



Iowa Communications Alliance Leadership Academy 2021 Application Packet

The ICA Leadership Academy was developed in response to requests from members for additional, in-depth leadership development opportunities for member company employees.

Program Goal

The ICA Leadership Academy will raise up leaders who desire to take the next step into a leadership role both in their companies and the ICA through networking opportunities, mentorship, and leadership skills training.

Target Audience

Member company employees being considered for, being groomed for, or new to leadership positions within their organization. The class size will be limited to no more than 12 participants and only one participant per member company. The limited class size will allow for maximum participation and networking.

Applying does not guarantee a spot in the class. Selection of the Leadership Academy class is competitive and involves thoughtful consideration by a review committee.

Program Dates (unless otherwise noted, all classes will be held in the Des Moines metro area)

- October 12-13, 2021 - Session the afternoon of Oct. 12th, group dinner that evening, and session the morning of Oct. 13th
- November 18, 2021
- December 14, 2021 - Tentatively scheduled as an online session.
- January 11-12, 2022 - In conjunction with the Executive Pathways Conference and Legislative Welcome Back Reception. Leadership Academy participants will also attend the legislative reception and then have a group dinner on the evening of Jan. 11.
- February 2, 2022 - In conjunction with the ICA Board Meeting.
- March 27, 2022 - Evening - Graduation dinner
- March 28, 2022 - Programming the morning of March 28th. Participants will be recognized during the Annual Meeting of Members at the ICA Annual Meeting & Expo that begins the afternoon of March 28.

Program Content

The Leadership Academy will include a mix of presentations, interactive workshops, and participant discussions. Each year, content is reviewed and adjusted as needed to provide participants with the most relevant content possible. Topics to be covered include:

- Leadership Personality and Strengths workshop
- Human Resources basics
- Time Management and Delegation
- Building Successful Teams
- Leading Effective Meetings
- Customer Service
- Strategic Thinking
- Panel of seasoned leaders addressing "what I wish I would have known earlier"
- Importance of Legislative and Regulatory Involvement

Cost

The cost to participate in the ICA Leadership Academy is \$715. This fee includes:

- Participant materials
- Outside presenter fees
- Meals during the scheduled class times
- A full registration to the 2022 Annual Meeting & Expo (\$415 value)

Any travel related expenses would be the responsibility of the member company.

Participant Expectations

- Attend and actively participate in ALL scheduled sessions. Emergency situations will be handled on a case-by-case basis.
- Complete any homework assignments given to the class.
- Participate in at least one ICA committee meeting/conference call during the course.
- Have the full support of your supervisor and/or board of directors.

ICA places a high priority on full participation. All applicants should consider personal and professional calendars and make the necessary adjustment to accommodate the program schedule.

All sessions, unless otherwise noted, will be held in person. ICA will follow any federal or state health and safety guidelines that may be in place at the time of the sessions.

Application Process

- Complete the attached application. Please note there are sections for the applicant and the applicant's supervisor, general manager/CEO, or board president to complete.
- Submit the completed application by July 31, 2021 to: melissa@iacommunicationsall.com
- Applications will be reviewed and scored by a committee and the highest scored applications will be selected. Please note that simply submitting an application does not guarantee you a spot in the class. Selection of the Leadership Academy class is a competitive process.
- Applicants will be notified by August 30, 2021.

If accepted, payment will be due by September 20, 2021.