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Emerging Leaders Program Team Projects in Collaboration with Boston World Partnerships: 2009 Agenda/Executive Report

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Emerging Leaders Program
Team Projects in Collaboration with
Boston World Partnerships

2009 AGENDA / EXECUTIVE REPORT

CENTER FOR COLLABORATIVE LEADERSHIP
COLLEGE OF MANAGEMENT
Agenda

Center for Collaborative Leadership

2009 Team Project Presentations

Emerging Leaders Program Collaboration with Boston World Partnerships

*Hosted by the Massachusetts Convention Center Authority*

8:30 - 9:05        Breakfast & Networking
9:05 - 9:10        Sherry Penney Welcome
9:10 - 9:15        Maureen Scully Remarks
9:15 - 9:45        Team Representatives Present Findings
9:45 - 9:55        Mayor Menino Remarks / Questions
9:55 - 10:00       Group Picture with Mayor Menino
10:00 - 10:15      Break
10:15 - 11:00      Conversation with BWP
Executive Report

Eight teams of Fellows from the Emerging Leaders Program (ELP) provided their input and ideas to the newly launched Boston World Partnerships (BWP), from February through July 2009. Last year, our 2008 Fellows learned about the new thinking in corporate social responsibility: get professionals involved by having them contribute their skills to non-profit organizations. Our 2009 Fellows contributed their skills as “thinking partners” with BWP – in the areas of strategic planning, market outreach, competitive analysis, and information technology. The Fellows met regularly with Dave McLaughlin, Yoon Lee, and Eric Schoenfeld from Boston World Partnerships.

One presenter from each team will describe their project, their findings, and their assessment of how ELP and BWP are relevant for their own careers in the Boston area. The presenters are themselves a cross-section of our Fellows – as well as a cross-section of the professionals in Boston who are making “civic engagement” a reality.

Some highlights from the teams’ findings are:

- The Connectors (over 100 experts profiled on the site and committed to linking people and resources) are a unique feature, not seen in other regions’ “social networking” models. Connectors personalize and energize BWP, but need ongoing support.

- What do the Connectors offer?
  - Their knowledge and networks, which generate new economic activity.
  - Their energy to create events where people network.
  - Their links back to their organizations, business partners, communities, and alumni associations, to get others involved.

- What do the Connectors need, in order to stay engaged?
  - A sense that being a Connector offers them professional status and access to opportunities. We see this emerging, particularly now that people “apply” to become Connectors. It’s not just something one volunteers for.
  - An easy way to get information about what is expected of them and what they can do to represent Boston. We propose an “intranet” to provide these resources.
A range of ways to be involved. We propose managing “tiers” of Connectors, from moderate to high involvement, across a “life cycle” of involvement.

- BWP taps the latest thinking about “social networking” as both a mindset and a technology. Technologies for tracking “leads” from inception to realization, or for using “premium services” to bring in revenue like Red Sox Nation does, are also possibilities.

- Through BWP, a positive image of the Boston “brand” – with a focus on talent, diversity, and community – is emerging and spreading.

- There is a natural synergy between BWP and ELP – both are the “voices of Boston,” with a diverse group of leaders emotionally invested in Boston.

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<th>Topic of Team Project</th>
<th>Team Rep (Presenter) / Employers</th>
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<td>Jason MacFadyen / Visiting Nurses</td>
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<td>Content and action powered by “Connectors” – a BWP innovation</td>
<td>Carolyn Eggert / Children’s Trust Fund</td>
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<td>Strategic outreach and engagement – finding and motivating new “Connectors”</td>
<td>Douglas New / Putnam Investments</td>
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<td>Global outreach – tapping Boston alumni – 35,000 graduates per year</td>
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<td>The emerging Boston “brand:” Real and aspirational</td>
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<td>Comparative analysis – examples include MassECON, GlobalPittsburgh, KiwiExpats</td>
<td>Susie Ikeda / Genzyme</td>
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<td>Sustainability: Funding and revenue sources – ideas from 30 comparable organizations</td>
<td>Mark Michaud / Mass Convention Center Authority</td>
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<td>Sustainability: How to create impact with a small staff and many volunteers</td>
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2009 Emerging Leaders Program Fellows and Sponsoring Organizations