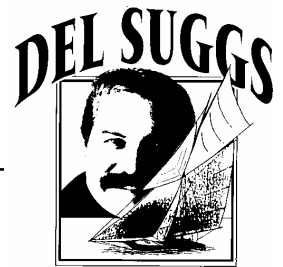


Nine Ways to Increase Attendance at your Leadership Development Programs



Leadership Development

Advisors nearly always wish that more students would attend the leadership development programs that they offer on campus. It's disappointing to spend time, energy, and resources to present great leadership development and have few students attend. With that in mind, I've got nine ways you can increase your attendance. These are not my ideas— I've seen them work at campuses across the country.

1. Make attendance mandatory: Require at least one representative from each organization to attend the training in order to receive their funding. It would be reckless to give school funds to an organization that hadn't had the proper training, wouldn't it? A community college in Florida brings me in every January to present 2-3 hours of training to the Student Senate and all campus organization representatives. Very effective, and if a group doesn't attend then they don't get any funding until the next leadership training opportunity.

2. Award a Certificate: At a college in Ohio, I presented multiple leadership programs throughout the day. Each student who attended a leadership training session received a certificate suitable for framing. Many students came for one session, but then stayed on campus to attend another later in the day. If you'd like, I can create a grading system for my electronic assessments-- each student would complete an online exam with their cell phone or tablet (their own or someone else's) as usual, but it would be graded and required to achieve 80% mastery. I've signed certificates at

many schools, and if you don't have a blank campus form you can create your own at: www.123Certificates.com

3. Give Gifts or Prizes: Schools often purchase copies of my book (wholesale) for the students who attend the leadership training. For example, when I present at a state college (FL), and they purchase 100 copies for their participating students. Students only receive a book when they turn in their program evaluation form, so the school gets the info they need, too. Students just rave about getting a free book-- and getting it personally signed by the author is really exciting to them.

4. Do some Marketing: Some schools market their leadership programs like it was a concert or comedy show. At Georgia college, they made posters with my photo that said "My mustache brings all the leaders to the yard". We had 180 students attend.

5. Athletic teams and Greeks: (if you have them) At some schools, coaches required their teams to attend. I've had baseball teams, women's softball and volleyball teams, and basketball teams attend. Same with Greek life— at a university in New Mexico, I did some leadership programs specifically for the fraternities and sororities.

6. Class credit: At colleges in Tennessee and Georgia, a few professors gave their students extra credit if they attended. The professors attended to sign their students in and take role.

7. FYE

Classes: I can do a special presentation just for First Year students, and you may be able to get instructors in those classes to require their students attend. At many colleges, I did my program on goal setting and personal achievement multiple times throughout the day, and each session had two sections of FYE classes there.

8. Have the training on a good day-- sometimes Friday afternoons are good, because there aren't classes scheduled. At a university in Indiana, we do their training with a "Leadership Lunch" on Friday from 10am until 2:30 pm-- four sessions and lunch! Some schools like Saturday morning. At a university in Mississippi, we split their leadership conference into two parts, and presented it two evenings in a row from 7-10 pm on Tuesday and Wednesday night. At campuses in North Carolina and South Carolina, I presented on Friday night (6-10 pm), and then on Saturday morning (9 am-Noon).

9. Spread the cost around: At colleges in Nebraska and Washington state, I present Staff Development on Friday morning and afternoon, then I do a short retreat with their SAB on Friday night from 6-9 pm. On Saturday, I do a full day leadership conference for all club and organization leaders, orientation leaders, RAs and Hall Directors, Student Ambassadors, and the SGA. Multiple audiences and multiple programs spreads the cost out over many areas.