



# Facilitator Handbook

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## **Facilitator Guidelines and Responsibilities**

The following is a list of facilitator responsibilities:

- \* Attend committee meetings and the session day.
- \* Develop session curriculum staying within the guidelines of the Leadership Seminole mission and vision, referencing the list of strengths, weakness and unknowns for the session, not overlapping other session curriculum, and not overloading the day.
- \* Contact speakers and/or schedule venues as needed.
- \* Assist in securing sponsors.
- \* Ensure all speaker information is submitted to Leadership Seminole Program Director such as contact information no later than two weeks prior to the session.
- \* Provide personal updated contact information and cell number to Program Director.
- \* Help compile Calls to Action for each session to offer class members ways to get involved outside the session day.

The following is a list of the session Chair responsibilities:

- \* Attend Curriculum Committee meetings. If unable to attend, assign one of the committee members to report progress of the session agenda. If needed, secure a committee Co-Chair or Vice-Chair from one of the session facilitators.
- \* Secure copies of the prior year's agenda and evaluation results from Program Director to use as a guideline.
- \* Coordinate scheduling of meetings with Program Director and the session committee. PDs must be in attendance at all committee meetings.
- \* First committee meeting must be no later than 3 months prior to the session.
- \* Engage facilitators and encourage their contribution of ideas.
- \* Refer to the facilitator training packet, previous year's session materials, and this guideline and checklist to plan the session day.
- \* Assist in recruiting additional facilitators if necessary.
- \* Keep open lines of communication with Program Directors and copy them on all communication regarding the sessions.
- \* Assist in securing overall sponsorship goal.
- \* Program Directors should review all material before being distributed to participants, alumni, committee, etc.
- \* Session materials must be complete no later than 2 weeks prior to the session.
- \* Work with Program Director and committee to reconfirm all speakers and venues the week of the session.

The following is a list of Program Director responsibilities:

- \* PDs are ultimately responsible for the successful completion of the session and serve as each committees Leadership Seminole representative.
- \* PDs support the planning committee's efforts by providing and maintaining session documents such as agendas, evaluation results, strengths, weaknesses & unknowns, and other session related material.
- \* PD's provide historical perspective on the session as well as an understanding of how a particular session fits into the overall Leadership Seminole Curriculum.
- \* PD's will work with the committees to ensure the logistics of the day are successful as well as the curriculum.

## Criteria for Session Topics

What are the issues?

How global is the issue? Include city, county, and regional perspectives.

Past, current, and future aspects of the issue.

How does the issue relate to other issues and other sessions?

How does the issue impact residents and businesses in Seminole County?

Who are the players / leaders?

What needs to be done?

How can individuals take a leadership role and get involved?

Tell a story with the session.

The strengths, weaknesses and unknowns developed by the class for each session should be referenced.

## Each Session Needs to Engage Participants

Participant dialog and input on issue - Q & A time

High energy (participative learning versus talking heads)

Availability of experts who can present well

Availability of resources

Include *Character Key* in session planning

Calls to Action & Sandwich Activities to get involved

Down-time, breaks for participants is critical to avoid burn-out

Hands-on, interactive learning

## Character Keys

The Character & Ethics Council of Leadership Seminole is comprised of dedicated individuals who believe that the principles of good character are essential components of effective leadership. The Character & Ethics Council provides “character awareness” to business leaders by presenting segments on good character traits in each Leadership Seminole session and by engaging in activities to raise character awareness. The Character & Ethics Council utilizes the same “Character Keys” that have been adopted for the curriculum of Seminole County Public Schools. Our fundamental belief is that the values of character that are taught in our schools should also be “mirrored” in our business community so that the leaders and future leaders of Seminole County foster principles of good character, which will in turn be embraced by the entire community.

Terry Knox, Chair  
Boys Town Central Florida  
[knoxt@boystown.org](mailto:knoxt@boystown.org)

Each session corresponds to a character key (see below). The curriculum for the day should in some way incorporate the designated character key.

### **Seminole County School District Character Keys**

*Arts & Culture Session ~ **Courage***  
*Economic Development & Preservation Session ~ **Knowledge***  
*Education Session ~ **Caring***  
*Government Session ~ **Honesty***  
*Healthcare Session ~ **Responsibility***  
*Human Services Session ~ **Generosity***  
*Infrastructure & Public Safety Session ~ **Gratitude***  
*Law & Justice Session ~ **Patriotism***  
*Orientation Session ~ **Respect***  
*SIMSOC Session ~ **Fairness***

## Session Sponsorship

Session planning committees play a critical role in identifying and recruiting session sponsors. Each session has a goal of raising \$1500 in sponsorship, whether it's through cash or in-kind donations. The PDs maintain a list of organizations that have sponsored in the past, which is always a good place to begin. It's also critical that we are respectful of organizations that have already supported Leadership Seminole financially. To ensure that we don't solicit groups who have already contributed in other areas, please discuss solicitation lists with the Program Directors before contacting potential sponsors. As a general rule, we do not contact Leadership Seminole program level sponsors for session sponsorship. Program Directors are not responsible for sponsorship sales. For this function, committees will work directly with the Leadership Seminole President. If a committee is uncomfortable soliciting sponsors, they can send their leads to the President who will contact them.

### Session Sponsorship Packages:

#### **\$2,000 ~ Diamond Level Sponsor**

A *Diamond Level* sponsor of a *Leadership Seminole* Session Day will receive the following benefits:

- Recognition as *Diamond Level* sponsor on pre-and-day-of event communication and promotional materials
- Opportunity for two people from your organization to join the class on the sponsor session day and participate in the session activities
- Opportunity to make 5 minute presentation to the class sometime during the session
- Opportunity to distribute promotional product materials to class members during session
- Acknowledgement on session signage and agenda
- Recognition as *Diamond Level* sponsor on *Leadership Seminole* Web site

#### **\$1,000 ~ Ruby Level Sponsor**

A *Ruby Level* sponsor of a *Leadership Seminole* Session Day will receive the following benefits:

- Recognition as *Ruby Level* sponsor on pre-and-day-of event communication and promotional materials
- Opportunity to distribute promotional product materials to class members during session
- Acknowledgement on session signage and agenda
- Recognition as *Ruby Level* sponsor in *Leadership Seminole* Web site

#### **\$500 ~ Sapphire Level Sponsor**

A *Sapphire Level* sponsor of a *Leadership Seminole* Session Day will receive the following benefits:

- Recognition as *Sapphire Level* sponsor on pre-and-day-of event communication and promotional materials
- Acknowledgement on session signage and agenda
- Recognition as *Sapphire Level* sponsor in *Leadership Seminole* Web site

#### **In-Kind ~ Emerald Level Sponsor**

An *Emerald Level* sponsor of a *Leadership Seminole* Session Day will receive the following benefits:

- Recognition as *Emerald Level* sponsor on pre-and-day-of event communication and promotional materials
- Acknowledgement on session signage and agenda

## Session Evaluation Averages

Each Leadership Seminole session ends with a participant evaluation asking class members to rate each agenda item on a scale of 1 to 7. The goal for each session is a 6.0. If agenda items rate below a 6.0 committees may need to consider modifying or replacing them for future sessions.

Scale: Poor (1) – Excellent (7)

Goal for each session: 6.0

SESSION NAME	CLASS 14 (48)	CLASS 15 (35)	CLASS 16 (43)	CLASS 17 (43)	CLASS 18 (32)	CLASS 19 (53)
Orientation Day I	6.1	6.3	6.2	6.3	6.6	6.3
Orientation Day II	6.6	6.8	6.7	6.7	6.9	6.7
Government	6.0	5.9	5.9	6.4	6.5	6.1
Infrastructure & Public Safety	6.2	6.3	6.1	6.2	6.3	6.4
Arts & Culture	6.1	6.2	6.1	6.3	6.3	6.5
Human Services	6.3	6.5	6.3	6.6	6.6	6.7
Healthcare	6.0	6.2	6.2	6.3	6.4	6.5
Education	6.4	6.2	6.2	6.6	6.5	6.5
Economic Dev. & Preservation	5.9	6.0	6.1	6.4	6.3	6.4
SIMSOC	6.1	6.4	6.4	6.4	6.6	6.5
Law & Justice	6.5	6.6	6.4	6.6	6.8	6.9

## **Catering Partner**

Leadership Seminole has a catering agreement with Kitchen Divas in which we receive a significant discount. If we are purchasing food for a session, we have agreed to do so through Kitchen Divas whenever possible. If a sponsor is donating food to Leadership Seminole they are free to use any food service they would like, or we can coordinate it with Kitchen Divas on their behalf.



**Kitchen Divas**

**Owner: Susan Kocay, Culinary Institute of America Graduate  
Sanford, FL**

**Phone: 407-321-1418 or 407-619-5233**