

## EXECUTIVE LEADERSHIP ACADEMY (ELA)

*Transforming Fundraising Professionals into Executive Leaders*

### 2014 Program Impact Report

The Executive Leadership Academy (ELA) is a 10-month program that combined monthly courses and individual mentoring sessions to develop professional fundraisers into executive leaders interested in leading a nonprofit organization.

#### THE PROGRAM

**13**

Instructors

**5**

Mentors

**3**

WVDO Staff

#### TOPICS COVERED

Enneagram • Finance • Human Resources • Leadership • Setting Up Your Organization for Success  
Boards • Organizational Culture • Marketing and Communications • Strategic Planning  
Program Evaluation • Team Management • Welcome to the Real World—ED Challenges

#### THE PARTICIPANTS

**10**

ELA Students

#### THE RESULTS

**100%** of ELA graduates are ready for a career in executive leadership.

A transformation occurred, empowering each ELA graduate with the confidence, skills, and knowledge needed to be a successful Executive Director.

## KEY EVALUATION FINDINGS

*The only way to describe this course in leadership is powerful. The objective of the course was to build the next generation of nonprofit leaders who have the skills to fuel and drive the philanthropic power of Western Oregon and SW Washington. The course fully succeeded in that mission through the very first cohort.*

**ELA graduates understand the role and attributes of a successful Executive Director.**

**100%** improved their understanding of the **role** of the Executive Director in a nonprofit organization

**100%** improved their understanding of the **attributes** that make for a **strong Executive Director**

**ELA graduates are more confident in their leadership abilities.**

**89%** improved **confidence level** in their own leadership abilities

**ELA graduates gained skills needed to be a successful Executive Director.**

**89%** improved their **understanding of skills** needed to become an Executive Director

*"I feel much more prepared as I move my career toward executive leadership and I understand much more about the full responsibility."*

*"I feel I have gained an even better understanding of the job of Executive Director – the areas of responsibility, the skills needed, and the resources available to help ensure success."*

*"I am confident this is the next role of leadership I would like to pursue and I am confident I will be a great leader."*

*"Every ED spends time second-guessing their actions. This course will sever that wasteful exercise and help me continue to move forward and not stagnate."*

*"I built skills that will help me be successful once I become an ED."*

Data sources: Summative survey, administered October 2014 completed by nine students. Mid-point survey results, administered June 2014, completed by nine students. Percentages equal combined responses in two categories: improved or improved tremendously.