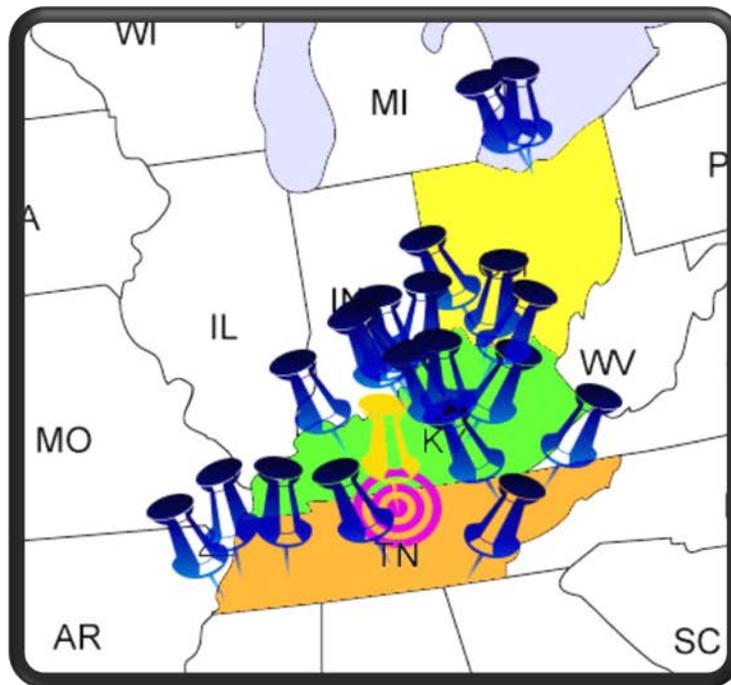


# Marshall Leadership Award

## 2013 Leadership Tour Final Report



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## Introduction

At the 2013 Phi Theta Kappa Convention in San Jose, CA, Dr. Jo Marshall, President of Somerset Community College in Somerset, KY, presented the inaugural Marshall Leadership award during the advisor luncheon. I am honored to have received the award for my *Leadership Tour*.

For many years, I have regularly presented leadership topics to students on my campus and within Oregon, Idaho, and Utah. Students and chapter advisors have strongly encouraged me to expand my audience. For the last few years, it had been my desire to travel to new areas and present leadership seminars. There was enthusiasm for a tour, but the planning and coordination always became difficult. Receiving the Marshall award allowed me the opportunity to fulfill this dream. My goals for this tour were:

- a. Develop a 3-week workshop/travel plan using my Phi Theta Kappa contacts to determine venues
- b. Interact with as many people as possible during the 3-week period
- c. Maintain an online photo journal of the adventure, i.e., write about it and upload photos
- d. Learn about different regions of the U.S such as the East Coast, Midwest, and The South
- e. Create a leadership presentation from the experience

The results of the tour, based on the above goals, are outlined in this report. The proposed budget and a summary of the expenses are also provided. Throughout, I will provide my reflection of the experience as well as potential opportunities for the future.

## Leadership Tour Plan

In August and September 2013, I traveled to Tennessee, Kentucky, and Ohio to present to students, faculty members, community college staff, foundation employees, and members of the community. There were two separate tours. The first tour was to present my generation gap lecture at regional workshops during the first week of August. The second tour was to present various topics over a 3-week period in September. The regional coordinators in the three states helped identify and schedule the campuses that I visited. At the last minute, three campuses canceled, and another campus added a presentation. The campuses and dates are shown in Appendix A.

After my first presentation in Kentucky, the advisor at Jefferson Community and Technical College (JCTC) in Louisville, KY asked me to create a new presentation that incorporated my recent doctoral research on service learning and student engagement with my knowledge of the generations. I developed a proposal to present this new workshop as part of JCTC's faculty professional development series; that session was attended by faculty members and a member of the JCTC's Foundation.

While most of the presentations were about *Leading with Emotional Intelligence*, I was flexible with my presentations. For example, when I was at Cuyahoga CC in Ohio, a dean (who was filling three positions) attended my first session. Since I would be giving two sessions that day, I asked to switch the first session to the new one about service learning. The dean mentioned that he had another meeting and would leave early; however, he stayed for the entire presentation. He commented afterwards that he was very impressed. Finally, I offered the new presentation twice during Somerset Community College's faculty professional development day.

All three of the regional coordinators were extremely helpful in identifying campuses and contacts for me. Without their help, it is doubtful that this tour could have been so well organized and reached so many people.

### **Interactions With Others**

During the tour, I presented to approximately 620 students, faculty members, and community college staff. Each group was different, and there were usually very good questions throughout my presentations. The first few campuses were difficult for me because I was not sure what to expect, but then I learned that since people did not know me, they were curious and would ask many questions. Here are some highlights from the interactions with the participants:

- At Pellissippi State in Knoxville, TN, four members of their Foundation Board attended because they did not often have opportunities on their campus to attend these types of presentations.
- Also at Pellissippi State, a member of the community came to the presentation because she had seen it advertised on the college's web site. She was familiar with emotional intelligence, but she wanted to see what I had to say. Afterward the presentation, we talked for quite a while, and she was quite impressed that I had traveled from Oregon to conduct a tour.
- The question that I was asked most frequently was why I wanted to present to strangers. After the presentations, students usually came up to me and said that they were happy that I wanted to provide new information to improve other people's lives.
- At Walters State in Morristown, TN, students were having their pictures taken with me because they wanted to remember the event. (Like I was a rock star!) One young woman told me that she had written so much because she wanted to remember every word (they were recording it), and she was going to create a book with her notes and our photo.
- In Memphis, at Southwest Tennessee, I was overwhelmed with comments and questions afterwards. In fact, they moved the session that was to be held in the auditorium to another room because there was so much excitement.

- One of the faculty members At Southwest Tennessee intends to create a lunchtime yoga class to teach faculty and staff how to breathe deeply.
- At Madisonville Community College, in Kentucky, the college president attended the presentation because she had studied psychology and was curious about the subject. She added her own stories to mine a few times during the presentation, and it was obvious that for the students in attendance, her input added credibility to my presentation on their campus.
- At Bluegrass Community and Technical College in Lexington, KY, the instructor told me that after several weeks with her students, she had not connected with them as well as I had in an hour. Apparently, one student regularly fell asleep in her classes, and another one had always sat at the back of the classroom without looking up. During my presentation, both of them were attentive, smiling, and interacting with me.
- At many campuses students came up to me afterwards and told me how much they appreciated that I had asked them questions, made them think, and interacted with them.
- Many times, I had opportunities to talk with students, faculty members, administrators, and college staff in small groups before or after the sessions.

In order to receive feedback, I developed an online evaluation and distributed postcards at the 21 presentations at 16 different locations. Participants primarily used the paper evaluations, and I received 195 responses (31%). The summary based on a 1 (poor) to 5 (excellent) scale is as follows:

<b>Question</b>	<b>Average</b>
Overall	4.75
Length	4.58
Speaker knowledge	4.87
Presentation skills	4.78

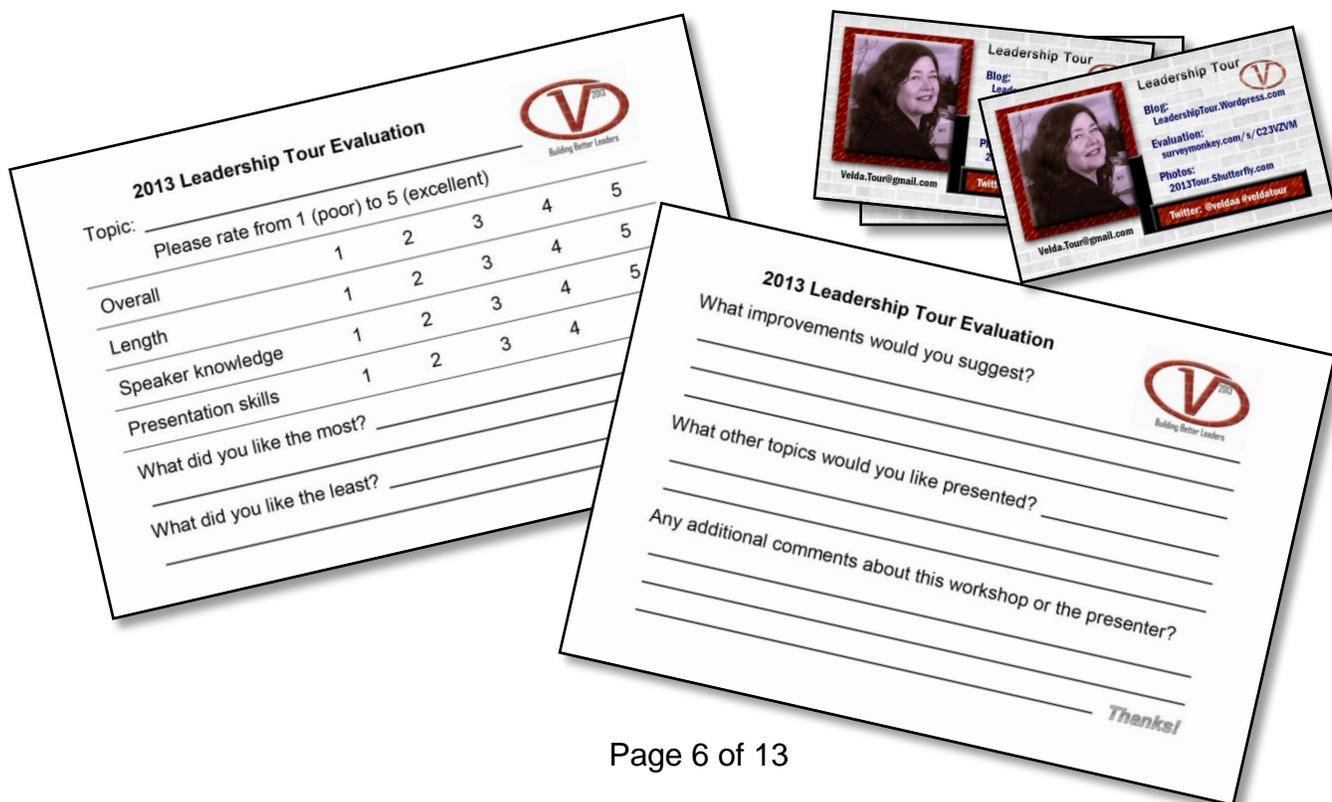
Responses for the length of the presentation were the lowest because there was some dissatisfaction that the presentations were either too long or too short. Even during the same presentation there were some who wanted more and others who wanted less.

The highest average was for the speaker's knowledge, which surprised me quite a bit. The participants were unaccustomed to having speakers present to them. I was always enthusiastic and approachable. Whatever the reasons for their high scores for my knowledge, I am humbled. My presentations were interactive, and I heard that participants were not accustomed to that style. Perhaps that is why presentation skills were rated the second highest.

Overall, participant responses were positive. I will share some of the open-ended comments from the evaluations:

- “I was able to look deeper at myself.”
- “I liked the various activities within the presentation.”
- “Presentation in good ‘take away’ snippets.”
- “Self-check taught me a lot about keeping it cool.”
- “I felt happier! 😊 Love the message!”
- “The way she pulls the audience into participating. The comfort and ease in the room. She makes you think.”
- “The whole seminar was excellent and gave me lots of stuff to work on.”
- “The speaker really knew her topic and made it relevant to the workplace and other relationships.”
- “I was intrigued and wanted to learn more.”
- “The facts were relevant as well as accurate.”
- “You're very good at your work. We continually need people like yourself whose life's experiences are dedicated to helping others to better themselves... God Bless and keep you in my prayers!”

Few participants (5%) used the online survey, and I question whether it was worth developing an online format. Many of the attendees stated that they would fill out the evaluation later online, but that was not the case. The compilation of the postcard-sized evaluations was not difficult nor was it cost prohibitive.



A few days after I returned from the tour, I received the following email:

I wanted to tell you again what a pleasure it was to attend your seminar on Emotional Intelligence at [a community college].

First, allow me share the little miracles that allowed me to attend your seminar. I believe we attract things in our lives when we are open to receiving them and thinking the right thoughts. The night before, my son got a fever of a 103 out of the blue. I was planning on staying home with him the next day, because when that happens, his fever usually sticks around for at least a few days. The next morning (the day of your seminar), surprisingly, his temperature was perfect, so I sent him to school. When I got to work, in my overflowing inbox, I happened to notice the invite to the seminar. I didn't really know what it was about, so originally, I wasn't planning on going, but something really drew me to you.

Your seminar was just what I needed at the time. I had been really slacking on my awareness and management of my thoughts and feelings. I'd listened to audio books in the past about topics very similar to yours, and since I'd been in an emotional rut lately, I kept telling myself, "I really need to listen to my books again!" I kept putting off checking them out at the library. I am positive God pulled some strings for me to meet you that day. ☺ After listening to what you had to say...it's like someone un-blindfolded me. Everything became clear to me again. I was able to recognize my thoughts and feelings and identify why I was having them. I don't think I stopped smiling for about 30 minutes. I felt so enlightened, inspired, and motivated to make positive changes in my life!

Since then, I've had very important, positive, and relationship-altering conversations with my husband and mom that have drastically improved the quality of our lives. You've really helped remind me to take responsibility for my own feelings. Then, that trickled down into to other very positive changes.

Thank you for being a God-send. I can't remember the last time I was this happy in *all* aspects of my life. Keep doing what you're doing! I hope to meet you again someday.

## Online Photo Journal

My intent was to upload photos and blog every evening in my motel room. Unfortunately, though, internet connectivity was poor or nonexistent in most of the motels. I did my best, and whenever I had a chance, I uploaded photos and blogged. To keep my memories of each day's adventures, I made notes. There are 44 posts on the blog, and I have a few more to add because I have been slowly adding the ones that I could not post so as to not overwhelm followers.

Photos are posted on Shutterfly at <https://2013tour.shutterfly.com/>  
The blog is at <http://leadershiptour.wordpress.com/>

During the two phases of the leadership tour, I drove over 3,800 miles and took over 3,500 photos. Because I had phone connectivity, I regularly posted my status and photos on Facebook, and I had a rather good following there.

There were not many comments to my blog (only 17), but I was happy that someone who works for the Kentucky Community & Technical College system wrote on one of my blogs about an Indiana State Park. However, when I looked at the statistics on how many visitors and page views there had been, I was quite impressed:

<b>Tour</b>	<b>Week of</b>	<b>Page Views</b>	<b>Visitors</b>	<b>Average View</b>
1 <sup>st</sup> Tour	July 29 to August 4	110	51	2.16
	August 5-11	46	19	2.42
	August 12-18	203	41	4.95
	August 19-25	18	9	2.00
	August 26-Sept. 1	69	33	2.09
2 <sup>nd</sup> Tour	Sept. 2-8	194	43	4.51
	Sept. 9-15	87	26	3.35
	Sept. 16-22	182	55	3.31
	Sept. 23-29	46	13	3.54
	Sept. 30 to Oct. 6	42	9	4.67
	Oct. 7-13	179	42	4.26
	<b>Totals</b>	1176	341	

From this data, it appears that there are more voyeurs than those who want to interact with a blog. The blog is maintained on Wordpress, and notifications of my blog postings are posted on Twitter and Facebook. Statistical analysis also showed that 191 visitors came from Twitter and 965 came from Facebook. Several people also emailed me or commented on Facebook about the posts. Some of my favorite comments were:

- “I shared this with my daughter. She laughed so hard. I’m glad she did because I don’t want her to be that person in the VW when she starts driving.” This was in reference to my post about a young woman driver in Indiana.
- “So beautiful! Hunter thought the bridge might be from Beetlejuice. I told her I was just living vicariously through your adventures.” This was after my post about one of the state parks.
- “My aunt and uncle have a pasture of cattle and a pond for them. We used to go out and catch catfish in the pond and throw cow patties at each other.” This was in response to my posting about the cows and how they waded in ponds in the heat, which was something new to me.

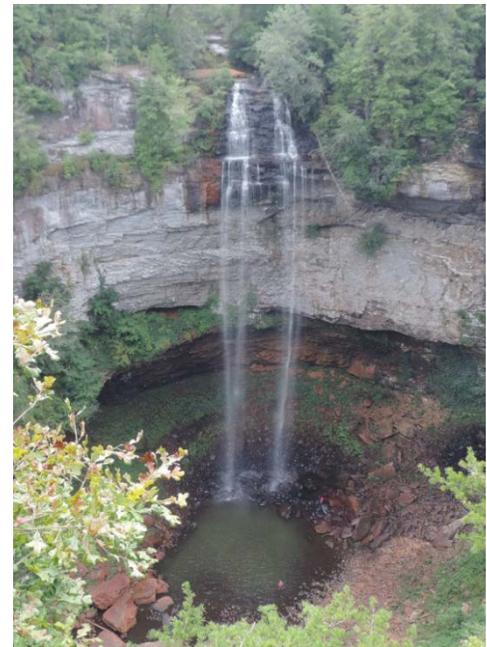
### Similarities and Differences

This tour took me into many places that I had never been. I fell in love with Kentucky and eastern Tennessee, and the people that I met everywhere were exceedingly friendly. During my travels, I set the GPS on the intended destination, and then I zoomed out on the map and took back roads. The GPS was always rerouting.

I traveled some amazing back roads and thoroughly enjoyed the long drives. Whenever possible, I stopped at state parks, and I met people and saw waterfalls that impressed me (and I am a native Oregonian and I love being outside). Below are a few highlights:

- *Cummins Falls State Park*: I stopped here after my presentation at Pellissippi State as I was on my way to Morristown, TN. I was wearing a dress and sandals. Online information said the view from the top was great, and I figured that the hike would not be too bad. I started to go to the lower area, but then I decided to take another route to the top. It was there that I met a nice man (and his puppy) from the area.

The man told me about the park having recently been donated from an estate. He also encouraged me to visit two other waterfalls (Burgess and Falls Creek). Those other two waterfalls were spectacular. Because sandals were not appropriate, I did purchase a proper pair of hiking shoes after the first two waterfalls.



Falls Creek State Park, TN

- *Front Porches*: In movies I had seen people sitting on front porches, but I did not realize how many people actually did that. This was fascinating to me.

- *Round Hay Bales:* It has been a few years since I have been out in a hay field, and I was surprised to see huge round rolls everywhere. My experience is with 70-100 lb. rectangular bales. These round rolls fascinated me. Through all three states, I only saw one farm with rectangular bales.
- *Cow Pools:* I wondered how the cattle survived the heat, and then I nearly drove off the road when I saw cows wading in pools in the fields. What a fantastic idea, and every farm seemed to have a pool (or pond, as I was told they call them).
- *Catfish, frogs' legs, Kentucky hot brown, and bourbon:* The local people were generous with their advice about new food adventures. I tried to eat and drink local specialties whenever possible. I did gain a few pounds.
- *Riding Lawn Mowers:* Very few people here in the Pacific Northwest have riding lawn mowers. I saw people of all different ages mowing their lawns. We have smaller lawns with fences to keep people away. Driveways on my tour were adorned, and fences were rare. It was wonderful seeing well-manicured lawns and people taking care of them.
- *Corn Cribs:* Once again, my rural side came out. I saw strange pens that I could not describe. It was only after posting a photo on Facebook were corncribs explained to me.
- *Rain – How Different:* Many times I could smell the rain in the air, but I did not get to see it. The first time I saw the swiftness of a rainstorm, the large raindrops surprised me. Here in the Pacific Northwest, we generally see the rain coming, it stays a few days, and then it slowly moves away. In Tennessee, the drops pelted the car, and I got out to enjoy them. I spun around once and was soaked through. As quickly as the rain came, it disappeared. There was no change in temperature, and the water evaporated just like that. Amazing.

The blog contains more about these experiences.

## **Presentation on Facing Your Fears**

The Rocky Mountain Cascade region asked me to present at their fall conference and to discuss my recent leadership tour. However, I asked them if I could present my new topic, *Facing Your Fears*. This was not an easy presentation to create, but I did, and based on participants' comments, my presentation was very well received.

It is worth noting that students and advisors who had seen me present previously stated that my presentation at this conference was different from any other I had presented. This presentation used no PowerPoint, and I spoke sincerely from my heart. A few people told me that it was powerful. It was video-recorded, and I will be placing the video on the Resources section of the blog.

I intend to continue refining and presenting the facing one's fears topic. A complete listing of the presentations I gave on the tour is included in Appendix B.

## Tour Budget

The estimated and actual expenses are listed below:

Item	Estimated Expenses	Actual Expenses
<b>Travel Expenses</b>		
Flight (itemized expenses)	750	1,109.10
Car rental (itemized expenses)	1,400	716.90
Gas (itemized expenses)	285	274.42
Lodging 27 nights (itemized expenses)	1,785	1,439.96
Meals \$71/day for 27 days	1,491	1,917.00
<b>Technological Expenses</b>	0	
Camera, (itemized expenses)	250	408.46
<b>Miscellaneous expenses</b>	0	
Business cards & Postcards (itemized expenses)	265	111.27
General travel expenses and host gifts (itemized expenses)		644.51
<b>Total</b>	<b>6,226</b>	<b>6,621.62</b>

My actual expenses were higher than anticipated; however, because I chose to visit the regions twice in order to be there when Dr. Marshall was available to kick off the tour. I did not keep receipts for meals because after the first few days, keeping meal receipts became cumbersome.

## Conclusion

I believe that the tour was extremely successful based on the verbal and written feedback from participants. Not only did I interact with many students and college staff, but deans and college presidents also attended a few presentations. While several community colleges have faculty professional development programs, there are few opportunities for staff and students. Many of the participants asked me to return, and if I can figure out financing, I fully intend to continue visiting community college campuses and presenting on leadership topics.

In future years, I hope the tour continues.

### Appendix A: Tour Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				<b>August 1</b>	<b>2</b>	<b>3</b>
			Travel to Nashville	Tennessee Regional HIA	Travel to Somerset, KY	Kentucky Regional Boot Camp
<b>September 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	
Travel to Nashville	Labor Day Holiday	Could not arrange with Nashville State	Pellissippi State (in Knoxville, TN; with Roane State and Hiwassee)	Walters State (in Morristown, TN; with Northeast)	Could not arrange with Cleveland State  Dinner with Chattanooga Advisors	
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	
	Columbia State, TN	Southwest Tennessee (in Memphis)  Dyersburg State (in Covington, TN)	Madisonville CC (in Western Kentucky)	Jefferson. Comm.& Tech. College (in Louisville, KY)  Present at 2 campuses	Jefferson. Comm.& Tech. College (in Louisville, KY)  2 presentations  Conversational dinner with officers and advisors	
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	
	Cleveland-Cuyahoga CC (Parma)  2 presentations	Could not arrange with Columbus State CC	Cincinnati State  2 presentations	Gateway Community and Technical College	Somerset CC  2 presentations	
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	
Meeting with Kentucky regional officers	Bluegrass Community and Technical College (in Lexington, KY)	Return to Oregon	LCC department meetings	Fall In-Service @ LCC		

## **Appendix B: Presentations**

Each session was between 1 and 1.5 hours in length with the content adjusted as necessary. PowerPoint presentations (except Facing Your Fears) are available from the Resources page on the blog (<http://leadershiptour.Wordpress.com>).

### **Bridging the Generation Gap**

In today's classrooms and workplaces, there are four different generations: Traditionalists (born 1900-1945), Baby Boomers (1946-1964), Generation X (1965-1980), and Millennials (1981-1999). The times during which each generation was raised have helped shaped them. Each generation has different values and attitudes about work ethic, communication, family, and technology. This session presents an overview of the generations in order that we may better understand each generation. All generations bring value, and by understanding the differences, people may work better together.

### **Facing Your Fears**

Everyone has fears. Except for the fear of falling and sudden noises, most of our fears are created by our experiences or perceptions of past events. This workshop outlines a five-step process to overcome fears. The first step is to identify and write down the fears. Next, research the origins of each fear, and then analyze those origins to determine relevance and current meanings. The last two steps are to develop and implement a plan. Facing fears takes time and effort, but fears may be overcome.

### **Leading with Emotional Intelligence**

Today there are clear differences in how people react and behave in situations, especially when emotions become involved. This workshop will help attendees understand 1) the four components of emotional intelligence (self-awareness, self-management, social awareness, and relationship management), 2) how to improve emotional intelligence in order to become better leaders, and 3) how to help other people develop their emotional intelligence to become better team players.

### **The Generations, Service Learning, and Student Engagement**

As colleges seek ways to increase student retention, there is not a one-size-fits-all remedy. However, research has shown that engaged students build connections with other students, faculty members, and the college. Service learning has been shown to engage students. Because our early experiences help create our perspectives on life, each generation has different expectations. This session will discuss the differences between the generations and how those differences may help engage students with service learning.