

ATTRACTING & RETAINING TOP TALENT AMONG OUR BOYS STATE VOLUNTEERS

What brings success?

Russ Hanseter

Chr. of Board BBS Inc

2009

Music by BBS Chorus



INTRODUCTION



- *Badger Boys State*

My journey-

City Counselor

County Counselor

Director

Board Member

President of Board

Chairman of Board

Boys Nation Counselor

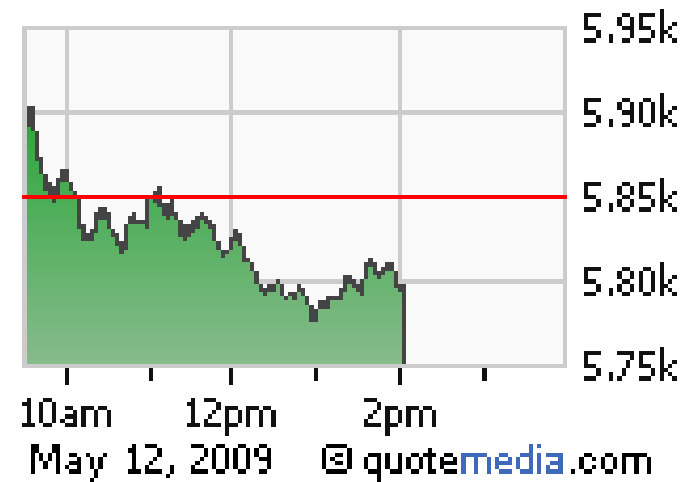
Boys State Directors Conferences



IMPACT OF A DOWN ECONOMY



- Economic stress is having an impact on business, education, government, and non-profit groups.
- Donations are down as endowments have been affected by a down stock market.
- The down turn is having an impact on volunteerism as well. It is more important now than ever before that we manage our volunteer talent well.
- *Suppose we held a Boys State ...and no volunteers came*



QUALITY VOLUNTEERS



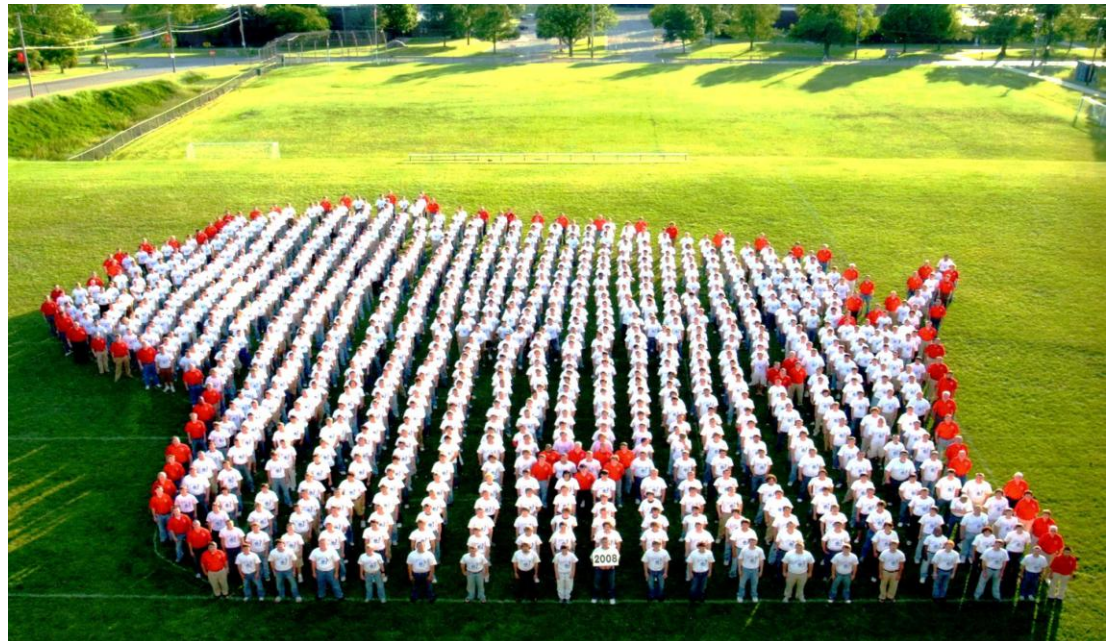
- We are dependent on volunteers and we need to attract the **top talent** among these volunteers for our programs to remain viable. We must have a strategic plan to utilize and not waste their talents. Our ever evolving programs call for expertise in areas of technology, accounting, legal and marketing.
- We must not only attract them but, we must **retain them** if we are to maintain the high level of quality in our programs, that in turn enables us to be recognized as “**the place to be**” for high school juniors during there busy summers.



WHAT DO EXPERTS SAY?



- Business experts agree that you don't have to throw money around to attract top talent?
- What does attract them? A favorable working environment.
- We need to ask ourselves, how does this apply to our Boys State programs?



BASIC PRINCIPLES



- The same basic principles that attract the top talent into a business **applies to** our Boys State volunteer staff as well.
- Those business experts agree what really makes a difference in **recruiting and retaining** talented employees is the extent, which the company provides them with a **working environment favorable to creativity, self-expression, and the exercise of initiative.**



HOW DO YOU BUILD THAT ENVIRONMENT?



- You build that environment by **fostering collaboration**, valuing expertise and competence, **recognizing contributions**, offering opportunities for growth, **communicating**, encouraging risk taking, **offering independence and flexibility**.
- These same business leaders talk about **clarifying** your values up-front.
- What do you value more, **independence or co-operation**, risk-taking or caution, **innovation or implementation**?



CLARIFYING YOUR VALUES-



- As Director of Badger Boys State and now as Chairman of the Board of BBS Inc. I believe in allowing independent thinking, encouraging some risk taking, and above all believe in **innovation**. It is innovation which brings new ideas to the table and in turn acts as a catalyst for positive change.
- We are a Board that spans several generations, more different than alike, but all have a special allegiance to the Boys State Program. Most important as a Board we have come to value each others contributions and all appreciate the value of the Boys State experience.



THE BBS BOARD MAKEUP



- The BBS Board is made up of fourteen elected members along with the immediate PDC, the present Commander, the Department Adjutant who serves as our Executive Secretary, and the Americanism Chairman. Three members are non-legionnaires and we could have up to five however, they must have 8 years in the program. Five terms will be up in 2009, five in 2010, and four in 2011. The terms are for three years or the balance of an un-fulfilled term.
- We also have 22 Assistant Directors for the various aspects of the program. We have 9 legionnaires and 13 non-legionnaires among the assistant directors. They are diverse in age and in their area of expertise and talents that they bring to the program. Most of our Assistant Directors who are not legionnaires are Generation X & Y, the 30 to 40+ year olds.



ASSISTANT DIRECTORS

- Band- *Rich Bakken*
- Bank & Post Office- *Bob Weyenberg**
- Chorus- *Alex Collie*
- Information Technology- *Bill Field*
- Legal- *Fred Berns**
- Medical & Voting- *Patrick Braatz*
- Message Center- *Bud Mautz**
- Orientations- *Eric Torstenson*
- Press Room- *Al Richards**
- Program- *Rich Mannisto & Dr. Tom Knox*
- Public Relations & Alumni Association- *Nate Gruenwald*
- Recruitment & Retention- *Rev. Bishop Tom Skrenes, Dr. Mark Matosian, Dr. David Schuler*
- Retail Store- *Jim Schmidt**
- Registration- *Chuck Cooney**
- Traffic- *Ken Bondé**
- Supply- *Mike Feirer**
- Sports- *Tim Thiel*
- Special Services- *Wayne Jensen**
- Citizens Surveys- *Rob Reff*



* Indicates a legionnaire

BBS A SUCCESSFUL PROGRAM



- I believe the success of the Badger Boys State program over the past decade is due in part to our **transformation** from a paper based program to one that incorporates the latest **information technology**.
- Our success is due to adoption of changes that completely **revamped and revitalized** all areas of our program and its offerings.
- Our success is due to a change in the way we do business, especially in the **empowering of our staff** both legionnaires and non-legion staff members.
- Our success is due to **including representation of long-serving non-legion staff** on the Board of Directors.

OUR SUCCESS IS DUE TO



- We have provided our staff with the **opportunity to be involved directly** not only in program decisions, but also in decisions involving the future and financial well being of the program.
- We have **acknowledged their expertise** in specific areas of the program and positioned them to be able to **maximize their contributions**.
- Our success is due to a Board that has **fostered the change** that has allowed the transition to a dynamic program ready to move into the next decade and **prepared to adapt as needed** in the near and distant future.
- Our success is due to an **evaluation instrument** that measures all aspects of our program providing information to fine tune the entire program after each session.
- Our success is due to **intensive evaluation** and **continued mentoring** of our counselor staff at all levels. Feeling that you are truly making a contribution to the program is a big factor in your decision to return.



A GENERATION MAP TRADITIONALS



- TRADITIONALS- Born before 1945 Strengths: They are conservative, loyal, and willing to work hard. Weaknesses: technology shy.



BOOMERS



- BOOMERS- 1954-1964 Strengths: Champions of change, service driven, hard working, willing to question the way things are done. Weaknesses: Somewhat competent technologically.



GENERATION X



- GENERATION X- 1965-1979 Strengths: Informal; casual; expect flexible scheduling; believe in work-life balance; eager to make changes, good information technology skills.
Weaknesses: May not be good fit for conservative businesses, see jobs as stopping points rather than destinations.



GENERATION Y



- GENERATION Y-MILLENIALS AFTER 1979- Strengths: Computer/Technology savvy, expect diversity in the workplace, collaborative, at ease with multi-tasking. Weaknesses: May need mentoring to stay on task and manage time efficiently.



ONE SIZE DOESN'T FIT ALL



- Although the previous four categories don't provide a perfect picture of each generation it is a good overall description that can be useful to understanding our total volunteer staff.
- The diversity of staff and the make up of the Board of Directors and Assistant Directors within the Badger Boys State program makes for an exciting future for our program. Their eyes are bright with the future.
- *"This it is that makes the Amusement of Life- to a speculative Mind- I go among the Fields and catch a glimpse of a Stoat or a field mouse peeping out of the withered grass- the creature hath a purpose, and its eyes are bright with it. I go among the buildings of a city and I see a man hurrying along- to what? The creature has a purpose and his eyes are bright with it." Keats 1819*

Music by Badger Boys State Band & Choral selection by Badger Boys State Choir
Prepared by Russ Hanseter Chairman of Board BBS Inc. 2008



SUMMARY

- Provide a working atmosphere that is favorable to:
- *Creativity*
- *Self-expression*
- *Values expertise & competence*
- *Opportunities for growth & innovation*
- *Encourages risk taking*
- *Offers independence*
- *Allows implementation of new & different approaches*
- *Exercise of initiative*
- *Recognizes contributions of all staff*
- *Utilizes the latest information technology*
- *Empowers your staff*
- *Fosters positive change*
- *Recognizes generational differences & talents*
- *Open communication at all levels*
- *Open your board to all !*

Music by BBS Band- Boys State Song

