



The Association Leadership Academy at CalSAE

The Art and Science of Leading Remarkable Associations in the Twenty-First Century *A Certificate Program of CalSAE in alliance with the Third Sector Company*

The association leadership profession is at an exciting place in its evolution. Being shaped by strong forces in business and the workforce, public health, and society, member-based organizations are having to thoughtfully re-examine their current functions, structures, and purposes. At the same time, every association leader is also having to carefully consider how to create value for its diverse membership while demonstrating ethical and adaptive leadership being influenced by conversations about generations, technology, personal safety, diversity, environmental impact, and justice.

Today, as never before, aspiring association leaders are having to revisit some of the key models and domains of their profession – analyzing and questioning the relevancy of success measures that previous generations have regarded as the benchmarks of remarkable associations and exceptional association leadership.

What will Academy Scholars learn?

The Association Leadership Academy lays a philosophical foundation about remarkable associations as identified by “The Seven Measures” developed by ASAE. It will then analyze these principals through the lenses of the CAE exam’s domain of “Executive Leadership” which includes adaptive and ethical principles, thoughtful decision-making, and diversity, equity, and inclusion. Academy Scholars will be asked to question the relevance of these principles and tenets. They will also be invited to apply them in a variety of ways over the course of the year.

A central premise of the Academy is helping each Scholar to understand and apply the concepts presented in “The Power of Associations” developed by ASAE. With a conviction that people working in association can unleash significant opportunities for people, professions, and communities to achieve significant outcomes, the Academy will draw upon historical lessons learned from effective social and community movements as models for considering the future of association leadership.

How will the Academy be organized and taught?

CalSAE has formed a strategic alliance with Third Sector Company to develop and coordinate the first certificate-granting education program for aspiring and current association leaders throughout California and Oregon. The Academy will be supported by a faculty team led by Jeffrey R. Wilcox, CFRE, and will include the following faculty members:

- **Jim Anderson, CAE**, President & CEO, California Society of Association Executives
- **Tammy Anderson-Wise, CAE, MS**, Chief Executive Officer, Dairy Council of California
- **Deborah Elam, MS, CAE**, Executive Director, San Francisco Dental Society
- **Gail Grimm, CAE**, Executive Director, Napa Solano Dental Society
- **Jo Linder-Crow, PhD**, Chief Executive Officer, California Psychological Association
- **Mike Mitchell, CAE, MG**, Strategy Consulting, Senior Strategist, Third Sector Company

The Academy will also have the benefit of an advisory council who will help lead and organize topical roundtables held throughout the year and serve as peer mentors to current Academy Scholars. The Executive Advisory Council is comprised of:

- **Karl Baur, CMP**, Meetings and Publications Specialist
- **Melanee Cottrill**, Executive Director, California Association of School Psychologists
- **Jodie Muller, CAE**, Chief Operating Officer, Western States Petroleum Association
- **Oyango Snell, CAE**, CEO and Executive Director, California Lawyers Association
- **Jeanne Marie Tokunaga, CAE**, Executive Director, National Society of Professional Engineers -CA
- **Shannan Young, RDN, SDS**, Program Officer of Partnerships and Programs, Dairy Council of CA

What is the Time Commitment?

The Academy is an eight-month-long learning program and personal commitment, which also includes two in-person half-day sessions, five virtual gatherings, several readings, completion of an organizational assessment, a leadership project, and an executive presentation. The Academy experience culminates with a certificate presentation at CalSAE's Seasonal Spectacular in Sacramento in December.

THE ASSOCIATION LEADERSHIP ACADEMY SCHEDULE 2023

Presentation Sessions, Group Roundtables, Study Group Meetings, Class Reunion & Projects

Presentation Session #1 – Academy Kick-Off (in person) <i>Leading a Remarkable Association – The Seven Measures</i> At ELEVATE Conference* (Hyatt Regency Sonoma Wine Country) 1:30 – 4:30 pm	April 19, 2023
Roundtable #1 – Study Group Sessions – Creating Buy-In (virtually) <i>Creating Buy-in for New Ideas and Innovation in an Association</i>	May 12, 2023
Presentation Session #2 – Associations as Movements (virtually) <i>Unleashing the Power of Associations as Community Movements</i>	June 9, 2023
Roundtable #2 & Study Group Sessions – Emotional Intelligence (virtually) <i>Emotional Intelligence and the Effective Association Executive</i>	July 14, 2023
Presentation Session #3 – Facilitative Association Leadership (virtually) <i>The CEO as Broker of Ideas in a Diverse, Adaptive and Ethical Association</i>	Aug 11, 2023
Roundtable #3 & Study Group Sessions – Belongingness (virtually) <i>Advancing Belongingness and Diversity in Your Association</i>	Sept 15, 2023
Class Reunion & Project Presentations (in person) At Seasonal Spectacular* (Downtown Sacramento) 1:30 – 4:30 pm	Dec 12, 2023

*All Virtual/Online Sessions are 8:30 am to 11:30 am – Second Friday Mornings of Each Month
(Except September due to Labor Day)*

*NOTE: Registration to ELEVATE and Seasonal are encouraged but not required.

During the Academy, Scholars will also be encouraged and invited to reach out to advisory council members as mentors and thought partners to discuss learning sessions, the application of principles and models to their own associations, and support for completing their association assessments and projects.

THE ASSOCIATION LEADERSHIP ACADEMY BOOKSHELF:

- ***Brains on Fire: Igniting Powerful Sustainable Word of Mouth Movements*** by Robbin Phillips, Greg Cordell, Geno Church and Spike Jones
- ***Seven Measures of Success: What Remarkable Associations Do That Others Don't*** by ASAE
- ***Start with the Why: How Great Leaders Inspire Everyone to Take Action*** by Simon Sinek
- ***The New CEO's Guide: Advice for the First-Time, Aspiring or Current Association Executive*** by Beth Brooks, CAE

Upon registration, Academy scholars will be asked to order a copy of ASAE's "Seven Measures of Remarkable Associations" as the core textbook of the program.

ASSIGNMENTS, PROJECTS & PRESENTATIONS

During the year, Academy scholars will be asked to complete the following assignments:

- **Conduct an evaluation of their association against the Seven Measures of Success** to create a brief synopsis that can be given to their association
- **Identify and commit to a specific leadership initiative** to enhance their association based on the results of the assessment
- **Prepare a brief presentation on the leadership initiative** for in-person delivery at Seasonal Spectacular to share best practices with peers and identify key learning about adaptive leadership as a result of the experience

The Academy has been afforded the opportunity to offer a break-out session during CalSAE's Seasonal Spectacular each December where Scholars can report on their projects and learning, deliver training content and/or facilitate conversations with other association leaders about the intersectionality of the Seven Measures and Executive Leadership and the CAE Domains of Decision-Making, Adaptive Leadership, Ethical Leadership and Diversity, Equity, and Inclusion.

THE ASSOCIATION LEADERSHIP ACADEMY (ALA) POLICIES:

- ALA Scholars may miss one session to still qualify for a certificate. If ALA Scholars miss two sessions, they don't qualify for the certificate of completion. In this instance, the ALA Scholar may attend a session at a future Academy to qualify for the certificate.
- For CAE credits and reporting, CalSAE will track attendance at virtual and in-person meetings.
- Note: ALA Sessions will not be recorded.

FOR MORE INFORMATION, CONTACT:

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TO REGISTER FOR THE ACADEMY:

Visit www.calsae.org/events/ala-2023