

Outdoor Club Leadership Conference: Training, Recruitment, Leadership, and Running Your Club

Agenda

Mission/Vision, Strengths, and Needs
Trainings for Advisors
Recruitment
Leadership
Running the Club
Closing Reflection

Mission/Vision	Strengths	Needs

Recruitment

- Consider making a fun name for your group (Bushwhackers, Backyardigans, etc.)
- Utilizing social media to expand your club (Instagram/TikTok for HS, Facebook for MS); student-run vs advisor-run accounts; permission from parents @adventure_eddies
- The “First Follower(s)”

<https://www.youtube.com/watch?v=GA8z7f7a2Pk>

Think of the students and staff at your school. Brainstorm a list of “magnetic” people who would be good “First Followers” that would attract others.

Now think of all of the different demographics for students in your school. Which students or staff from various demographics can you actively recruit to ensure that ALL students have access to and feel a sense of belonging in your club?

Club Leadership

Advisor Leadership Models:

Model	Pros	Cons
Solo	Consolidated decision making power; efficient; no need for communication between other advisors	Can be overwhelming; limited support and limited chaperones; greater risk/liability
Co-Advisor (2)	Shared responsibilities; support from a trusted colleague; reduced risk/liability; increased flexibility and knowledge	Requires good teamwork and communication to operate effectively; could be less efficient regarding decision making and action-taking processes
Committee (3+)	Shared burden of task completion and responsibilities; greater knowledge; more flexibility; specialized roles; more chaperones	Can be difficult to make decisions and get things done efficiently; possible tension between leaders about direction of club; who is the defacto "leader"?

Advisor Role– host weekly meetings; chaperone; secure and provide transportation; make/distribute/collect/hold permission slips; open/monitor club account with funds; keep & maintain medkit; assess and manage risk; assist students with planning when requested; provide general support for club members

Student Leadership/Club Structure Ideas:

- Two "captains" who share leadership responsibilities (roles? elected? appointed?)
- Traditional student leadership model: president, vice president, secretary, treasurer, etc.
- Leadership Council model: four to six members hold equal decision making power and collectively lead the club
- Committee model: each student serves on a committee that's responsible for a specific task (Fundraising, Equipment, Teens To Trails events, Transportation, Communication, Outreach/Recruiting, Trip Planning, etc.)
- Top-down, teacher-centered model: Teacher advisors do the planning, organizing, and facilitating, based on student input and feedback

Leadership Style & Development (for students and advisors)

Dick Vermeil's Seven Common Sense Principles of Leadership

1. Make sure people know you care about them
2. Be a good example
3. Create an atmosphere that people enjoy being in
4. Define your vision, delegate responsibilities to others based on their strengths, and lead
5. Bring emotional and physical energy to the club
6. Build strong relationships with students, staff, and community members as you go
7. Establish credibility by being sincere, believable, and trustworthy

Running Your Club

- Consistency: meet once a week or bi-weekly before/during/after school to maintain consistent bond between club members, and to facilitate continuous planning throughout the school year
- Take attendance at meetings and events to determine who your most consistent members are, and reward them at the end of the year with a special trip or celebration
- Offer a variety of activities and alternate between those activities. Survey your club members to determine their interests and tailor your activities to those interests
- Try to do something outside every month
- Offer alternative indoor activities that you can do in the winter to maintain club camaraderie (Backpacking 101, guest speakers, club potluck, adventure/outdoor themed movie night, indoor climbing wall)
- Connect with community members and local agencies to offer unique programming
- Think of your club as a tree: maple helicopter seeds, develop strong roots (stay local), branch out for new light (experiences) once you have a solid root structure, maintain health with plenty of light and consistent water

Thoughts	Questions	Epiphanies