

# Leadership Tips

## Developing Organizations



Office of Student Life  
AND Cultural Centers

### for the student leader

*Your organization must do three things each year to remain viable.*

By Jan M. Carison, "It All Begins with Organization." *Programming Planning Guide*, Spring, 1981.

# #1

### Recruitment and Retention of Members

The lifeblood of any organization is its membership. Attracting new people to a group will bring new ideas into the organization. However, recruitment, while vital, is not an end in itself, for the new member must be retained. Since experienced members provide leadership and continuity in a group, the interaction of new and experienced members insures the vitality of an organization. Too often groups successfully attract new members, but then fail to initiate sincere and consistent efforts to actively involve new members. Thus, through recruitment, may be a group project once a year, retention is an ongoing process.

# #2

### Selection of Leadership

In most organizations, the selection of leaders is conducted through some formalized electoral process. While an election is not an absolute requirement for a group, some structure for determining leadership is necessary for effective functioning. The leaders of a group hold the responsibility for providing direction and encouraging participation of the membership. Although the eventual success of failure or a group may not reside entirely with the leaders, they do play an influential role. The selection of an effective leadership team is very important for an organization.

# #3

### Establishing Group Objectives

Each year it is necessary for the members of an organization to establish new group objectives. This function had two primary purposes. The first is to obtain maximum involvement of all members in the planning of the yearly program. The second purpose is to insure that all members are aware of the organizational objectives. Such awareness makes it possible to avoid problems that might otherwise arise during the year. Program planning by an organization involves processes of group dynamics.

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