normally offered to people at bigger schools, number of organizations means so many opportunities for leadership.”

Results



What did I learn?

We have great student leaders on our campuses.

Leadership Development is needed specifically training opportunities.

Challenges occur within any project.

Rolling with the changes and learning to adjust.

Marketing and communication is essential for Leadership Development.



What did I learn & do differently?

I would invest more time.

Implement some of the programs or signature programs.

Created the committee at the beginning of the project for input.

Reflection:



Areas for Future Study:

- Research and assessment of potential programming and events
- Leadership Development programs and events in relation to retention
- Leadership Development program for faculty and staff



Questions



References:

Diversity & Inclusion. (n.d.). Retrieved from <http://catalog.wofford.edu/campus-life-student-development/student-involvement/multicultural-affairs/>

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Wofford College Mission. (n.d.). Retrieved from <https://www.wofford.edu/about/mission/>

