

Multicultural **LEADERSHIP** Program

Celebrating 5 Years
Leadership Untapped
Our Graduates Are Our Legacy

To develop diverse leaders

February 2014

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Who Are We

MCLP is an intense professional leadership development program that provides a framework for diverse individuals with an interest and potential to serve as leaders in our community.

Our goal is to prepare skilled, informed individuals for leadership positions in public, private, educational, political and non-profit sectors.

Marketing with Heart



MCLP participants provide invaluable support to Labyrinth

by Tommi Navickas

According to Mary Campbell, co-president of Labyrinth Outreach Services to Women, in 2012 her young nonprofit was struggling. The organization, which provides supportive services to women in McLean County returning home from prison or the McLean County Jail, is the only one of its kind for Bloomington-Normal and surrounding communities.

“Many of these women had no services to help them succeed,” Campbell said. “Many had nowhere to go, and many were returning to the toxic environments that landed them in prison in the first place.”

Despite serving an important need, the organization experienced difficulty securing the necessary funds and support to make a substantial impact. Campbell, who is an Illinois State University Associate Professor Emerita of social work, says their five-person volunteer board was unable to attract the needed support from local businesses and funders. This stemmed from intense competition for limited dollars and the fact that the issue of formerly incarcerated women was new to the conversation.

A New Day

Less than two years later, the financial backing and awareness of the need for Labyrinth's services have skyrocketed. Campbell believes their leap forward can be tied directly to their partnership with the Multicultural Leadership Program (MCLP).

Labyrinth was selected as a 2012 community service project partner, and was connected to five MCLP Class of 2013 participants. Together they collaborated on strategic efforts to advance the organization's mission. For Labyrinth, the targeted area of need was for marketing resources.

"We were using primitive printing and did not have business cards," she said. "They branded us."

The MCLP group designed Labyrinth's new logo, brochure, pull-up vinyl sign, a video advertisement, and website. They also sought out free web hosting and found a way to print the vinyl sign at no charge. Almost a year following their graduation from MCLP, group members Carlos Miranda (network engineer at Integrity Technology Solutions) and Fernando Cornejo (supervisor of design services at COUNTRY Financial) still update Labyrinth's website, and Miranda serves on their board.

"The process of developing all these things was a group effort," Campbell said. "They continuously brought different kinds of ideas to us and asked 'What do you like?'"

The participants did not just deliver valuable marketing materials; they delivered partnerships. Tereva Parham, arranged speaking engagements on WJBC as well as WXRJ, where she formerly served as radio host. She also connected them with Rachel Wells at the Pantagraph. In addition, Chuck DiVerde (food service administrator at Illinois State University) reached out to training service professionals including those at Heartland Community College to help provide additional support.

The group also introduced Labyrinth to organizations which could provide additional support. Chuck DiVerde describes one example, "A State Farm representative was actually on a panel during one of the MCLP sessions, and I approached him to sit down with us after the panel," DiVerde said. State Farm is a careful supporter of community organizations. After much consideration and a number of discussions with Labyrinth, State Farm decided to be one of the sponsors of Labyrinth."

Positive Reinforcement

Campbell says the impact of all five team members was tangible.

“Each one had some connection in the community that they were able to bring to bear on the problem of branding us and getting us out to speak to people,” she said.

The collaborative effort of meeting with the MCLP participants also delivered a benefit that Campbell was keen to recognize in her 30+ years as a faculty member in social work.

“We had been struggling, being turned down, and it’s discouraging after awhile,” she said. “When you’re on an uphill journey, the enthusiasm and excitement that they brought to the discussions and to everything we did was so invigorating. To see that they recognized that our work was important and to encourage us and come up with new ideas—it meant the world to us.”

In December, the group caught up before the holiday to share updates and discuss the organization’s progress.

Campbell says support of their work continues to swell, and they have received several grants to better provide wraparound support for their clients (one was recommended by MCLP team members, Ann Perry and Chuck DiVerde.). In addition, Labyrinth finalized the purchase of two homes right before Christmas. The money for the housing was fronted by a silent partner, and the city of Bloomington is providing them with a \$75,000 renovation budget. Those homes will enable them to provide quality temporary housing for up to ten women and give the organization’s employees an office space. Their case manager is currently in a space provided for them by Mid-Central Community Action.

Campbell has become an advocate for MCLP’s mission and is proud to share her organization’s story. Through her many relationships with agencies in Central Illinois, she has encouraged at least four other nonprofit organizations to apply to be involved in a community service project.

“I am a born-again MCLP person, in terms of getting other organizations to realize what value it would bring to them with just a minimal amount of investment,” she said. “There is not a wasted moment.”

In reflection of the experience, DiVerde says he is personally grateful for the opportunity to work with a talented, selfless group of individuals united to give a leg-up to an important organization.

“Before we came in, Labyrinth was impacting lives, but not nearly as much as they could,” he said. “But they eventually began to do so with the outside support that we helped them to secure. We were able to give them the impetus to invest and improve their image.”

[Hear what Mary Campbell has to say about how MCLP helped her non-profit organization Labyrinth Outreach Services to Women.](#)

Staying Connected

MCLP mentor and mentees share their experience

by Elayne Goldman



Carole Ringer and Emily Vigneri

Growing leadership wisdom means not only learning on our own, but sharing the voice of experience. Every MCLP participant has a community mentor – someone with whom they can share experiences and insights.

MCLP mentor Carole Ringer, a long-time community leader and volunteer, brings her experience, optimism and promise to her MCLP mentees. Together, they build a friendship that can last for years.

As a previous mentor for Emily Vigneri and a current mentor for Kristin Manzi, Carole feels like each relationship made is a wonderful opportunity for a new friendship. “The interactions with each new mentee is different and wonderful each time,” Carole said. “You need to know where the mentee is coming from, what their hopes and dreams are, and what some of their experiences are. If you don’t know what they have experienced in life or on the job how can you help?”

Getting to the beneficial outcomes of the relationship is not always comfortable right away. Carole commented, “You need to build the relations and make regular contact. Without that consistency, the first piece is missing.”

How important is staying in contact and connected? Very. Both Emily and Kristin stated it was one of the things that helped them feel good about the relationship right away. “The first time we went for coffee was the moment we first clicked as a pair,” Kristin said. “She gave me a hug at the end, and in that moment, I knew she would have my back from then on out. It was wonderful.”

When asked what the greatest benefit of her relationship with her mentor was, Emily replied, “Her wisdom. She is so gracious as a resource and it was great to talk to her about everything. She had a fresh and objective perspective on what to do. We can talk about life, work or anything.”

“A mentor needs to draw out of the mentee a specific issue, and the mentor needs to make sure the mentee is comfortable enough to do so. They need to identify, and be able to articulate the issues,” Carole added. “It is not easy when you’re just getting to know someone, but that’s why you need to build that relationship. They need to be comfortable raising the issues in order to solve the problems.”

Both Kristin and Emily were able to attribute specific successes in their professional and personal lives to guidance from Carole. “I didn’t even think to ask questions that she has been able to answer. She’s been able to point me in the right direction,” said Kristin.

Carole expressed words of thanks and advice, praising not only her mentees, but all mentors as well. She ended with the most valuable thing she has learned, and hopes that all MCLP mentors have as wonderful of an experience as she has had so far. “Through this experience, I have made the realization that I truly have something to offer those for whom I mentor. That and the friendships I’ve made it what makes the experience worthwhile.”

Graduation Celebration 2014

Saturday, April 5, 2014

Social Hour 6:00 pm-7:00 pm

Dinner and Program 7:00 pm-9:00 pm

Brown Ballroom - Bone Student Center

100 N University Street, Illinois State University, Normal, IL

DEADLINE for Purchases: Wednesday, March 5, 2014



Keynote Speaker: Chris Marvin

It's a long way from comfortable Bloomington, Illinois to the rugged mountains of Afghanistan, but Eagle Scout and Central Catholic High School graduate, Chris Marvin, survived that dangerous journey.

As a U.S. Army Blackhawk helicopter pilot, Chris was severely wounded in a crash in Afghanistan in 2004, surviving with injuries requiring ten major surgeries. While facing these life-threatening challenges,

Chris decided he wanted his life to have an impact on others. He found his passion and acted on it.

Chris became the managing director of Got Your 6. "Got your Six" is military slang for watching the other person's back, to ensure the other person is safe. Aware of the under-utilized talents of returning veterans, Chris realized the best way to thank veterans is to recognize them as strong, skilled partners. Seeking to transform the national conversation about veterans, Got Your 6 works with the entertainment industry and non-profit organizations to promote veterans as leaders and valuable civic assets. Chris also represents Got Your 6 at the Clinton Global Initiative, defining six measures of America's progress integrating returning veterans into society.

"Veterans are doing amazing things in the civilian world," Chris told the Pantagraph in November 2013. "We feel these veterans have stories worth sharing."

Got Your 6 seeks collaborative ways to share veterans' stories and involve them in their communities – bridging the gap between the civilian and military worlds. Both perspectives have unique lessons, and by working together - using veterans' skills - the nation and the world can become a better place.

Chris Marvin also serves as the national director of the Fellowship Program for Mission Continues, another veterans' outreach organization. He holds a seat on the Community Blueprint Advisory Council, and the Military and Veteran Advisory Committee for Habitat for Humanity International. He previously worked with Service Nation.

His work at Got Your 6 has been recognized with awards from the National Conference on Citizenship, Points of Light, and Goodwill Industries. Working to empower veterans and convert their leadership and operational training into positive civilian roles, Chris also serves as a commissioner for the Bipartisan Policy Center's Commission on Political Reform and is a Truman National Security Fellow.

Chris has a bachelor's degree from Notre Dame University and an MBA from the Wharton School, University of Pennsylvania. He is married and living in Philadelphia with his wife and daughters. Chris' parents, Mike and Kay, still live in Bloomington, Illinois.

MCLP Recruitment Receptions

Saturday, March 8, 2014, 11:00 am - 12:00 pm

**Jon Astroth Auditorium
Heartland Community College
1500 West Raab Rd., Normal, IL**

Thursday, April 10, 2014, 6:00 pm-7:30 pm

**Smith Hall at COUNTRY Financial/IAA Building
1701 Towanda Ave., Bloomington, IL**

Information will be shared about the Multicultural Leadership Program and how interested candidates can apply for the MCLP Class of 2015. Register to attend.

MCLP Alumni and Community Service Award

Nominations Are Now Open

Deadline for Submission: Monday, March 10, 2014

Do you know of a deserving individual to nominate for the MCLP Alumni Award or the MCLP Community Service Award. Click the award titles above for more information and nominating forms.

Apply for Class of 2015

DEADLINE for Submission: Wednesday, April 23, 2014

Applications are currently being accepted for the Class of 2015.

Apply now.

Save The Date

Coach Approach Workshop with Rick Owens

Saturday, March 15, 2014, 8:00 am - 4:00 pm

Location TBA in Bloomington-Normal

Deadline for RSVP Friday, February 21, 2014

Rick Owens has taught over 500 executives how to coach. He's discovered that leaders who lead with a "coach approach" develop teams who are more engaged, more innovative, and more committed to delivering great results.

At the Coach Approach workshop, you'll learn about a simple coaching system with techniques that work, whether for business, home, or community. You'll also practice what you learned, so you'll be able to use Rick's coaching approach immediately. Plus, a free follow-up session is included as part of this workshop.

Arrive before 8:00 for coffee and rolls. \$50 per person (this is half the usual price for MCLP supporters) Bring a friend for free. RSVP to contactus@bn-mclp.org, subject: Coach Approach, by Friday, February 21. Include the names, emails, and phone numbers for all attendees.

Official confirmation including training location will be sent by Friday, February 28. As the primary registrant, you will also receive information regarding where to send your check.

Seating is limited: First come, first serve. If all the seats are filled, you will be added to a wait list. If you attended a prior workshop and wish to repeat, contact: contactus@bn-mclp.org.

Multicultural Leadership Program (MCLP)

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