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Civic Leadership

Leaders of nonprofit organizations must step up to become leaders in their communities.

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Be a leader in your community

Define your community: city, state, nation, global

What is your organization's mission?

Who will benefit most from your organization's resources?

Expand your thinking!



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Be more than a leader of your organization

See yourself as a civic leader, with concern for the whole community

What are your community's needs, interests, and aspirations, even those that do not appear to be related to your organization?

What is the “civic conversation” in your community?

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***Does anyone have a vision for your
community's future?***

How will your community be better in the future?

What changes will occur?

What needs will be addressed?

What opportunities will be seized?

Can you take a leadership role and help others craft a compelling vision for your community?



Make the community vision compelling

I have a dream....

Imagine a community where....

Envision our community when....

- Powerful, audacious
- Desirable, a generosity of spirit
- Concrete – paint a picture, tell a story
- Timely and timeless



Tie your organization to the community vision

Core Purpose – what fundamental human needs or interests does your organization address?

Core Values – what are the beliefs and principles that guide your work?

Unique Resources – what do you have that can benefit your community – assets, facilities, collections, people, knowledge, expertise?

***How can these be used to help the
community achieve its vision?***



Civic Leadership

Not how can the community help us achieve our goals.

Rather, how can we help the community achieve its vision.



Tie your organization to the community vision





The Museum Director as Civic Leader

How do you define “community” ?

- Is it place-based – determined by geography?
- Is it content-based – developed around substance?
 - Early childhood development
 - Cultural attractions
 - Education – informal or formal
 - Non-profits
 - Part of a continuum
 - Ethnic

Do you value a culture of civic engagement, community collaborations?

- Are shared goals explored?
- Are resources shared?
- Is your staff networked on various levels?
- Do you convene others and are you invited to a seat at the table?

1. Focus on your mission

- How is the work of your museum differentiated from others?
- How well are you aligned with the community vision?
- Build on your strengths

2. Build your capacity to better serve your community

- How can you strengthen your own museum while strengthening the community involvement?
- How can you leverage your assets for institutional impact?

3. Be relevant

- What is important in your community now?
- What contributions from your museum can address today's issues?
- Make your case and know your cause
- Collect and analyze data to prove your value
- Usefulness + Popularity = Relevance
 - Emlyn Kostner, Liberty Science Center

4. Sustain your work

- Who are the strategic partners that will keep your work relevant and needed?
- What are the relationships that will strengthen the value of your museum?
 - Politicians, academicians, community non-profits, business leaders
 - Who are the decision-makers?

Relevance + Renewal = Sustainability

Emlyn Koster, Liberty Science Center

Positioning

- What is your place on a local, regional, state-wide or national basis?
- What is your communication plan to announce or brand your position?
- What obstacles do you need to address?
- What opportunities can you create or seek?



Interactivity

1. CIVIC CONVERSATION: What is the “civic conversation” in your community? What is important to citizens right now? What is your role in this conversation?
2. COMMUNITY VISION: Has anyone created a compelling vision of the future of your community? If yes, what was your role in helping to create the vision? If not, what could be your role?
3. YOUR MUSEUM: What is or could be your strategy for aligning your museum’s goals and resources with the community vision? How can your museum help the community achieve its vision?



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Blog

Participate in an online conversation about the Museum Director's Role as a Civic Leader, via

<http://qmsquares.blogspot.com>

Leave your card with John Durel, or email him at johndurel@qm2.org. He will notify you when the first posting is made.

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