Leadership for Rural Health: NOSORH’s Leadership Institute
For Established and Emerging Rural Leaders

Don’t miss the third offering of this exciting series of workshops sponsored by the National Organization of State Offices of Rural Health and presented by the founders and co-directors of the Heartland Center for Leadership Development. Delivered principally by webinar, the workshops will be held monthly from January 2013 through September, and with face-to-face workshops in Louisville, KY in May 7th, 2013 and Asheville, NC in October 2013 (date TBD). Learn practical, immediately applicable strategies and useful tools to enhance your leadership and management skills as an established or emerging rural health leader. Participate in development of a capstone project with mentoring from an experienced leader. Share your project ideas and progress with other institute Participants at the final workshop in Asheville, NC. Apply today to guarantee your place in this leadership opportunity!

♦ See attached curriculum outline
♦ FAQs
♦ Application

Vicki Luther, Ph.D., Founder and Co-director
Milan Wall, Founder and Co-director
Nationally known for practical, innovative training for rural leaders

For additional information, contact:
Stephanie Hansen, Education Coordinator at steph@nosorh.org

SCHEDULE
*See curriculum outline for session details

Webinar #1: Leadership Styles and Practices (01/14/2013)
Webinar #2: Introduction to the Institute (01/28/2013)
Webinar #3: Rural Health 101 (02/11/2013)
Webinar #4: Clues to Rural Community Survival (03/04/2013)
Webinar #5: Strengthening the Rural-Urban Connection (04/01/2013)
Webinar #6: Rural Partnerships for Policy Movement (04/29/2013)
FACE TO FACE Workshop: Engaging the Community (May 7, 2013 - Louisville, Kentucky)
Webinar #7: Diversity as an Opportunity (06/03/2013)
Webinar #8: Setting Priorities Using Appreciative Inquiry (AI) (07/08/2013)
Webinar #9: Making the Most of Evaluation (08/05/2013)
Webinar #10: Moving Your Project Forward (9/9/2013)
FACE TO FACE Workshop: Capstone Project Reports (October specific date TBD - Asheville, NC)

All Webinars: Mondays 2:00 to 3:30 p.m. ET

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Curriculum Outline

Webinar #1: Leadership Styles and Practices (January 14, 2013)
Learn about the five best leadership practices and conduct a self-assessment of your own leadership strengths.

Learning Objectives:
1. Introduce the concept of leadership best practices
2. Examine a brief history of leadership theory
3. Review the “5 Best Practices”
4. Offer a self-assessment for participants
5. Engage the class in personal goal-setting for the leadership course based on their self-assessment.

Webinar #2: Introduction to the Institute (January 28, 2013)
Learn about the capstone projects, choosing a mentor and course technology tools.

Learning Objectives:
1. Introduce the course instructors and participants
2. Discuss the learning format for the institute and expectations of students
3. Understand the mentor-mentee relationship
4. Learn about the capstone project and choosing a project for this course

Webinar #3: Rural Health 101 (February 11, 2013)
What is rural? How is rural health unique? Build a foundation on rural characteristics, systems, and resources.

Learning Objectives:
1. Gain an understanding of the challenging aspects of rural health
2. Learn about the unique characteristics of health care in rural communities
3. Obtain resources and a list of key organizations to support rural communities
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Webinar #4: Clues to Rural Community Survival (March 4, 2013)
Bring citizens together to help identify community strengths and opportunities, and create strategies for long and short term aspirations and results.

Learning Objectives:
1. Explore the characteristics of thriving small towns
2. Learn techniques for applying this information to back home situations
3. Gain a tested, conceptual framework for community development
4. Share ideas about community projects within that framework

Webinar #5: Strengthening the Rural-Urban Connection (April 1, 2013)
Clarify how rural and urban places share common challenges and aspirations to leverage collaboration for results.

Learning Objectives:
1. Clarify rural and urban characteristics, assets, aspirations and challenges
2. Identify urban partners necessary for rural health success
3. Explore a model for collaboration
4. Create a personal “to-do” list related to new partners and the collaboration model

Webinar #6: Rural Partnerships for Policy Movement (April 29, 2013)
Learn how to position your ideas with partners to make policy changes on local, state, and national levels.

Learning Objectives:
1. Learn how to build relationships with your local and national policy makers
2. Understand the role of county, community and local government boards in rural health
3. Gain skills on positioning yourself with local, national and federal partners
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FACE TO FACE WORKSHOP: Engaging the Community (May 7, 2013—Louisville, KY)
Understand the importance of broad-based community involvement and learn about ways to increase volunteerism.

Learning Objectives:
1. Understand the importance of community participation
2. Review tactics for increased involvement
3. Explore the use of branding/message alignment for image development
4. Develop ideas on creating, managing and supporting groups

Webinar #7: Diversity as Opportunity (June 3, 2013)
Develop strategies that can turn diversity challenges into opportunities.

Learning Objectives:
1. Clarify cultural competencies important to rural health issues
2. Explore personal differences and experiences
3. Discuss challenges and success stories
4. Develop strategies that turn diversity challenges into opportunities

Webinar #8: Setting Priorities Using Appreciative Inquiry (AI) (July 8, 2013)
Explore this strategic planning method to learn lessons from past successes and moving forward with fresh ideas for short-term implementation.

Learning Objectives:
1. Understand the theory of AI
2. Explore techniques and application of AI as a planning tool
3. Practice the four elements of AI
4. Discuss personal and capstone project applications
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Webinar #9: Making the Most of Evaluation (August 5, 2013)
Review approaches to evaluation.

Learning Objectives
1. Review types of evaluation
2. Discuss the Program Logic Model to project planning and evaluation
3. Using evaluation results for decision making

Webinar #10: Moving Your Project Forward (September 9, 2013)
Learn how to monitor project implementation and maintain momentum along its course.

Learning Objectives
1. Consider obstacles to effective implementation
2. Explore strategies to overcome obstacles
3. Develop techniques for maintaining momentum in community projects
4. Monitor project implementation

Face-to-Face Workshop: Capstone Project Sharing and Success (October 2013—date TBD—Asheville, NC)
Participants share capstone projects and plan for future leadership roles.

Learning Objectives
1. Present capstone projects
2. Lessons learned and success stories
3. Plan for future rural leadership success
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Frequently Asked Questions

What is the purpose of the Leadership Institute?
The Leadership Institute seeks to enhance the leadership and management skills of individuals addressing rural health issues in their state or community.

Who should participate in the Institute?
Any State Offices of Rural Health staff, State Rural Health Association and Primary Care Associate staff and others interested in enhancing their rural health leadership skills.

What does my participation in the Institute entail?
You will be expected to participate in 10 Webinars, attend an introductory face-to-face sessions held in conjunction with the NRHA Annual Conference in May 2013 and the NOSORH Annual Meeting in October 2013. Lastly, identify and complete a rural capstone health project using the leadership skills you have developed throughout the Institute. NOSORH will help you with the mentor selection process. Upon completion of the Institute, NOSORH will award you a Certificate of Completion and recognize you as a leader at the 2013 NOSORH Annual Meeting.

What are the responsibilities of participants?
Those selected sign a letter of commitment agreeing to be a contributing member of the learning team, participate in webinars and the face-to-face workshops; complete a rural health capstone project, work with a peer mentor for at least six months; and participate in evaluation and information dissemination activities regarding the Leadership Institute. Lastly, participate in an alumni guild committed to addressing rural health issues.

What is the cost?
The cost to participate in the Institute is $1,300 which covers all educational materials, mentoring and technical support costs. In addition, participants are responsible for all travel costs incurred while attending face-to-face workshops. Scholarships are available for nominated emerging rural leaders. If you are interested in a scholarship, check the scholarship request box on the application portion of this brochure.

How are scholarship participants selected?
Scholarship applicants will be notified in writing of their selection by January 11, 2013. A review committee of peer SORH leaders and others will participate. Criteria to be considered include:

* Statement of participant’s need for training;
* Participant’s interest to shape rural health at community, state, regional, or national level; and
* Ensuring a diverse participant class.
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Technology & System Requirements

**Webinars**
Webinars will be conducted using a software called WebEx. You will view a presentation online while listening to the narration via phone. WebEx requires a plug in installation and updated JavaScript. We have found using FireFox and a land line phone, to ensure a clear connection, avoids any technical issues. The URL for the webinar and phone number will be the same for each session. Recordings of the presentations, including narration, will be available for playback within 24 hours of the event.

**Materials/ ‘Homework’ Submissions**
An online folder, DropBox, will be used for participants to access handouts, presentation materials, and submit any assignments. DropBox is free. Installation of the DropBox software is required for access. You will be sent an email invitation to access the Leadership Institute Folder following your acceptance into the program.

**Please note:** Plan to test technology compatibility prior to the start of the Institute. If you use a work computer to participate in this program, please contact your IT Support to inquire about installing DropBox and WebEx. Some organizations have policies around installations. In order to avoid limited access or technology issues, ensure your organization and/or equipment are compatible with these requirements.

**For more information on each software, please visit:**
WebEx: http://www.webex.com
DropBox: http://www.dropbox.com
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Additional Information

Applications are due by January 4, 2013
Submit completed applications by email or fax to: donnap@nosorh.org or 586-336-4629

Billing Schedule
NOSORH will bill participants as follows:

<table>
<thead>
<tr>
<th></th>
<th>Billing Date</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance to program ($500)</td>
<td>January 10</td>
<td>February 10</td>
</tr>
<tr>
<td>Program mid-point ($500)</td>
<td>April 1</td>
<td>May 1</td>
</tr>
<tr>
<td>Final Payment ($300)</td>
<td>August 1</td>
<td>October 1</td>
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*Flexible payment schedules available upon request.*

In addition, participants are responsible for all travel costs incurred while attending the Institute’s face-to-face workshops which will be held on May 7, 2013 in conjunction with the National Rural Health Association Annual Conference in Louisville, KY and in October 2013 in Asheville, NC in conjunction with the NOSORH Annual Meeting.

Payment of all fees in full by the due date is expected; Please contact Donna Pfaendtner (donnap@nosorh.org, 586-336-4627) to make prior arrangements for payment this billing cycle does not meet your needs.

Refund Policy: Any refund requests must be in writing and submitted by February 1, 2013 for a full refund.

Questions: Contact Stephanie Hansen, steph@nosorh.org, 208-375-0407
Leadership Institute Application

Please complete and sign the application form below. In addition, all applicants MUST provide the following:

- A short statement describing your need for this training, what you seek to accomplish for your SORH, community, NOSORH, or for yourself by participating in the NOSORH Leadership Institute

Name of Applicant: ________________________________________________________________

Title: ______________________ Organization: ______________________________________

Address:________________________________________________________________________

City: ______________________ State: ________ Zip: ________________

Phone: ______________________ Fax: ______________________

Email: ________________________________________________________________

☐ Yes! I am interested in being nominated for a rural leader scholarship

Is there any Continuing Education Credit you would like to receive for this training?

I hereby express my interest in participating in the NOSORH Leadership Institute and agree to participate fully, if selected:

_________________________________________________________  __________________________
Applicant’s Signature                                      Date

Submit completed applications by email or fax to: donnap@nosorh.org or 586-336-4629 by January 11, 2013