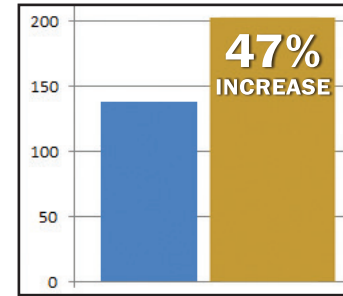


## Membership Growth

**203**  
TOTAL MEMBERS

Over the course of 2012-13, ALP's membership took off as leadership programs continued to recognize the value that membership in ALP can offer:

- **65** new members joined ALP in 2012-13, fostering a 47% growth in membership and exceeding the goal of 200 members that the board had set at the beginning of the year. Each new member was invited to take part in an orientation, including an overview of the organization and resources available on the website.



- **12** members were highlighted through member profiles on ALP's website and e-news. These profiles tell the stories of best-in-class leaders of leadership programs, providing powerful examples for their counterparts to follow. Each member profile retraces the story of one member's growth and development over time. In addition to the strategic or tactical issues they addressed, the member profile also explores the personal dimension, how a program director brought the best of their leadership to the opportunities before them. In this way, the member profiles document inspiring examples for our members to follow.



- **31** members have signed on as ambassadors to serve as a key point of contact with their peers in their state or area of the country. Ambassadors actively promote membership, facilitate networking among members, encourage meaningful participation and involvement in ALP, and strengthen member commitment. The membership committee has re-framed this role in 2012-13 to foster even greater impact with these connectors in our community of practice.



## JOIN US

ALP is a community of leadership development professionals who are doing great things in their communities. By joining the Association, you have access to, and can collaborate with, the best minds and programs from across the country.

ALP provides educational activities that engage, educate and train leaders to advance the effectiveness of community leadership programs and professionals through recognizing excellence, sharing best practices, fostering innovation, promoting educational training, and building networks.

Join today: [www.ALP-Leaders.net/join.asp](http://www.ALP-Leaders.net/join.asp)



## 2012-2013 BOARD OF DIRECTORS

**Chair** **Mark Scheffler**  
Leadership Akron, OH

**Vice Chair** **Sarah Savage**  
Leadership Huntsville/Madison County, AL

**Past Chair** **Griff Hall**  
Griff Hall Leadership, MD

**Treasurer** **Juliann Jankowski**  
Leadership South Bend/Mishawaka, IN

**Secretary** **Wendy Thomas**  
Leadership Tulsa, OK

**Association Manager** **Lura Hammond, TX**

**Jo Ellen Carson**  
Leadership Winston-Salem, NC

**Betsy Frantz**  
Leadership Arlington, VA

**Christine Kennedy**  
Leadership Lynchburg, VA

**Denise King**  
Leadership Denver, CO

**Lori Nocito**  
Leadership Wilkes-Barre, PA

**Aradhna Oliphant**  
Leadership Pittsburgh, PA

**Shaun Rojas**  
Kansas Leadership Center, KS

**Ann Rushlo**  
Leadership Mohawk Valley, NY

**Tammy White**  
Leadership Knoxville, TN



ASSOCIATION OF LEADERSHIP PROGRAMS

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**ADVANCING THE EFFECTIVENESS  
OF LEADERSHIP PROGRAMS**

Recognizing excellence | Fostering innovation  
Sharing best practices | Building a national network

**2012-2013 ANNUAL REPORT**



## Message from Leadership

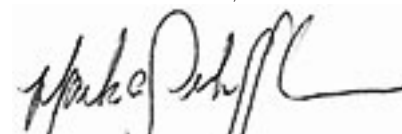
The 2012-13 year was a game-changer for ALP. With dramatic membership growth, the first-ever operations survey for our field, and our national conference in Arlington, VA, this year saw ALP solidify its position as the “go-to resource” for leadership programs across the country.

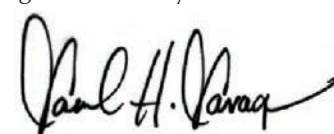
As we met each milestone, we sought to exemplify the boldness and innovation that inspires us in so many of our members. In fact, it was our members’ boldness and innovation that set the pace for this year. Betsy Frantz, CEO at Leadership Arlington and an ALP board member, stepped up to host the national conference, teaming up with colleagues in the D.C. metro area to assure an unparalleled experience. Wendy Thomas, CEO at Leadership Tulsa, also an ALP board member, broke new ground in leading our inaugural Operational Survey of leadership programs. She convened a team that included a number of representatives from member programs who guided the development of the report. Their voices helped shape the content to assure that it would be relevant and meaningful to each organization we serve.

Even as we celebrate the accomplishments of 2012-13, we anticipate the milestones that are in store for 2013-14:

- **Regional Conferences** that will take place across the country in 2014, providing a valuable complement to the national conference. These 3-5 gatherings will also introduce an alternating model for conferences, as we offer them in 2014 and anticipate the announcement of a national conference in 2015.
- **A Revamped Website** that will make it easier than ever for members to access valuable resources and learning opportunities through ALP.
- **Strategic Initiatives** that empower member organizations to heighten their relevancy and impact in communities across the country.

As we all know, it takes a team to make anything happen, and we are very grateful for the team of staff and board members who make the work of ALP possible. No one typifies the tremendous dedication of our members to the mission as much as our Operations Manager Lura Hammond. She is surrounded by a team of board members and volunteers who have spurred ALP’s current growth. We are very grateful that this team can look back on an incredible 2012-13, and look forward to building on that growth in the year to come!

  
Mark Scheffler, Board Chair

  
Sarah Savage, Vice Chair

## Learning Opportunities

**568**

Throughout 2013-14, a total attendance of 568 practitioners and leaders of our member organizations looked to ALP for their growth and development:

- **317** participants joined Leadership Connections teleconferences in 2012-13. These monthly gatherings of colleagues focused on best practices, featuring leading edge perspectives on topics like Alumni Engagement, Outreach & Recruitment, and Diversity & Inclusion. By Spring 2013, ALP offered its inaugural webinar on – what else – social media.
- **101** practitioners came to regional conferences in Denver, CO and Greenville, SC. These provided many leadership programs that are not able to afford a national conference the opportunity to connect in person with colleagues to share best practices. For others, the regional conferences afforded the opportunity for staff and key volunteers to connect with the work of ALP in ways that would not have been possible otherwise. In Denver, the regional conference also added value in connecting to the International Leadership Association’s annual conference. In Greenville, the highlights included a historic tour led by community leaders who shared the story of the area’s impressive civic and environmental assets.
- **150** leaders convened in Arlington, VA for the first stand-alone national conference for leadership programs since 2010. Hosted by Leadership Arlington, the conference featured thirty workshops, preconference sessions for both newer and more experienced directors, and “in-community” learning experiences in the D.C. area. Peer-to-Peer learning among the over 70 leadership groups in attendance, together with world-class keynote addresses and a top-notch venue, made the conference a highlight of the year for ALP.



## Resources for Excellence

**344**

Over 300 contributors advanced our field through ALP in 2012-13, providing information, strategies, or models to advance the learning of their peers:

- **57** participants initiated discussions on ALP’s LinkedIn Group, now with more than 150 members, on topics ranging from policies/procedures to measuring program impact. The LinkedIn Group has quickly become the equivalent of the break times at conferences: quick sidebar conversations among peers to benchmark with each other. With a constituency of over 300, ALP’s use of social media to serve our members will continue to grow.
- **128** members submitted documents that were posted in ALP’s Resources Toolbox available at [www.ALPLeaders.net](http://www.ALPLeaders.net). Available only to members on a password-protected section of the website, the toolbox includes a plethora of exemplary “raw materials” from peer programs. Whether you need a sample brochure for a junior leadership program, or a template dashboard of performance indicators for your program, chances are you’ll find it in ALP’s Resources Toolbox.
- **159** leadership programs responded to ALP’s first-ever operational survey. The survey captured data from leadership groups on a variety of benchmarks, including organizational structure, program format, and salary information. The data is organized according to city size and budget size so that our members can compare themselves to similarly situated organizations. The operations survey also provides a valuable snapshot of our field, indicating that the scope and impact of leadership programs continues to grow in communities across the country.

