

Coordinator Checklist

For Launching Local Programs

First Year Free Initiative

Coordinator Checklist

Congratulations on becoming a BetterCulture partner. This checklist is for use alongside our Coordinator Training Videos which will walk you through the necessary steps to design and implement a local program using our content. If you have any questions, please feel free to reach out to us at chambers@betterculture.com.

Video 1: Pick Your Program Type

20 Tenets of Culture Related Programs

- A "Future Leaders" or "25 Under 25" program geared toward helping prepare high school upperclassmen or college students for the workforce
- A "Rising Stars" program geared toward local young professionals

On-Demand MindSet Leadership Related Programs

- A "Community Leadership" program (e.g., a "Leadership Omaha" program)
- A "Leadership Skills" program (e.g., a "Leader Lab Omaha" program)
- An "Executive-Level" program (e.g., an Executive Roundtable)

Pro Tip:

Set your program start date NOW! The earlier you have a date in mind, the better.

What is your ideal program start date? _____

Video 2: Program Format & Frequency

- Program Format: Flipped or Traditional? _____
- Session Frequency: How often will your group meet? _____
- How long will each session be? _____

Pro Tip:

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

Video 3: Marketing Your Program

- Who is your audience? _____
- Your program name: _____
- How will you market your program? _____

Video 4: Key Logistics

- Who might sponsor this program in your community? _____

- What will you charge for the program? _____
- Scheduling – Finalize all of your program/session dates: _____

- Recruit for your program!
 - Website landing page
 - Short, nicely-branded PDF/information sheet
- Who can facilitate? Three options:
 1. Internal facilitator (i.e., someone on your staff)
 2. Utilize a chamber member with facilitation skills (paid or volunteer)
 3. Find a local volunteer with facilitation skills and a desire to give back

- What facilitator skills are you looking for?
 1. Skilled in facilitating discussions, reflection, and conversation
 2. Comfort with groups
 3. Above all: Follow-through + a passion to have an impact!

Pro Tip:

Be sure to check out BetterCulture's sample Sponsorship Materials (below the training video) to get ideas for how to secure local sponsors.

Video 5: Wrapping Up a Program

- Certificate of Completion
- Participant reflections
- Invite guests (supervisors, co-workers, family members, sponsors)
- Food, reception, and guest speakers
- Distribute participant feedback survey

Video 6: Program Evaluation, Feedback, and Renewal

- BetterCulture Reflection Survey
- BetterCulture Debrief Call
- Complete Renewal Agreement
- Add "Free Resources" to your member benefits