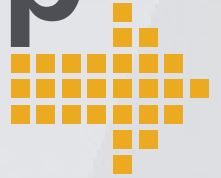




# Leadership Kentucky



Improve Your State.

**STRATEGIC PLAN**

## ABOUT LEADERSHIP KENTUCKY

Leadership Kentucky, created in 1984 as a non-profit educational organization, brings together a select group of people who possess a broad variety of leadership abilities, career accomplishments, and volunteer activities to gain insight into complex issues facing the state.

By fostering understanding of how the state's issues are interconnected, and by forging new relationships among community and regional leaders, Leadership Kentucky graduates bring a fresh and informed perspective to their communities and companies, serving as important participants in the unified effort to shape Kentucky's future.

The Leadership Kentucky Foundation offers four unique programs: Leadership Kentucky, ELEVATE Kentucky, BRIGHT Kentucky, and New Executives to Kentucky.



### ELEVATE KENTUCKY

offers **young professionals** (average age 25-35) in-depth personal and professional development while fostering a better understanding of challenges facing our Commonwealth in a series of three monthly, two-day sessions across the state.



### BRIGHT KENTUCKY

builds the capacity of **next-generation leaders** (average age 20-40) in the Appalachian region of Kentucky to innovate, collaborate, and advance community and economic development in a series of five monthly, three-day sessions.

### NEW EXECUTIVES TO KENTUCKY

highlights signature Kentucky experiences and thought-provoking discussions about exciting opportunities in our Commonwealth. The one-day complimentary program is designed for **senior level executives** who have transferred into the state during the last two years.



### LEADERSHIP KENTUCKY

joins together a selected group of **established leaders** to gain insight into complex issues facing the state. In a series of seven monthly, three-day sessions held throughout the state, participants meet with Kentucky leaders and explore the state's resources and opportunities.

## VISION

Our Vision is for Leadership Kentucky to connect and inspire leaders of diverse backgrounds to realize Kentucky's potential.

## MISSION

Leadership Kentucky broadens the perspectives of diverse leaders through experiential education that inspires them to advance Kentucky.

## GOALS

- Ensure **PROGRAMMING** is current, relevant, and representative of the great diversity in the Commonwealth of Kentucky.
- Attract highly qualified candidates who represent the **DIVERSITY** of Kentucky.
- Build and cultivate a network of actively engaged **ALUMNI** who provide solutions for critical issues facing the Commonwealth.
- Sustain the organization's **FINANCIAL HEALTH** in order to deliver a premier leadership program in the state.
- Educate and **COMMUNICATE** that Leadership Kentucky is an outstanding leadership organization in the state.

## CORE VALUES

**ACCOUNTABILITY:** The Board of Directors and Staff of Leadership Kentucky accept full responsibility for the actions, vitality, and brand equity of the organization, and for measuring and reviewing progress toward the organization's goals.

**COMMITMENT:** We are passionate and determined to provide rigorous and challenging programs for diverse leaders and emerging leaders of Kentucky.

**DIVERSITY:** Throughout our work, we pledge to support diversity in all of its forms, encompassing but not limited to age, disability, status, economic circumstance, ethnicity, biological sex, gender identity, race, religion, and sexual orientation.

**EXCELLENCE:** We strive for the highest personal and professional standards in all we do. We are committed to excellence in our staff, our programs, and our graduates.

**INSPIRATION:** Through program experiences and state-wide networking, Leadership Kentucky will provide inspiration for participants to advance the Commonwealth.

**INTEGRITY:** Through fairness, mutual respect and compassion, honesty and the highest ethical standards we will sustain a community of trust.

**SERVICE:** Our spirit to serve makes our culture more vibrant, our organization stronger, and Kentucky a better place.

## KEY GOALS AND OBJECTIVES



*To build a network of actively engaged alumni who provide solutions for critical issues facing the Commonwealth.*

### REGIONAL COUNCILS

- Engagement of alums in regions: Seven regions with five roles including chair, alumni engagement/event, marketing/ambassadors, fundraising, recruitment.

### EDUCATIONAL EVENTS

- Create ongoing educational leadership conference and/or trip.

### BOARD POSITIONS

- Graduates become pool for paid corporate and nonprofit board seats. Develop program for graduates to access non-profit and corporate board positions.

## ALUMNI ENGAGEMENT



## KEY GOALS AND OBJECTIVES

### EXPANDED PROGRAMMING

*To ensure programming is current, relevant, and engaging to identified/targeted constituencies.*

#### **EASTERN KENTUCKY PILOT PROJECT**

- Secure funding for Eastern Kentucky pilot program (BRIGHT).

#### **THINK TANKS**

- Research non-partisan 'think tank' concept.

#### **NANO DEGREE/CERTIFICATION**

- Create opportunities for LKY alums to receive credentialed credit for participation in program.



## KEY GOALS AND OBJECTIVES

### FINANCIAL STABILITY

*To sustain the organization's financial health in order to deliver a premier leadership program in the Commonwealth.*

#### DEVELOPMENT COMMITTEE

Engage alums with development experience to assist with strategies for:

- Endowments/restricted funds for staff positions, programs, scholarships
- Planned giving strategies
- Expanded program funding
- Challenge grant/company match opportunities
- Connections with Community Foundations



## KEY GOALS AND OBJECTIVES

### MARKETING

*To increase awareness, educate, and communicate that Leadership Kentucky is a premier leadership program in Kentucky.*

#### PREMIERE STANDING BY KENTUCKY COMPANIES:

#### BRAND IMAGE - KNOWN IN KENTUCKY AS AN EXPERT IN LEADERSHIP

- Awareness
- Program quality
- Financial stability
- Target audience

#### TARGET ADVERTISING OF PROGRAMS / PUBLICITY FOR:

- Elevator Speech
- Regional Roll-out
- Targeted Recruitment

#### PUBLICITY/MESSAGING

- Video with historical/current pics and alums
- PowerPoint/videos for ambassadors/speaking engagements



## KEY GOALS AND OBJECTIVES

### RECRUITMENT

*To attract highly-qualified candidates who represent the diversity of Kentucky.*

#### RECRUITMENT EFFORTS CONTINUED IN UN/UNDER-REPRESENTED COUNTIES

##### ENGAGE ALUMNI TO DRIVE RECRUITMENT:

- Strong, competitive, senior level applicants for programs
- Maintain program integrity
- Encourage internal selections process for companies
- Messaging with value language and leave behind collateral

#### INCREASE PARTNERSHIPS TO ENSURE COMPETITIVE, QUALITY CANDIDATES REPRESENTING GEOGRAPHIC, OCCUPATIONAL AND ETHNIC DIVERSITY

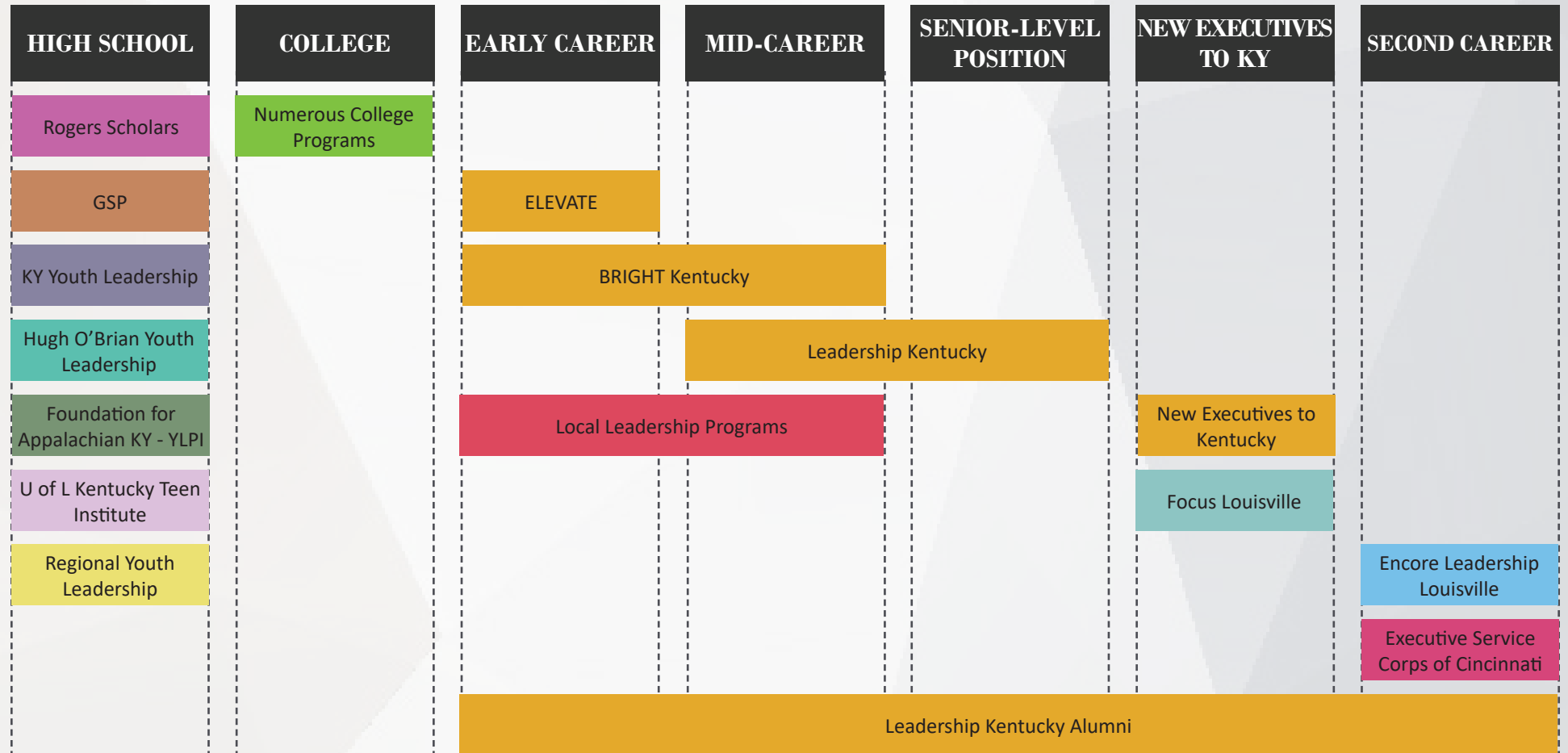
##### COLLABORATION:

- Enhance relationships with major companies and associations in state
- Local Leadership Programs collaboration





# PROGRAM CONTINUUM



# GUIDING FRAMEWORK

*Leadership Kentucky's Mission broadens the perspectives of diverse leaders through experiential education that inspires them to advance Kentucky.*

## CIVIC UNDERSTANDING

Learn the history, critical issues, and current assets of Kentucky and consider implications for the future.

## RELATIONSHIP BUILDING

Create opportunities to connect with leaders across Kentucky.

## COLLABORATIVE LEADERSHIP

Enhance skills, knowledge and personal leadership attributes to build coalitions and effect positive change in Kentucky.

## CIVIC READINESS

Foster knowledge and behaviors that spark informed and sustained discussions around civic initiatives.

## INDICATORS OF SUCCESS

Become more informed about issues, opportunities and stakeholders.

Think critically about issues.

Envision civic involvement.

## INDICATORS OF SUCCESS

Develop relationships and diverse networks with new people from various regions and occupational sectors.

Build social capital by purposefully expanding relationship network.

Build opportunities to improve local community and state through expanded network of diverse professionals.

## INDICATORS OF SUCCESS

Identify personal strengths and areas for growth.

Recognize personal responsibility to community and the Commonwealth.

Build consensus outside local communities and create synergies across Kentucky.

## INDICATORS OF SUCCESS

Find personal pathway to make meaningful civic contribution.

Take initiative to address community and state issues.

Build networks by linking people and information across communities and sectors.

Act as catalysts by inspiring others.