

Surfrider Leadership Program – Washington Coast

Program Announcement

June 17 2015

Today's leaders are finding that a more collective approach is best suited for our increasingly networked world. Effective leadership today is less about who is the loudest voice in the room and more about who can mobilize a network to act. This requires leaders to tap into a deep sense of self-awareness, as well as understanding how to effectively network and build the larger movement. This leadership program will facilitate a cohort of coastal leaders to develop self-awareness of themselves as leaders, as well as networking and movement building skills through an immersive, in-person retreat and virtual training sessions.

This program is designed to develop strong bonds among cohort members as well as provide time and space for reflection and learning through one weekend retreat, two virtual trainings, and a one-day work session. Along with developing specific skills, the program will also tap into participants' experiences to facilitate sharing of best practices learned through working in respective industries, coastal areas, and communities.

Over the course of four months, participants will work with their cohort to develop essential skills, build deep relationships, and better understand the power of today's collective leadership.

PROGRAM GOAL

To support coastal citizens to lead the conservation movement through skill building and network cultivation

PARTICIPANT QUALIFICATIONS

To be considered for selection, candidates must be nominated to or apply for the program. All candidates must be able to participate in 100% of in-person and virtual program activities. The qualifications for candidates are:

1. Either an emerging or experienced leader with:
 - a. A track record of leadership and/or community service
 - b. A dedication to conservation of coastal resources
2. Demonstrated interest in and commitment to the Washington coast
3. Ability to participate in all in-person and virtual activities over the four months

PROGRAM DETAILS

The program will run from July through October 2015. Below are required activities for the 2015 program:

- June 17 – Program application and nomination opens
- June 25 – Program nominations due midnight PST
- July 3 – Program applications due midnight PST
- July 10 – Participants notified
- July 29 – Program orientation
- August 5 – Virtual training #1
- August 26 & 27 – Two day retreat on the WA Coast (location TBC)
- September 15 – Virtual training #2
- October 15 – One-day work session immediately preceding the MRC Summit
- October 17 – One hour presentation of group project at the MRC Summit

TIME COMMITMENT

Estimated monthly time commitment for participants:

- July* – 4 hours total
 - 2 hours for orientation + 2 hours for independent pre-reading and self-assessment
- August* – 2 days + 3 hours total
 - 2 days for the retreat + one 60-min virtual training + 2 hours of pre-work before the virtual training and retreat
- September* – 9 hours total
 - one 60-min virtual training + 8 hours of independent and collaborative work time
- October* – 1 day + 5 hours total
 - one-day work session prior to the MRC Summit + 1 hour presentation at the MRC Summit + 4 hours of independent and collaborative work time

VALUE PROPOSITION FOR PARTICIPANTS

- Experienced leaders
 - Hard skills training
 - Mentorship for emerging leaders
 - Retreat experience, including reflection and restoration
- Emerging leaders
 - Hard skills training
 - Resume building via exclusive program
 - Networking with community leaders

PARTICIPANT SELECTION

The inaugural group will be selected by the SLP-WC Advisory Board. There are two ways for candidates to be considered:

- Nomination & Application
 - Community leaders and groups nominate candidates
 - Each nominated candidate then submits an application
- Application & Recommendation
 - Candidates complete an application form
 - Each candidate also submits recommendation from a professional colleague

CRITERIA FOR SELECTION

The selection process will take into consideration the following candidate criteria to ensure a diverse and unique experience:

- Ability to Participate: *Has organizational support, capacity and availability*
- Value to Coast: *Shows eagerness to contribute to Washington Coast priorities*
- Need for Training: *Demonstrates room for improvement in collaboration, communication, and decision making*

QUESTIONS?

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