



Information about the
VIRGINIA RURAL LEADERSHIP
DEVELOPMENT PROGRAM

A single, joint endeavor
of
Virginia's Land-grant Universities

Conducted
by the
Virginia Cooperative Extension Service
of
Virginia Polytechnic Institute and State
University
and
Virginia State University
with initial support
from the
W. K. Kellogg Foundation

Purposes

This brochure has three purposes:

- LD • to provide information about the Virginia Rural Leadership Development Program being developed by Virginia's Land-grant Universities,
- 5655 • to inform interested persons that the Program is now planned to start in the fall of 1985, and
- A762 • to enable you to indicate your interest in the Program by completing and mailing the attached form.
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(If the form is no longer attached, please contact your local Cooperative Extension Service office or write to the address shown below to obtain more information.)

A Single, Joint Endeavor

The Virginia Rural Leadership Development Program is *a single, joint endeavor* of Virginia's Land-grant Universities — Virginia State and Virginia Tech. The Program's goal is to increase the leadership capacity available to rural Virginia by establishing a self-sustaining, on-going program that annually graduates up to 40 persons who have completed a special multiyear curriculum of up to 100 days. The objective is to provide each participant the opportunity to achieve the essential quality of a leader: *excellent performance in leadership roles*. The Program's purpose is to enable each successful applicant identified in an annual statewide competition to develop his or her ability to excel when performing in leadership roles.

Who Is A Leader?

A leader is a person selected by a group to guide or direct its activities. When a leader displays the capability to guide or direct an area of activity, the group he or she leads often seeks to expand his or her leadership responsibilities. Study of leadership programs initially supported by the W. K. Kellogg Foundation in five other states shows that participants increased their abilities to lead and earned more responsible leadership roles. The Virginia Rural Leadership Development Program seeks to attract persons who desire to become leaders among leaders.

Eligibility

The Program is primarily designed for rural men and women of all races who are in the early stages of their leadership careers — usually about 25 to 40 years of age — old enough to have demonstrated their leadership abilities and young enough to make future significant leadership contributions. However, any resident of Virginia who either resides in or directly and actively serves people who reside in rural Virginia and who has demonstrated a commitment to serving rural Virginians may apply to participate in the Program.

The application period for the first class is planned for the spring of 1985. Applicants may be engaged in farming, forestry, agribusiness, industry, community service, education, mining, or commerce and business. Each applicant must meet a set of criteria as a condition of eligibility for the Program. Any person indicating an interest in the Program will be provided a complete set of application materials that will include detailed eligibility criteria.

Class Membership

To become a member of a class, an applicant must successfully complete a two-round competition. Successful applicants must be identified first by a district selection committee, and then by the statewide selection committee. The first class is planned for the fall of 1985.

Program Content

The subject matter of the Program will enable each participant to improve his or her skills and knowledge through instruction, seminars, tours, and discussions with persons who are widely recognized as leaders.

Emphasis will be placed on improving each participant's ability to communicate effectively. The Program will focus on issues and problems of local government, multijurisdictional areas, and the state of Virginia. These matters will be examined and analyzed from the perspective of such disciplines as political science, government, psychology, sociology,

and economics. Selected regional, national, and international issues also will be studied.

The interests of participants also will be considered, particularly in the areas of communication arts and the cultural arts. Emphasis will be placed on developing their knowledge and skills, with special attention given to combining program elements that relate to each participant's on-going activities.

After the Program is completed, each class will have an opportunity to take specially-organized trips. One will be regional, the other to a foreign country.

Schedule

Up to 100 days of educational activities will be conducted for each class on a prescribed multi-year schedule. Members will be expected to attend and participate in every session. Generally, program sessions will be in blocks of three to five days.

Location of Sessions

Each class will have an opportunity to attend sessions held at selected locations throughout the Commonwealth.

Requirements for Participants

1. Each person identified as a class member will be expected to continue for the entire Program.
2. Each class member will be expected to demonstrate a continuing high level of interest and participation in the Program's activities. This includes preparing assignments during noninstructional hours of sessions, completing reading and study activities, and writing book reviews and other materials as required between scheduled sessions.
3. Each successful applicant will have to provide evidence that he or she will *not* jeopardize a job, business, or other regularly-scheduled activity by taking part in the Program. Each person who is an employee will be required to provide a statement from his or her employer to show that the employer has agreed to allow the required time away from the job

- during the Program. Each self-employed person will be required to develop a plan showing how his or her business will continue to operate during sessions.
4. Each class member will participate in skill training and coaching, as his or her talents require or apply.
 5. Each class member is expected to finance slightly over one-third the annual cost of his or her participation. This is estimated to range from a low of \$400 to a high of \$1,500. These contributions will be paid to a foundation that will endow the funds for the purpose of financing the Program on a self-sustaining, on-going basis. Each participant also will be responsible for the cost of round-trip travel from his or her home to each session site and for the specially-organized trips. Any person who desires to apply for the Program will find a number of ways available to help obtain the funds necessary to finance part of his or her cost of participation.

Management

To aid in the management of each class, each member will be assigned to one or more committees. There will be a budget committee, a curriculum committee, a finance committee, a program committee, and others as required.

The Are-you-interested Form?

This brochure was prepared to give you an overview of the Virginia Rural Leadership Development Program. Space does not permit answering every question that may arise. We know that you have questions that you will want to have answered, and we want to have your questions because they will help in developing the Program. We can, therefore, mutually benefit if you will send us your questions. To do this, complete the attached form and mail it to the address given (or, if the form is no longer attached, write us at the address shown below). We will answer the questions you ask and also send you answers to the questions that others have asked about the Program. We look forward to hearing from you.

For More Information

If the form provided with this brochure has been used, please send your questions or inquiries to this address:

Virginia Rural Leadership Development
Program

Donaldson Brown Center, Room 446

Virginia Tech

Blacksburg, VA 24061-0088

You may obtain additional copies of this brochure from your local Cooperative Extension Service office or by writing to the address above.

Are You Interested?

Use this form to indicate your interest in the Virginia Rural Leadership Development Program and when making inquiries about the Program. *Please print or type each item.*

Name _____

Address _____

Postoffice _____ ZIP _____

- Yes, I may be interested in applying to enter the Program and would like to be informed when the Program is ready to receive applications.
- Yes, I understand that the planned application period for the first class is the spring of 1985.
- Yes, I understand that the Program's first class is planned to start in the fall of 1985.
- Yes, I have enclosed some questions.
- Yes, please send me a set of the questions and answers.
- Yes, please send information about the Virginia Rural Leadership Development Program to each person whose name and address is enclosed.
- Yes, I understand that the Virginia Rural Leadership Development Program is a *single, joint endeavor* of Virginia State and Virginia Tech.
- Yes, I understand that the Program is being initially supported by the W. K. Kellogg Foundation

Mail to:

Virginia Rural Leadership Development
Program

Donaldson Brown Center, Room 446

Virginia Tech

Blacksburg, VA 24061—0088

Publication 301-010

February 1984

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Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, and September 30, 1977, in cooperation with the U.S. Department of Agriculture. Mitchell R. Geasler, Director, Cooperative Extension Service, and Vice Provost for Extension, Virginia Polytechnic Institute and State University, Blacksburg, Virginia 24061-0088; M. C. Harding, Sr., Administrator, 1890 Extension Program, Virginia State University, Petersburg, Virginia 23803.