

## **SAMPLE PUBLIC VICTORY PROPOSAL**

### **Introduction**

Both the 7 Habits of Highly Effective People and Four Roles of Leadership Training emphasize the importance of diagnosing before prescribing. In any human endeavor understanding needs logically comes before addressing those needs. Otherwise it is quite possible that programs, products, and interventions will be ineffective.

Student Affairs at Truman State University is responsible for providing support services and activities that meet student developmental needs in a variety of areas. Before those needs can effectively be met, the needs must be effectively assessed. For my leadership project, I will be assisting the Dean of Student Affairs in planning and conducting a number of student focus groups to explore student expectations, desires and needs for leadership development activities. I will also assist in analyzing the data and making recommendation to the various Student Affairs departments regarding leadership programming for Truman students.

### **Expected Outcomes**

My Leadership Development Project will result in the following:  
For Student Affairs:

- Improved understanding regarding student expectations for leadership opportunities and skill development
- Programming recommendations

For Me:

- Refinement of my leadership skills including organization and communication.
- Increased understanding of focus group research as a way of assessing stakeholder needs
- Increased understanding of methods to develop leadership skills

### **Public Victory/Community Benefit**

Our Four Roles of Leadership Manual (1999, Franklin Covey, Co.) states on page 18: “Understanding stakeholder needs allows you as a leader to frame what your direction should be and how you will go about meeting those needs.” This project will help me in my “public victory” by providing me with the opportunity to learn more about using focus groups as a means of assessing needs. Based on the needs identified, I will also have an opportunity to align my recommendations with the mission and vision of Student Affairs.

Truman State University will benefit from the project in a variety of ways. Students will have an opportunity to voice their opinions regarding leadership development expectations and needs engaging them in the development of their own leadership skills. Student Affairs will have useful data from which to make decisions in times of shrinking resources.

### **Mentor Agreement**

Lou Ann Gilchrist will be my mentor. She will meet with me as needed (probably an average of every two weeks) throughout the project to make sure that the project is

progressing and to provide me with the necessary information and resources to be successful. I will be responsible for educating myself regarding focus group research, developing questions, training assistants, piloting the questions with a group of students, contacting and scheduling potential participants, making all of the physical arrangements, conducting the focus groups, analyzing the data, and generating a final report suitable for distribution.

### **Process**

My project will be completed in the following steps:

**Step 1:** I will read materials provided by Dr. Gilchrist about leadership development and focus group research over the summer.

**Step 2:** During the fall semester, I will work with Dr. Gilchrist to develop goals for the research. I will then work to design questions that are aligned with the research goals. I will then conduct a pilot test of the questions and refine the focus group protocol.

**Step 3:** During the first part of the Spring semester, I will generate a random sample of potential participants, contact and schedule participants in the various focus groups, make the physical arrangements, train any assistants, and make all other preparation necessary to conduct the focus groups before Spring Break.

**Step 4:** After Spring Break, I will analyze the data and write my report. The project will be complete at the end of April.

### **Evaluation**

Evaluation of the project will be accomplished in four ways:

1. I will provide a summary of evaluations that participants complete regarding the focus group process.
2. I will provide a summary of evaluations completed by the Student Affairs directors regarding the usefulness of the data.
3. I will create an evaluation form for Dr. Gilchrist to complete regarding the effectiveness of my work in achieving the goals we established for the project.
4. I will submit a reflection paper three to five pages long, providing my assessment of whether or not I was able to achieve the expected outcomes of this project and highlight some of the things I learned in the process.