

## **CREATING A LEADERSHIP DEVELOPMENT PROGRAM FOR YOUR UNIVERSITY**

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### **ABSTRACT**

A value-added service provided by many universities (both public and private) is the delivery of Leadership Development programs for important stakeholders in their communities. This past year, such a program was developed and delivered at Coastal Carolina University. The purpose of this special session is to share what we learned during the development and delivery phases of this effort and to collect suggestions from colleagues who have developed and delivered similar programs at other institutions and in other communities.

### **SESSION OVERVIEW**

Leadership can be defined as “the process of influencing others to achieve group or organizational goals.” You manage things, you lead people. In the interest of improving organizational performance, much money is spent on leadership development programs to help develop the skills and traits of effective leaders. As educational institutions, colleges and universities are in a unique position: they can be providers of leadership development programs while concurrently being buyers or recipients of such programs.

The leadership of Coastal Carolina University tasked the Office of Human Resources and Equal Opportunity to advance a leadership development program to serve two important audiences: (1) people in leadership roles at the university, and (2) people in leadership roles in local companies. Following a review of similar efforts elsewhere, colleagues in the Wall College of Business and Edwards College of Humanities and Fine Arts at Coastal developed and delivered the following sessions:

1. Overview session on Leadership Development
2. The Heart of the Leader
3. Dealing Effectively with Conflict (and not letting it get to you)!
4. The Art of Leadership
5. Servant Leadership
6. Diversity Training for Leaders
7. Coaching, Guiding, and Evaluating Your Team Members
8. “It’s Not What You Say, It’s How You Say It!”
9. Empower Yourself
10. Go Forth and Multiply

In addition, three social leadership sessions were designed to bring participants together in a relaxed format to promote group cohesiveness, including a golf outing and a retreat to a former rice plantation along the historic low country of South Carolina.

The program was rolled out in Spring 2010 with monthly sessions delivered to an initial class of 25 participants equally divided between university and non-university personnel. This roll out method was chosen to allow us to learn more about our audience, delivery format, curricular needs, etc. prior to a more broad-based roll out in the following year (Spring 2011).

The purpose of this special session is to share what we learned during the development and delivery phases of this effort with colleagues from other institutions who may be asked to undertake similar efforts on their campuses. And, we welcome others who have developed and delivered such programs to share their lessons with us.