



Advocacy Through Emerging Leaders

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Shapley Disclosures

- Financial:
 - Salary for my job as an associate professor at The University of North Carolina Greensboro.
 - Stipend for my role as the National Advisor for the NSSLHA
 - Travel stipend for my role on the Board of Directors for the ASHA

Severson Disclosures

- Financial:
- Travel stipend for my role on the NSSLHA Executive Council

Learning Outcomes

1. Demonstrate an understanding of the new NSSLHA structure.
2. List benefits of engaging students and recent graduates in their state association.
3. Demonstrate an understanding of how to engage students and recent graduates.



Comments from field

- "I don't get this generation of students/ young professionals."
- "When I was a student/young professional I never would have..."
- "I've invested too much in this organization to turn it over to..."

Lack of Association Awareness

- Many associations overestimate the knowledge and understanding young professionals have regarding the existence and role of associations.
- Most associations do not play a direct role in the lives of most university students or other young people.

Barriers

- Culture that is resistant to the change
- Overestimating the knowledge and understanding that young professionals have
- Not providing engagement value
- Not understanding financial barriers to engagement

Barriers

- Not fully understanding the impact of career uncertainty and not linking the benefits of association engagement to young professionals' career goals and needs.

Barriers

- Very competitive market for the attention and engagement of young professionals
- A leadership team that is not in agreement on whether or how to engage young professionals.

Barriers

- A focus on legacy audiences and programs instead of the goals and needs of future audiences.
- Insufficient time and effort being invested in understanding the goals, decision-making influences and resulting needs of young professionals.
- Thinking in terms of "programs" instead of "strategies"

Challenges

- Lack of professional respect — Too many senior association members fail to view young professionals as industry or professional participants.
- When young professionals are treated as "kids," they are less likely to be interested in engaging with the association.

Challenges

- Resistance to change — the longer the person has been involved, the more likely he or she is to resist change.
- The result is unwillingness to alter the culture or engagement value proposition to be more attractive to young professionals.

Challenges

- Tenure-based instead of merit-based advancement
- Many young professionals have experience as leaders and are successful in their own right.

Challenges

- Poor relationship support — associations isolate young professionals or create specific barriers to interaction with senior professionals.
- By limiting interaction, the association creates a culture that isolates young professionals and limits their desire for engagement

Identify the Roadblocks

- Ineffective recruiting strategies
- Inadequate stepping-stone roles
- Not enough coaching and training
- Clogged leadership pipelines



Road map for change



- Reverse mentoring
- Cross-generational relationships
- Opportunities to participate

Success Strategies

- Learn about them to understand their needs and desired experiences.
- Build activities designed to inform and educate them about associations
- Keep getting feedback: Keep, Stop, Start

Success Strategies

- Identifying and customizing young professional engagement models specific to their needs, including, but not limited to, membership categories.
- Developing outreach strategies that link young professionals with more senior industry, professional and association leaders and specifically focus on identifying and developing young leaders as peer opinion leaders.

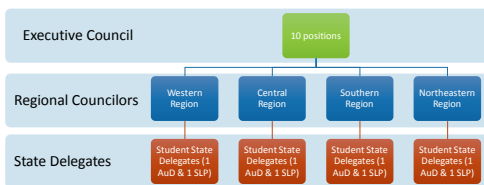
Success Strategies

- Creating sustainable engagement paths with distinct rewards or recognition for achieving particular milestones.
- Developing strategies that educate employers on the benefits of their young professional staffs' engagement, to encourage and sustain investment by organizations.

Suggestions

- Student advisory panel from each university
- Create an advisory panel for professors as a way to engage academic departments (i.e. students!)
- Create student positions to shadow board members
- Once a year hold meet and greet at a university to solicit feedback-if you ask them they will tell you!
- Opportunities for networking

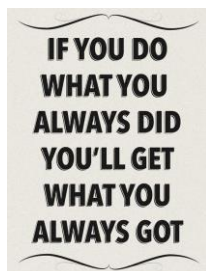
NSSLHA Restructure



My share

As current leaders our job should include shaping the future leaders in our professions.

Shake things up...



Questions



Thank you



References

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