

Program Coordination
Best Practice
Guide

Welcome to BetterCulture!

Congratulations on becoming a BetterCulture partner. This video series will walk you step-by-step through how to design and implement a local program using our content. Below are the key reasons partners find value in our partnership, which will also help you build a strong case for recruiting participants to your programs.

Top 5 Reasons Partners See Value in BetterCulture's Content:

1. Workplace Culture - A Universal Business Challenge

BetterCulture addresses a key challenge that every business faces: how to build and protect a strong workplace culture that attracts, develops, and retains great employees. This makes your chamber a thought leader in your community on an essential topic.

2. Content for a Broad Audience

BetterCulture's programs cater to a wide range of individuals, from executives to emerging leaders, and span public, private, and non-profit sectors. Whether you're targeting small businesses, large corporations, or specific segments of your community, we have content for you.

3. Proven and Practical Content

BetterCulture's programs are applied and actionable, with a proven track record. For example, our **MindSet Leadership Program** was developed by our co-founder, Dr. Kim Hooegeveen, who led an organization ranked five times as Omaha's #1 Best Place to Work. Thousands of leaders have participated, with 97% rating the content as "outstanding" and "innovative."

4. Turnkey Process

Our program is easy to implement, even for smaller chambers. We provide promotional materials, online content, high-quality participant workbooks, and facilitation resources to ensure a seamless experience from start to finish.

5. Revenue Generating and Repeatable

BetterCulture programs are designed to generate non-dues revenue for your chamber while offering valuable services to your members. Once established, you can choose the frequency of program offerings and continue generating revenue year after year.

Next Steps:

In the next video, we'll explore the different types of programs you can launch in your community using BetterCulture's content.

Video 1:

Picking Your Program

This video provides an overview of five types of programs that BetterCulture can help your chamber launch. It's important to decide which program (or combination of programs) is the best fit for your community and to set a clear target launch date. This decision will shape the rest of your planning process.

Five Program Types You Can Launch:

1. Future Leaders Program

This program focuses on developing and retaining young talent in your community. It's designed for individuals not yet in leadership roles or the workforce, like high school or college students. By partnering with local schools or colleges, chambers can provide leadership and workforce training. Sponsorship opportunities are available from employers and economic development entities.

2. Rising Stars Program

Designed for young professionals, this program offers a true development opportunity beyond social events. It's an 8-10 month cohort where chambers can work with member businesses to identify and nominate up-and-coming staff members. This program might be branded simply as “[Your community's] Rising Stars” or as “[Your community's] 30 Under 30”.

3. Community Leadership Program

This is a more traditional chamber program, similar to “Leadership Omaha” or “Leadership Dubuque.” If you already have a leadership program, BetterCulture's content can enhance it by offering participants a powerful leadership training experience. Alternatively, you can use the content to launch a leadership alumni program to re-engage past participants.

4. Leadership Skills Program

A streamlined version of a leadership program, this model focuses on monthly 90-minute to 2-hour sessions dedicated to leadership skills development. It's a flexible option for both large and small communities, offering chamber members a leadership training opportunity that requires minimal time away from work.

5. Executive Roundtables

Many chambers are seeking effective ways to engage executive leaders in their community. An executive roundtable is a simple and impactful solution, but success depends on having clear, compelling topics for discussion. BetterCulture's premium content solves this challenge, having been used to train hundreds of executives with over 97% satisfaction scores. It's the perfect way to elevate the roundtable experience.

Next Steps:

Think carefully about which program is the best fit for your chamber and your community. Based on community size, you have a set number of licenses that you can use to launch new programs (licenses usually cover 1-2 programs, depending on program size):

Community Size	# of Free Licenses for First Year
Under 10,000 People	20
10,001 – 50,000	30
50,001 – 100,000	40
100,001+	50

If you are interested in launching more programs beyond the provided licenses, you can upgrade for a small fee. Contact us at Chambers@betterculture.com for more details.

In the next video, we'll discuss program formats to help you make another key decision.

Video 2:

Program Format and Frequency

BetterCulture's content supports two primary program formats, and in this video, we'll help you decide which format best fits your program. Selecting the right format and frequency is crucial for the success of your program.

Two Program Types:

1. Traditional Classroom Format

In this format, participants gather in a meeting space, watch BetterCulture videos together, and then discuss them. This format works best for **Future Leaders, Rising Stars, or Executive programs**, where group interaction and shared learning are central.

2. Flipped Classroom Format

The flipped classroom format leverages BetterCulture's on-demand leadership training videos. Participants watch assigned videos as "homework" between sessions, and then come to class prepared for in-depth discussions. This approach works well for **Leadership-Focused Programs**.

- **Video Assignments:** Each video is 3-4 minutes long, with 20-30 minutes of videos assigned between sessions. Participants can watch videos via phone or web browser, making it flexible and convenient.
- **Session Structure:** The program is divided into 8 modules, making it easy to plan for an 8-session program. You can scale the program to 4-10 sessions by adjusting the number of videos assigned per session. Monthly meetings are recommended to allow participants time to apply the concepts.
- **Workbook:** Participant workbooks are essential for the flipped classroom format. Each participant should have a physical copy, which is available on Amazon, and bring it to every session. The workbook includes prompts, challenges, and activities that help move the program from theory to action, enhancing the learning experience.

Pro Tip:

It's critical to remind participants to use and bring their workbook to each session, as this will significantly increase the program's effectiveness.

Next Steps:

Now that you've selected a program type and format, in the next video, we'll discuss how to name your program and market it within your community.

Video 3:

Marketing Your Program

In this video, we share best practices for naming and marketing your program within your community. While you have full control over these decisions, we offer recommendations based on what has worked for other chambers and economic development groups.

Naming and Marketing Your Program:

1. Future Leaders Program

- **Naming:** “Future Leaders of [Community Name]” (e.g., “Future Leaders of Omaha”)
- **Marketing:** Partner with local schools and colleges to recruit participants and seek sponsorship from foundations or economic development entities focused on retaining local youth and strengthening the future workforce.

2. Rising Stars Program

- **Naming:** “Rising Stars of [Community Name]” or “[Community Name] Emerging Leaders”
- **Marketing:** Launch this as a supplement to, or in place of, a Young Professionals (YP) program. Pitch the program to member businesses by asking if they want to recognize, develop, and retain their up-and-coming talent. Highlight this as a key development opportunity for their young professionals.

3. Community Leadership Program

- **Naming:** “Leadership [Community Name]” (e.g., “Leadership Omaha”)
- **Marketing:** Announce the program to the community. To create exclusivity, consider requiring an application or capping the number of participants. For alumni re-engagement, name it “[Leadership Program Name] 2.0.”

4. Leadership Skills Program

- **Naming:** Consider using names like “Leader Lab” or “Leadership Boot Camp” to emphasize the focus on skill development.
- **Marketing:** Highlight that this program blends on-demand content with in-person training, offering participants a focused, time-efficient development opportunity. Emphasize that it requires less time away from work, and you may accommodate a larger group due to fewer logistical demands.

5. Executive Leadership Program

- **Naming:** Consider names like “Executive Roundtable” or “Executive Leadership Series.”
- **Marketing:** Build up the exclusivity of the program and emphasize the shorter, high-impact sessions.

Building Camaraderie:

No matter the program type, create a sense of pride and camaraderie among participants. Take pictures at events, encourage participants to share their involvement on LinkedIn, and involve mentors, family, and colleagues in the program’s graduation. This builds excitement and meaning for participants.

Next Steps:

By now, you should have a solid idea of which program type you’ll offer. If not, reach out to BetterCulture for guidance. In the next video, we’ll dive into the logistical details needed to make your program a success.

Video 4:

Key Logistics

Now that most of your strategic decisions are made, this video will guide you through five critical logistical steps to ensure your program is impactful and revenue positive.

Key Logistical Steps

1. Find Sponsors

Sponsors help cover expenses and make your program revenue positive. When approaching potential sponsors, emphasize how their investment benefits both the community and participants. Encourage participants to share their experiences on social media, tag sponsors, and create a buzz that excites future sponsors.

2. Set Your Price Point

BetterCulture's programs are priced to allow chambers to add a healthy margin. Set your program price based on your community's pricing tolerance. For Future Leaders, focus on grants or sponsorships, while executive programs may support higher price points. You can offer one-time discounts to the first class to build momentum.

3. Schedule Your Sessions

The length of sessions will depend on whether you choose the **Traditional Classroom or Flipped Classroom** format. Traditional sessions may run 2-3 hours, while flipped sessions may be shorter at 90 minutes to 2 hours. Survey your members to determine the best time of day for sessions—lunch is popular, but early mornings or late afternoons may work better for your community.

4. Recruit for Your Program

Create basic marketing materials, such as a landing page or a 1-page PDF, to promote your program to members. A well-designed landing page is the most effective marketing tool, but a simple, attractive PDF can also do the job.

5. Identify a Program Facilitator

Spend time thinking about who is the best facilitator for your new program - whether someone on your chamber team, or someone from your community (paid, or volunteer). Facilitators need to be comfortable in front of groups, aware of the content (but not an expert), and be skilled at asking questions and facilitating discussion,

6. Secure Your BetterCulture Licenses

Simply have your Chamber Representative email us at Chambers@betterculture.com to secure your licenses!

Next Steps:

You've covered key logistics and are nearing the final steps before launching your program. In the next video, we'll discuss how to celebrate the completion of a program.

Video 5:

Wrapping Up a Program

As your program progresses, it's important to plan how you will conclude it. Some BetterCulture partners prefer a simple reflection and celebration, while others opt for a more elaborate graduation. Here are some ideas to help you design a meaningful and memorable graduation for your participants.

Graduation Ideas:

1. Certificates of Completion

A certificate of completion is a great way to acknowledge participants' efforts. Consider framing the certificate to make it more special. A basic template is available below this video, but feel free to customize it further.

2. Participant Reflections

Ask participants to come prepared to share their biggest takeaways from the program during the last session. This reinforces learning and gives facilitators insight into which topics resonated most.

3. Invite Guests

If possible, allow participants to invite their bosses, family members, or mentors to the graduation. This adds prestige and visibility to the program, and gives participants well-deserved recognition. Consider recording videos of participants sharing their takeaways for future marketing and recruitment.

4. Food, Reception, and Guest Speakers

For a more memorable send-off, you could include a reception with food, snacks, or even invite a guest speaker like a local business leader or mayor to elevate the experience.

Custom Ideas:

Take time with your team to brainstorm additional ideas for making the graduation special. A 30-45 minute session could generate even more unique and creative ways to honor your participants. Let us know if you come up with any ideas—we love sharing the latest concepts across our partner network!

Next Steps:

In our 6th and final video we will cover some final logistics as you close out your programming.

Video 6:

Program Evaluation, Feedback & Renewal

In this final video, we'll cover how to evaluate the impact of your program, provide feedback to BetterCulture, and take the necessary steps to renew your partnership for the next year.

Steps to Evaluate Your Program:

Exit Survey

- We recommend distributing an exit survey to participants at the end of your program to gather feedback. A sample survey is provided below the video. Feel free to customize the questions based on what's most important to you.
- Additionally, consider conducting video interviews with participants about their experiences (with their approval for marketing purposes) and encourage them to write thank-you notes to sponsors and board members, recognizing their investment in the program.

Debrief with BetterCulture:

1. Fill Out Our Exit Survey

- After your program concludes, complete BetterCulture's short exit survey. This gives us insight into your experience and your plans for the program moving forward. Please fill it out as close to the end of the program as possible to ensure your feedback is fresh.

2. Debrief Call

- After submitting the exit survey, BetterCulture will reach out to schedule a 15-30 minute debrief call. You can also email us at any time to schedule a call.

3. Renew Your Partnership

- If you decide to continue your program the following year, you will indicate this on your survey and will receive an agreement and invoice from BetterCulture with your payment information for the upcoming year.
- Once you have made your payment, you will receive your licenses for the following year and you'll be ready to ramp right back up!