

The background of the slide features several vertical, slightly curved lines of varying colors (blue, purple, yellow, red, blue) that resemble neon or fiber optic light trails. These lines are set against a dark, gradient background that transitions from black at the top to a deep blue at the bottom.

Belongingness

Advancing Authentic Belongingness in Your Association

Presented by The Association Leadership Academy Faculty

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The background of the slide is identical to the first slide, featuring colorful neon-like lines on a dark gradient background.

WELCOME

**THE SUBJECT OF BELONGINGNESS:
What Brought Us To This Place and Space**

Shannan Young, Dairy Council of California

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WHAT DOES IT MEAN TO BELONG?

HOW DO YOU DEFINE THAT WORD? HOW DOES YOUR ASSOCIATION?

Oyango Snell, University of the Pacific, McGeorge School of Law

3

A deeply personal sense of well-being that comes from knowing you are valued by a group and that your presence and participation matters to you and to them.

BELONGINGNESS

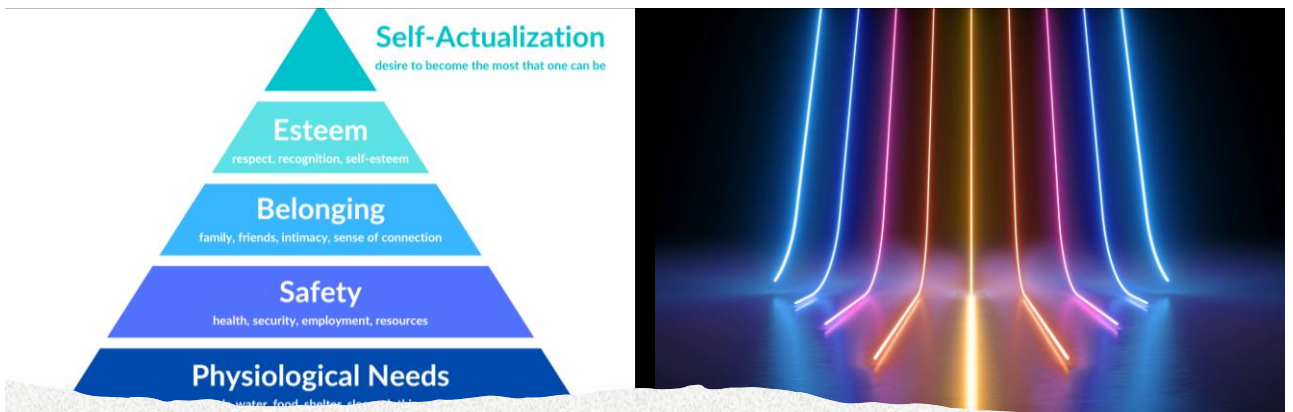
4

“

A Conversation focused on how NOT to exclude someone is not the same conversation as one focused on how to include them.

”

5



The image features a pyramid diagram of Maslow's Hierarchy of Needs on the left and a graphic of vertical neon light tubes on the right. The pyramid has five levels, each with a title and associated needs:

- Self-Actualization**: desire to become the most that one can be
- Esteem**: respect, recognition, self-esteem
- Belonging**: family, friends, intimacy, sense of connection
- Safety**: health, security, employment, resources
- Physiological Needs**: water, food, shelter, sleep, health

The neon light graphic consists of several vertical tubes in various colors (blue, purple, yellow, red) that glow and cast light on the floor below them.

It's a Fact – People Need Belongingness
Maslow Hierarchy of Need

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WHAT DO WE KNOW ABOUT BELONGINGNESS?

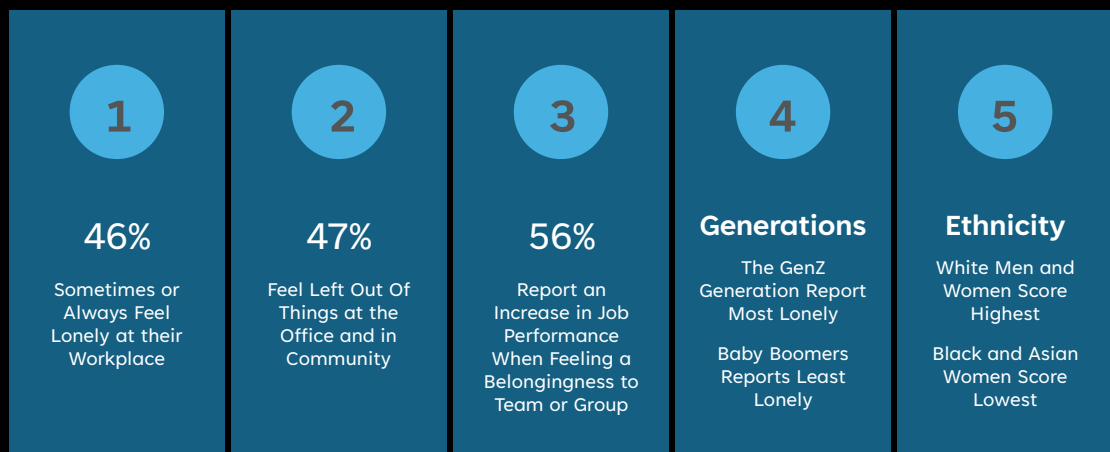
WHAT WE'RE LEARNING ABOUT BELONGINGNESS

Melanie Cottrill, California HeadStart


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WHAT WE KNOW ABOUT BELONGINGNESS

20,000 Survey Respondents by CIGNA - BetterUp Study



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What's the difference
between “I belong” to an
association and feeling
that “I belong” in the
association?

WHAT WOULD YOUR DATA SAY
ABOUT BELONGINGNESS?

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HOW DOES AN ORGANIZATION MEASURE BELONGINGNESS?

WHAT MATTERS GETS MEASURED

Jeff Wilcox, Third Sector Company – Lead Trainer, Association Academy

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The Four Variables of Belongingness



RECOGNITION: I am seen for making unique and worthwhile contributions



CONNECTEDNESS: I feel like I am valued and welcomed by team members



ENCOURAGED: Supported in Daily Work and Career Development



PRIDE: Proud of Organization's Values and Purpose

11

“

I'm treated with respect
I feel part of a team
My leader is easy to talk with
I can be myself
My opinions are valued

”

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WHAT ARE RECOMMENDED WAYS TO CULTIVATE BELONGINGNESS?

MAKING BELONGINGNESS AN AUTHENTIC ASSOCIATION VALUE

Shannan Young – Dairy Council of California

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- Allow People to be Themselves
- Practice Gratitude and Demonstrate Grace
- Track Satisfaction Levels
- Create Bonding Experiences
- Outline Intentional Inclusion Strategies in Plans
- Make space for Personal storytelling

WHAT ARE OTHER WAYS TO INVITE A CULTURE OF BELONGING?

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YOUR TURN

THE SUBJECT OF BELONGINGNESS:
What Have You Learned?
What Will You Do With This Knowledge?

The Association Leadership Academy Team