



LEADERSHIP ASHEVILLE 39 2020-2021



PROGRAM INFORMATION

Thank You to Our Sustaining Sponsors!



Program Overview

The primary aim of the Leadership Asheville Program is to strengthen participants' knowledge of, commitment to, and involvement in collaborative community leadership. The program is designed to develop, connect, and mobilize citizens from cross-sectors of the community, including business, nonprofit, education, and government.



The program runs from September to May, with at least one full day of programming each month, and two overnight retreats – an opening retreat and end of year retreat. Program days are dedicated to both personal leadership development and community orientation, led by a variety of trainers, facilitators, and community leaders. There are also activities required outside of program days including readings and group project work which are integral program components. A second year of involvement is part of the Program which also enhances the value of your Leadership Asheville experience. Post-graduation, class participants are required to help design and participate in one class day the next year and/or be active committee members for key Leadership Asheville or UNC Asheville events and programs. This involvement over two years allows you to meet and engage with a larger and broader community of leaders.

Through interactive community orientation, personal leadership development training, outside activities, and a hands-on team project, the Leadership Asheville Program provides a strong curriculum for developing a broad, collaborative action-network of community leaders. Participants complete the program with an increased capacity to contribute as effective leaders, a strong connection to the network of Leadership Asheville Program graduates and supporters, and a greater knowledge of the area in which they live.

EQUITY AND INCLUSION

We recognize the value to learning and growth that comes with a diverse and inclusive class. We strive to increase the diversity of participants including: race, socio-economic status, sexual orientation, religion, work experience and gender. Our goal is to create classes that are representative of the diversity in our community, and to co-create with each class an environment that is equitable, respectful and appreciative of difference.



CANDIDATE QUALIFICATIONS

Approximately 50 participants are chosen from the pool of applicants to create a diverse class with respect to several factors, including occupation, leadership experience, race, ethnicity, gender, age, ability, geography, cultural perspective, and time in the community. Applicants must meet the minimum qualifications:

- At least mid-to late 20s with work experience
- Cannot be a candidate for public office at the time of application
- Willing and able to commit the time and resources to fully participate in the program
- Upon graduating, willing and able to volunteer 20 hours of service to Leadership Asheville, or to UNC Asheville programs over the span of 2 years

LA seeks individuals who are:

- Passionate about civic awareness and committed to strengthening our community
- Curious and comfortable communicating their ideas
- Interested in their community and committed to making a difference
- Open-minded
- Willing to take risks
- Clearly able to work collaboratively with people from diverse backgrounds
- Prepared to mobilize other community members
- Motivated and interested in new learning, self-discovery, community exposure, and networking
- Ready to use their LA Program experience in serving the community

PROGRAM REQUIREMENTS/EXPECTATIONS

Attendance Policy

Participants are expected to attend every program day. The commitment of each class member is critical to the success of the program. Attendance is mandatory for orientation and the opening overnight retreat. There are also attendance requirements for the remaining program days, allowing participants up to 8 hours of excused absence for unexpected emergencies. Missing between 8 and 16 hours of class meeting time will require a participant to attend an appropriate number of meetings or events the following year in order to officially graduate. If a participant misses more than 16 hours, he or she may be asked to withdraw from the program.

We understand that from time to time last minute childcare, transportation, or other family issues may make it difficult to meet our attendance requirements. We are committed to working within our own organization and with other local organizations to provide solutions to those issues for our class members when they arise.



Other Commitments

Participants contribute time and effort to a team project and participate in additional activities outside the monthly program days to enrich and complete the experience. The schedule and time commitment outside of class time requires at least 20 hours over the 9-month period.

Philosophy

Participants must bring an open mind, a commitment to community service, and a willingness to listen to and seek to understand other perspectives. Participants are asked to contribute to discussions as well as give others an opportunity to contribute. The LA Program is a unique experience; many graduates emphasize that “you get out of it what you put into it.” Participants should be ready to engage fully, build trust with classmates, and embrace new experiences/perspectives.

Graduation Policy

Ultimately, Leadership Asheville reserves the right to make graduation decisions contingent upon a participant’s fulfilling all program requirements. This includes, but is not limited to, attendance, team project assignments, readings, exercises, and out-of class activities.

Post-Graduation

After completing the program, graduates are expected to volunteer for 20 hours of service to the Leadership Asheville organization over the course of 2 years.

TUITION

The tuition is two-tiered. For companies and organizations with 25 or more full and part-time employees, the tuition is \$2,800. In order to maintain the desired diversity in the class make-up, we do offer a discounted tuition of \$2,500 for small businesses, nonprofits, and individuals who are employed in organizations with fewer than 25 full and part-time employees. With over 140 hours of time invested in the Program, this amounts to a cost of approximately \$20 per training hour.

EMPLOYEE SPONSORSHIPS

All applicants are eligible regardless of their own, or their employers,’ abilities to financially support their participation. Program participant sponsors are expected to support their employees to the best of their ability by giving them time to participate and contributing to tuition. For-profit, private sector sponsors are encouraged to contribute additional funds to provide financial assistance to those participants who are members of minority communities, employed by small nonprofit organizations, public sector entities, or self-employed.

INTERNAL PROCESS

Some corporations/organizations have an internal application process for selecting applicants from their organizations. Applicants should check with their employers before submitting an application.



FINANCIAL ASSISTANCE AND PROGRAM SCHOLARSHIPS

Partial financial assistance may be available based on need, the number of requests received, and the funds available. Those seeking financial assistance should complete the Financial Assistance Request Form. Requests are confidential and have no bearing on the selection process. The average amount of financial assistance is \$750. Priority for financial assistance is given to participants who are from underrepresented communities, employed by small nonprofit organizations, public sector entities, or are self-employed. Participants employed by large, private-sector companies are not eligible for assistance.

Leadership Asheville is committed to equity and diversity and to making its program available to all members of our community. Full scholarships may be available for a limited number of individuals who might otherwise be unable to participate in the program. Please contact us directly for more information.

TESTIMONIALS



“Participation in Leadership Asheville opened doors for me that I didn’t know existed and connected me to individuals and organizations steeped in our region’s rich and diverse history. Each of them have maintained a passionate focus on creating a future in Asheville where they and all citizens have an opportunity to live their best and fullest lives. I treasure the relationships I developed through Leadership Asheville and continue to be privileged to work beside them in making our community a place where everyone thrives.” —**Senator Terry Van Duyn (LA 15), North Carolina State Senate, District 49**



“My decision to run for public office was significantly influenced by my experience in Leadership Asheville. As you aspire to higher levels of community service, you can take no better step than participating in this program.” —**Terry Bellamy (LA 17), Mayor, City of Asheville, 2005 - 2013**



“Shortly after I arrived in Asheville I was fortunate to join Leadership Asheville, which accelerated my transition to a new city and a new job. I got to know quite a few of my classmates really well, and they’re now part of my informal network of contacts and mentors. Best of all, Leadership Asheville has deepened my understanding of our community and how it all fits together.”—**David Feingold (LA 34), General Manager & CEO, Blue Ridge Public Radio**



Leadership Asheville 39

2020/2021 CLASS CALENDAR

| Application Period | Acceptances Announced | * Orientation MANDATORY | * Overnight Retreat MANDATORY | Class Day | Class Day | Class Day |
|-------------------------|-----------------------|-------------------------|-------------------------------|-------------|--------------|--------------|
| March 15 - May 15, 2020 | May 15 2020 | SEP. 9 2020 | SEP. 24-26 2020 | OCT. 7 2020 | Oct. 28 2020 | Nov. 18 2020 |

| Class Day | Class Day | Class Day | Class Day | Class Day | Hold For Make-up Day | End of Year Retreat | Graduation |
|--------------|--------------|--------------|---------------|---------------|----------------------|---------------------|-------------|
| Dec. 16 2020 | Jan. 13 2021 | Feb. 17 2021 | March 17 2021 | April 14 2021 | APRIL 21 2021 | APRIL 30 2021 | MAY 12 2021 |

MANDATORY ATTENDANCE – Participation in orientation and the opening retreat are crucial to the ultimate success of the program. No exceptions will be made to the mandatory nature of these class days.

Community Partners

