

## Engaging Followers

Seminar 3 | Online | January 20-22, 2021

**MAIN Zoom Log In Information:** <https://umn.zoom.us/j/93152153938>

Dial in option: 651 372 8299

Meeting ID: 931 5215 3938

### Technology Back Up Plan

- If you cannot connect to Zoom on your computer, dial into Zoom on your phone for audio using this number 651-372-8299 Meeting ID 931 5215 3938.
- If you have technology problems call or text Christy on her cell phone - (320) 429-0934.
- If there are issues with the Zoom platform, Christy will email the class and post a message in Canvas with an invitation to join a Google Hangout.

### Seminar Leadership Competencies

- **Following and leading** – This competency builds leaders that better support followers. It also helps leaders to become more effective followers in supporting leaders and contributing to efforts.
- **Communicating Effectively:** This competency improves leaders' and followers' ability to clearly relate and receive ideas to and from a variety of audiences. It includes listening, conveying information, and adapting messages for different settings and goals.
- **Framing:** This competency helps leaders define and redefine issues or situations in different ways to connect broadly with others. It focuses conversations and determines the lens used to view issues.
- **Using effective processes** – This competency is about leaders recognizing, selecting, and implementing appropriate processes to accomplish their tasks with others.
- **Reflecting:** This competency is about leaders critically appraising their involvement, actions, and thinking to become better at the work of community leadership.

**Day 1: Wednesday, January 20, 2021**

*Dress Code: Business Casual*

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| 8:00 a.m.  | Optional: Casual gathering time  |
| 8:30 a.m.  | Welcome, Check-in & Warm-up<br>Olga Brouwer, Executive Director        |
| 9:00 a.m.  | Setting the Stage for Seminar 3<br>Christy Kallevig, Program Leader    |
| 9:15 a.m.  | Introduction to Meaningful Involvement<br>Toby Spanier, Program Leader |
| 9:45 a.m.  | World Cafe   |
| 12:15 p.m. | Lunch Break  |
| 1:30 p.m.  | Proposal from MARL Board and Program Team to Class XI                  |
| 2:30 p.m.  | Break  |
| 3:00 p.m.  | Retelling the Classics<br>MARL Class XI                                |
| 4:30 p.m.  | End of Day 1   |

**Day 2: Thursday, January 21, 2021**

*Dress Code: Business Casual*

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| 7:15 a.m. | Optional: Casual Gathering Time                                       |
| 8 a.m.    | Morning Welcome and Announcements<br>Olga Brouwer, Executive Director |

8:30 a.m.	MARL Scavenger Hunt Chelsea Russell, Class XII
9:30 a.m.	Break
10:00 a.m.	Lt. Governor Peggy Flannigan
10:30 a.m.	Communicating with the Media Kristin Harner, Class II
11:00 a.m.	Mock Media Interviews and Feedback
12:00 p.m.	Lunch Break
1:00 p.m.	What do you want to know about social media?
1:30 p.m.	Social Media Basics and Best Practices Carolyn Olson, Class X
2:00 p.m.	Social Media Panel
2:30 p.m.	Break
2:45 p.m.	Exploring Social Media Platforms
4:00 p.m.	Reflections on the Day Christy Kallevig, Program Leader
4:30 p.m.	End of Day 2

**Day 3: Friday, December 18, 2020**

*Dress Code: Business Casual*

7:15 a.m.	Optional – Casual Gathering Time
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# CLASS XI

## *Seminar Agenda*

8 a.m.	Morning Welcome and Announcements Olga Brouwer, Executive Director
8:15 a.m.	The Value of Followership Christy Kallevig, Program Leader
9:30 a.m.	Peer Learning Circles
10:15 a.m.	Seminar Management Team Introductions and Planning Toby Spanier, Program Leader
11:15 a.m.	Evaluation
11:30 a.m.	Golden Nuggets
12 p.m.	End of Seminar

