

EDUCATIONAL DIRECTOR

As Educational Director your responsibilities are to (1) promote the personal and professional growth of your chapter's members and (2) promote the growth of ESA International within your own community. Both these goals can be accomplished with a well thought-out educational program that is both timely and relevant to today's member. In designing your chapter's educational program for the year, you must first assess:

- members' needs
- members' skills
- local resources

Assessing Member's Needs and Skills

To create a viable educational program, you must match educational curriculum to your chapter's needs. If your chapter members are all working mothers with grade school aged children, your educational programs will no doubt reflect a set of inherent common interests. However, if your chapter is diversified in age, marital status, occupation/income, and prior educational differences, your educational program will need to reflect these differences and establish a common bond or thread between them.

One of the most effective and easiest ways to evaluate your chapter's needs is a brief questionnaire - fortunately you don't have to do a Gallup to design one! Begin by talking to a few key members in your chapter. Discuss what they feel the overall needs and interest of the chapter are, writing down any and all topical ideas that they may suggest during the course of this informal (brainstorming) session.

Next categorize the topics on this list - plus any that you may have come up with on your own - according to subject area (i.e., leadership, career information, health issues, arts and crafts, etc.) and then develop a short questionnaire to be passed out to the membership at your next chapter meeting. Ask members to list skills, activities and/or topical issues they feel they have expertise in. List and have each member rate the subject areas on a scale of 1 to 10. (The most interesting subject area to them should be rated a 10, the least interesting a 1.) Now do the same for the specific topic ideas generated in your informal brainstorming session. Ask an open-ended question on what the members perceive to be the educational needs of the chapter and how much support they, individually, are willing to give to the program.

Assessing Local Resources and Designing the Educational Program

Once the questionnaires have been returned to you, select an educational committee consisting of 2-5 members (depending on the size of your chapter) to help design and determine the scope of your program.

The purpose of the committee is six fold:

- match member skills with topics (i.e., Doris was a board member of the local shelter for abused women and thus knows a lot about the topic.)
- determine the format (lecture, seminar, full-day workshop, panel discussions, field trip, etc.)
- decide who can attend (chapter members only, other ESA chapters, other organizations, other members of community, etc.)
- conclude where program should be held (member's home, private facility, school, college, library, etc.)
- establish which local resources can be used for additional information/outside speakers (organizations, associations, universities, government agencies, etc.)
- stipulate when the program should be held - including time (7:30 p.m. chapter meeting, 12:00 p.m. luncheon meetings, etc.) and date.

Reporting on and Confirming Your Educational Program Outline

At the next chapter meeting the committee should be prepared to (1) report on the results of the questionnaire and (2) provide each member with a tentative calendar of educational events. The latter should outline topic, place, time, member responsible for program/publicity, etc.

Have the chapter discuss this calendar and make revisions as needed. Once the calendar is set, it is your responsibility to contact the member conducting each educational, perhaps two weeks before their presentation is due to see how they are coming, and to offer assistance in securing any needed special equipment.

A list of educational topics is included elsewhere in this writing and is also available through ESA Headquarters.

Chapter Educational Director's Guide

In the ten watchwords of Pallas Athene, the first pearl stands for wisdom. As wisdom is the power of forming a sound judgment in any matter, we must first have knowledge to gain Wisdom. Through your educationals this year, share your knowledge of a subject with your sisters or find something new and all learn together. We all grow by learning.

Your job as Educational Director is challenging, but can be fun and very enlightening. The following are some guidelines to get you started.

Start by Planning your Year Early. Remember to select topics that will be interesting to the members of your chapter. Possibly at a planning meeting you could ask them for their ideas on what they would like to learn about. Share with them your ideas, and ask for theirs.

Choose a Theme. Do you want all your programs to follow one theme for the entire year? Or, do you want a yearly theme, but vary the program interest? The following is an example of the same yearly theme that follows two entirely different program lines.

Women of the 80's	Women of the 90's
Nancy Reagan	Women & Investments
Elizabeth Dole	Women & Families
Tammy Fay Bakker	Women & Health
Elizabeth Taylor	Women & Fitness

Select Speakers. Who do you want to give the programs?

- Chapter Members - take advantage of the many hidden talents of your members. They not only grow educationally by researching a subject and presenting the program, but they earn 50 points for each program presented.
- Outside Speakers - this is a good opportunity to meet people in your community.
- How about a mixture of the two?

Now you are ready to start the year.

How will you handle each program and what are your responsibilities to the speaker?

- Before each program contact the person(s) in charge and let them know what you expect of them - the time, place, directions and transportation if needed.
- Decide when you want to have the program presented.
 - Before or after the business meeting? If you have an outside speaker, they usually prefer to speak before the business part of the meeting to conserve time for them. Also, speaking before the meeting will ensure better attention from the group, especially if your meetings run long.
 - Some chapters have their educational programs at a special meeting, or as part of the social.
 - How about having several educational programs in one evening? Each could be 45 minutes long. If your chapter tends to have lengthy business meetings, you may want to try this.
- Present the programs in an interesting manner - short enough not to get boring, but long enough to cover the subject. Give the speaker a short introduction.
- Vary the type of presentation - encourage the speaker to use demonstrations, movies, skits, debates, displays, posters, and hands-on items.

IV. Develop a final course of action.

- A. Set a budget:
 - 1. Room fee (be sure to tell the building manager that your ESA chapter is a non-profit organization - the fee should be much lower).
 - 2. Speaker fee (if applicable)
 - 3. Cost of printed materials
 - 4. Others
- B. Decide on meeting place and personally check it out.
 - 1. Should be a place easily accessible to the public.
 - 2. A place where there are already people is advantageous (downtown area, malls).
- C. Make final decision on educational(s), date(s), and time(s).
- D. Confirm speaker availability.
- E. Determine printed materials/handouts to be distributed.
 - 1. Registration form.
 - 2. Brochure (on educational subject, about ESA).
 - 3. Fact sheets (on local chapter and international projects).
 - 4. Others.

V. Publicize and promote your educational:

- A. Realize that your educational won't be well attended, no matter how good your program, unless you get the word out.
 - 1. Write press releases.
 - 2. Compose radio Public Service Announcements.
 - 3. Design posters/flyers.
 - 4. Draw up a list of people/organizations that should be interested in your topic and ask them to spread the word.
- B. Make sure that all your promotional materials get to the proper people and place in time to generate the attendance you want.

VI. Retrace your steps:

- A. Double check with newspapers/radio stations to verify that articles are being published/announcements are being made.
- B. Call all promotional contacts back the day before your program:
 - 1. To remind them of educational date(s).
 - 2. To ask if they have any questions.
 - 3. To thank them for help in the promotion.
- C. Reconfirm meeting room.
- D. Reconfirm and encourage speaker.

VII. Follow up:

- A. Write thank-you notes to people/organizations who helped support, sponsor, or promote your educational program.
- B. Use registration forms to phone the women who attended your educational(s).
 - 1. Set date for organizational meeting.
 - 2. Charter new ESA chapter or add to present chapter.
 - 3. Ask for 3 referrals for membership from each new member. (Send to Headquarters on Recommend-A-Friend form).
- C. Report to State Educational Director on Education and Community Outreach Educational Report forms. (Must send in both forms to be counted!!) The forms are due the 10th of the month following the program. An ESA Community Outreach Educational will count as one of the six reports needed to qualify for the Gold Link Award if reported on time.
- D. Count hours spent on organizing educational and attendance time to Philanthropic Chairperson.

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The following is a partial listing. Contact the State Educational Director for more complete information.

Possible Topics

Assertiveness Training
Balancing School, Job and Family
Battered Women
Cancer
Changing Jobs
Child Abuse
Day Care Program
Dress for Success
Dual Career Couples
Estate Planning
Exercise Programs for Office Workers
Hospice
Local Agencies -- Blind, Handicapped
Money Management
Multiple Sclerosis
Muscular Dystrophy
Nontraditional Jobs for Women
Nutrition Programs For Office Workers
Problems of Middle Management Women
Respite Care
United Way

Sources of Speakers

Attorneys
Doctors
Government Agencies
Health Club
Local Business People
Local Charities
Personnel Companies
Real Estate Agencies
Social Rehabilitation Services (SRS)
Social Services
Universities
Vo-Tech Centers
Women's Organizations

Community Contacts

Banks
Clothing Stores
County Extension Office
Employment Agencies
Grocery Store
Health Clubs
Large Corporations
Newspapers
Radio Stations
Restaurants
Telephone Company
University