

The logo features a central orange triangle pointing upwards, flanked by two grey triangles pointing downwards, all set against a blue background with a subtle geometric pattern.

# 21st Century Leaders **21CLub** Toolkit

Bring the 21st Century Leaders experience to your school. All you need to know about our 21CLubs and how to inspire youth to lead near you!

[www.21stcenturyleaders.org](http://www.21stcenturyleaders.org)

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ROBERTO C.  
**GOIZUETA**  
BUSINESS SCHOOL

## 21<sup>st</sup> Century Leaders **Mission**

21<sup>st</sup> Century Leaders connects, transforms, and inspires high school students across Georgia to leverage diversity, explore career opportunities, and become leaders in their school, community, and ultimately the workforce.

We provide year-round leadership development and career exploration programs for high school students around the state. Bringing 21<sup>st</sup> Century Leaders to your school means you'll be joining a much larger leadership organization that serves 1,000 students a year with access to all of our school-year live and online training programs!

Thanks for your interest in bringing the 21<sup>st</sup> Century Leaders experience to your school and community. Now let's get started!

ABOUT

# What is 21CLub?

21st Century Leaders Clubs (21CLubs) are our school-based programs designed to bring the 21st Century Leaders experience to your school and build leadership and career pathway skills for students housed in Georgia high schools.

Each 21CLub looks to serve 20-25 students who are supported through the efforts of an advising teacher/faculty member. The students meet twice monthly to organize service projects and leadership forums and engage in online and live workshops designed to develop their leadership and career skills.

In addition, students will engage in our online learning platform, Leadership Connect focused on our seven core leadership competencies.

## 21CLub Goals

The three main goals for students engaged in a 21CLub are:

1. To engage a diverse group of students and develop and practice leadership skills centered on our seven core leadership competencies (all relevant to school, community and the workforce)
2. To discover and learn more about a specific career pathway, assisting schools to meet the requirements of GA House Bill #186
3. To develop servant leadership skills and impact others within their school and their community.



# 10 Reasons to Start a 21CLub



**1. Become a member of 21st Century Leaders and all the programs it has to offer.**

**2. Become 21st Century Leaders representatives in your school and community**

**3. Network with business professionals and like-minded students from around the state**

**4. No G.P.A requirements or previous leadership experience necessary**

**5. Enhance/gain leadership skills and explore career opportunities**

**6. Inspire school pride and community involvement**

**7. Receive honor cords at graduation**

**8. Gain valuable community service hours**

**9. Develop post-secondary education plans**

**10. Club dues set by the students at each individual school**



## 21CLub Requirements

**21CLub** members and faculty sponsor meet at least twice per month

**Create, organize, implement** and market a minimum of 4 school-wide service projects each year

**Host 1-2 Leadership Forums** with community and business leaders for their high schools each year

**Recruit 20-25 active students** to join the club (minimum requirement to be active is 10 students)

**Must have students** involved in Leadership Connect (minimum of 5 students enrolled)

**Provide monthly** Project Summaries

**Track number of** volunteers and number of hours served

**Faculty Sponsor** must provide Semester Reports

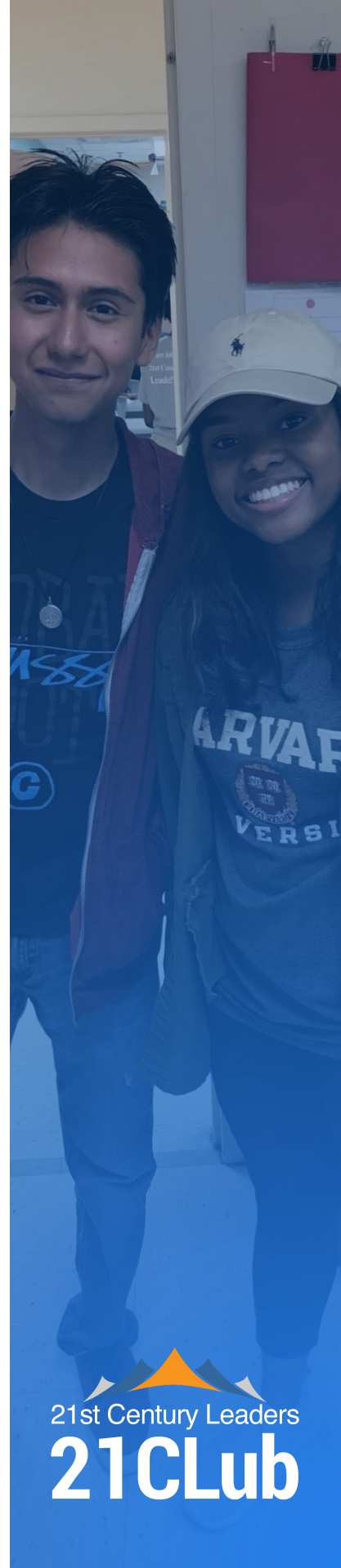
**Participate in** school-year summits and summer programs

# 21CLub

## 3 Main Activities

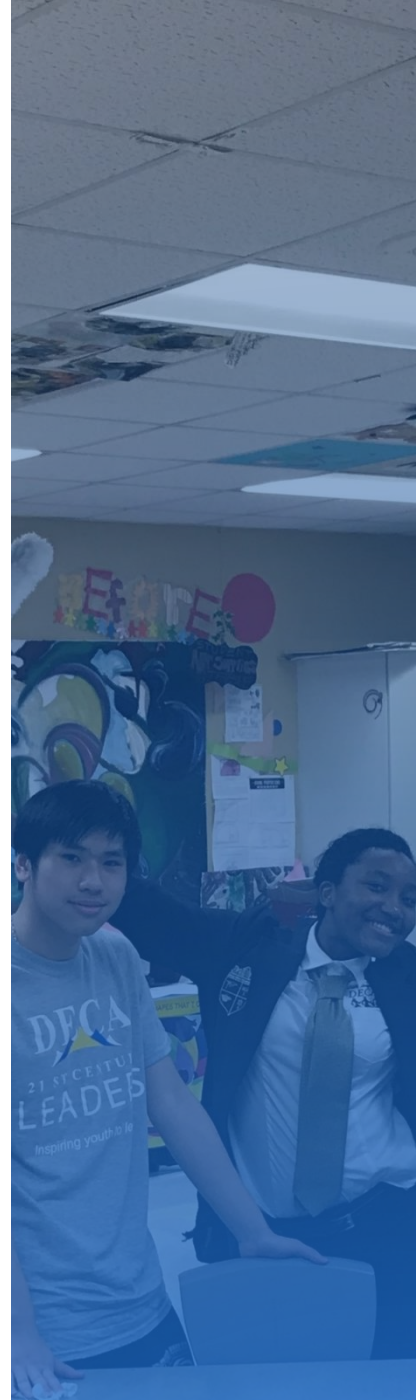
Each 21CLub engages 20-25 students on a regular basis, including the following activities:

1. **MEETINGS:** Twice-monthly meetings with an advising teacher to plan activities, attend workshops, and share results of their online learning program.
2. **PROJECTS:** 4 leadership projects a year and other activities, including service projects, leadership forums, 21CL events and workshops; the projects are intended to engage a wider school and community audience. The projects include leadership forums, workshops and service projects. Numerical targets are set each year but it is intended that the leadership projects will engage a minimum of an additional 100 students and community members a year.
3. **LEADERSHIP CONNECT:** Experiencing 21CL's online curriculum Leadership Connect developed by business and leadership professionals to help students learn and practice leadership and career skills. Each student will begin with a professional leadership and career assessment, explore career options and learn leadership and professional skills through 21CL's online learning platform Leadership Connect.



# How to Start A 21CLub

1. **Identify a school faculty advisor**, someone who will support and oversee your club throughout the school year. \*You'll need this before filling out the club application form.
2. **Fill out the 21CLub Application Form** at [www.21stcenturyleaders.org](http://www.21stcenturyleaders.org)
3. **Get Administrative support** and approval
4. **A minimum of 10 students** must be a part of the club to remain active. *\*1 month of recruitment time will be provided*





# Once approved, Here's a checklist to get going:

- ✔ Classroom space for 21Club meetings
- ✔ Recruitment and marketing strategy to get your members
- ✔ Talk with your friends and encourage them to join
- ✔ Talk with other teachers or counselors to help identify students to approach individually
- ✔ Have a table at your school's club fair or other events to market your club
- ✔ Host an event to publicize what 21Club does and what it's all about
- ✔ Confirm that you have computer or iPad access
- ✔ Copy paper, poster board, markers, and other essential office supplies
- ✔ Identify your executive student leadership team
- ✔ Decide if you'll charge club dues. If so, determine how much
- ✔ Begin enrolling in Leadership Connect
- ✔ Set-up your 21Club social media accounts (see 21Club Marketing Guidelines)
- ✔ Receive 21CL logo and other marketing materials (provided by 21CL)
- ✔ Receive motivational and training materials (provided by 21CL)

# Leadership Connect

## What is Leadership Connect and how do I enroll?

Leadership Connect is 21st Century Leaders online learning platform that gets you connected to courses and lessons, hands-on activities and exclusive opportunities expanding your leadership skills and career interests for the future. **Leadership Connect** allows you to interact with students through discussion boards, track your progress, gain incentives and rewards, gain access to special experiences and internship opportunities, and solidify a spot in the interview round of our summer leadership institutes.

Leadership Connect houses over 70 leadership lessons developed around 21CL's seven core leadership competencies:

1. Action-oriented
2. Building effective teams
3. Problem-solving
4. Self-development
5. Career ambition
6. Communicating effectively
7. Integrity/Trust

## Enrolling:

As part of the expectations for becoming a **21CLub**, it is encouraged that as many students as possible enroll in Leadership Connect. Just go to <https://www.21stcenturyleaders.org/student-programs/leadership-connect/> and click on the enrollment form to get started.

If you have any questions please email Asher Jones, Program Manager for Leadership Connect at [asher@21stcenturyleaders.org](mailto:asher@21stcenturyleaders.org) or call our office at 404-373-7441.



# Outcomes

In order to remain in active 21CLub, we need to make sure it's a viable club within the school, expectations and outcomes are being met, and it's representing 21st Century Leaders in accordance to our code of conduct.

21CLubs will be evaluated by 21CL staff on a semester and annual basis.



## Anticipated Outcomes

We hope to demonstrate through comparison of the pre-and post-assessments, project outcomes, and anecdotal evidence the following outcomes on student achievement, leadership development and career preparation are being achieved:

1. Maintained club membership at a minimum of 10 students
2. Achieved 4 service projects during the school calendar year and at least 1 Leadership Forum
3. Engaged the larger student body, 21CL student body, or community
4. Improvement in the 7 core leadership competencies; self-development, communicating effectively, problem solving, action-oriented, career ambition, building effective teams, and integrity/trust
5. Increased knowledge of future career opportunities
6. Increased knowledge and development plan for post-secondary education and/or employment
7. Increased levels of self-efficacy, self-esteem and confidence in students' ability to lead
8. Increased number of leadership roles at a school and community level
9. Increased levels of positive engagement and connectivity
10. Increased academic performance



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**21CLub**



# Assessments



## **21CLub Student Assessments**

21st Century Leaders will implement assessments during the year to measure the impact of the 21Clubs on students' leadership development, career readiness, and social and academic progress.

*\*\*\*All required Assessments/Surveys will be provided to approved 21Clubs at the beginning of the school year.*



# Who's Leading your 21Club?

It takes a dedicated team of leaders to inspire those around them and each 21Club will have an executive leadership team to ensure the success of the club.

## President

- Preside at all meetings following the Club Advisor's Rules of Order
- Plan with other officers all programs to be presented at meetings
- Create a written agenda for each officer's meeting and club meeting
- Contact, verify, and follow-up with any persons who are on the agenda or program for any meeting
- Handle all business of the club as it arises by doing the following:
  - Present business to executive team for approval
  - Assign responsibility for the business to all club members
  - Set deadlines or create a timeline for business to be completed
  - Follow-up on all assigned responsibilities and determine if further action is needed
- Complete project reports/surveys
- Represent the club at all school and 21st Century Leaders events, or other functions where a club presence is required
- Oversee the selection of officers and the selection process for new 21Club members
- Plan or schedule the events for the upcoming month
- Meet with all officers to discuss business, assign responsibilities and check on the progress of the assignment



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**Vice President**

- Assist the President and Club Advisory or any tasks needed.
- Serve as stand-in for the President in any case of the President's absence at meetings or projects.
- Represent the club at all school and 21st Century Leaders events, or other functions where a club presence is required
- Plan a yearly/semester calendar with standing service projects/ leadership forums for approval by the club members.
- Assist President in completing project reports/surveys
- Complete project proposal forms for calls or letters received requesting volunteers and present for approval.
- Check-in with Brand Manager on marketing projects and recruitment of members.
- Provide accurate numbers and data information for Brand Manager and President.
- Be the main point of contact for volunteers and community service initiatives.
- President and Vice President should serve as main people to communicate with 21CL staff on a regular basis regarding club updates.



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**Brand Manager**

- Create a marketing and brand strategy for your club at your school!
- Work with your team to make sure adequate publicity is done for all upcoming 21CLub projects and events
- Set up and maintain your 21CLub Social Media accounts, in accordance with 21CL guidelines and come up with your marketing calendar
- Make sure that pictures, video, etc. will be taken at all projects and events
- Help write the event summary on all service projects/forums for President to submit the semester/EOY reports and for 21CL staff to use in their monthly newsletters
- Make sure 21CL Staff get media releases from students as needed
- Create press releases and publicity information about all major events and submit to local media for calendars, articles etc.
- Help market all 21CL programs to your larger student body- summer leadership institutes and Leadership Connect!



## Secretary

- Take notes and write minutes for each Executive team or Club meeting
- Organize minutes chronologically in a note book to be kept with your Club Advisory
- Create a database of all members' contact information, including phone and email of each month and place in the minutes notebook. Consider starting a GroupMe or Slack group of all members to maintain contact with one another.
- Be responsible for ensuring all new 21Club members have enrolled online and completed appropriate assessments and surveys when asked.
- Keep copies of Brand Managers project and event summaries/write-ups
- From the minutes of each meeting, create an "Action Items" list with deadlines for members.

## Treasurer

*(\*If you don't have a budget to maintain, this position may not be necessary)*

- Keep track of budget (if you require dues or host fundraising events for your Club)
- Work with advisor on distribution of funds for different 21CL events.
- Keep a ledger of monies spent for activities, events, or fundraising initiatives.
- Provide full budget report at the end of semester and end of school year to the Club Advisor and President.



# 21Club Curriculum

Our full 21Club Curriculum Chart and Activities Packet will be provided to all approved 21Clubs. The packet will provide a detailed monthly chart of objectives, outcomes, and activities to conduct at each of your meetings throughout the school year that integrates our 7 core leadership competencies and our online learning platform, Leadership Connect. It will also share how and when to integrate your service projects, leadership forums, and 21CL's larger live training events with all members of the organization.

Here is an abbreviated version of our suggested curriculum to keep students on our leadership development pathway:

- **August – Getting Started / Member Recruitment**
- **September – Member Recruitment & Kick-off Meetings**
  - 2 Meetings
- **September/October**
  - 21CL's annual fall summit – Leadership exCHANGE
  - Nominations for 21CL's Georgia Youth Leadership Awards open
- **October –Self- Development**
  - 2 Meetings
  - Service Project 1
- **November – Problem Solving**
  - 2 Meetings
  - Start planning Service Project 2
- **December –Communicating Effectively**
  - 2 Meetings
  - Service Project 2
- **January –Building Effective Teams**
  - 2 Meetings
  - Leadership Forum (suggested)
  - Applications for 21CL's Summer Leadership Institutes open
  - Start planning Serving Project 3
- **February – Action-Oriented**
  - 2 Meetings
  - Service Project 3
  - 21CL's annual winter summit – Goizueta Youth Leadership Summit
- **March – Integrity/Trust**
  - 2 Meetings
  - Start planning Service Project 4
- **April – Career Ambition**
  - 2 Meetings
  - Leadership Forum (suggested)
  - Service Project 4
  - 21CL Honor Cords provided to 21Club senior members
- **May – Celebration**
  - 1-2 Meetings
  - Service Project 4 (if not completed prior)



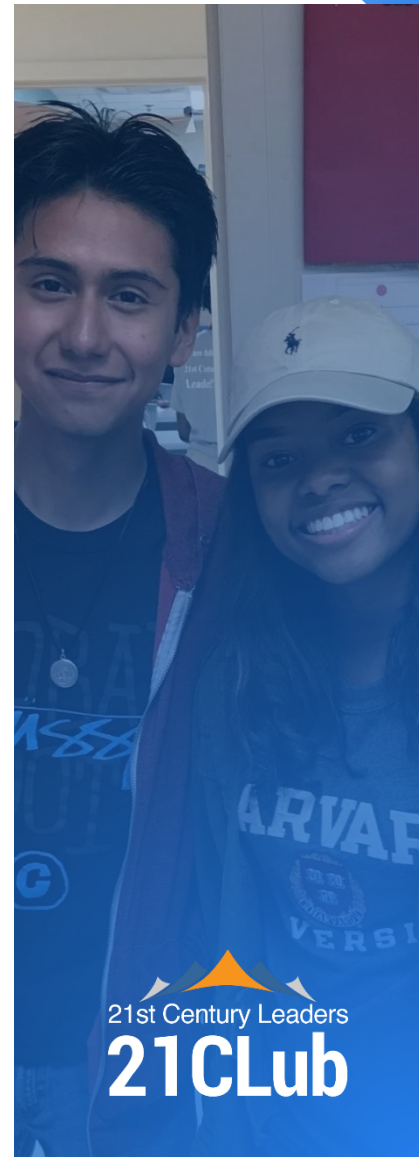


# Service Project Ideas/Tips

1. Write down service ideas/project your club is interested in doing
2. Select your top 4 projects and plan out when you'd like to do them
3. Make contact with the agency, organization, etc. with which you will be working
4. Get the details for the project and make a site visit to the location of the project, if necessary, to eliminate any problems
5. Provide information and the necessary forms to your school for volunteer sign up and publicity
6. Collect all contact information of volunteers for your project and send reminders/confirmation of their participation
7. Prepare a written information sheet of the Service Project, including time, location, what to wear, what to bring, what activities will be involved, if meals will be provided, etc. in other words, any information a volunteer will need to know to participate
8. Make sure you have at least one adult volunteer for each 10 students to chaperone the event and you must have one faculty member present
9. Supervise all activities the day of the event to make sure the event runs smoothly
10. Plan a reflection activity such as pictures, video, written comments, etc. for the group

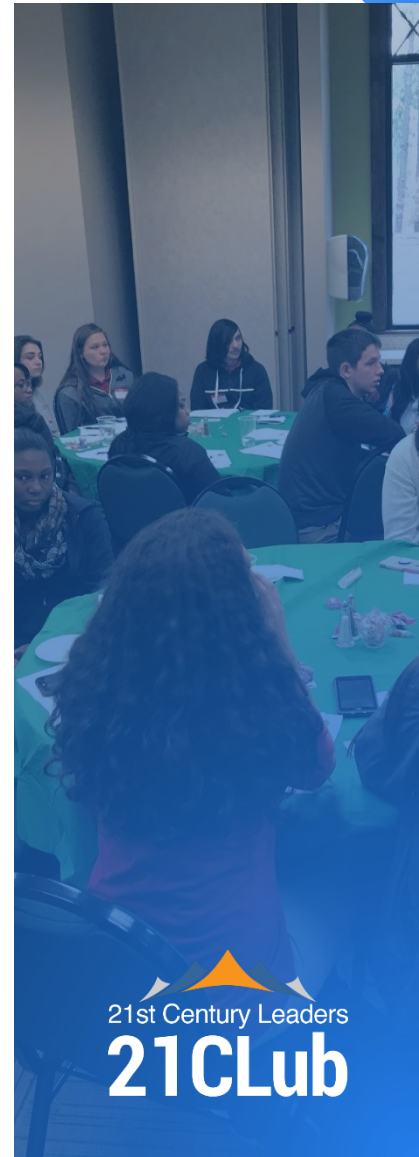
## Ideas

1. Collections / Drives (food, clothing, toiletries, blood drives)
2. School-wide (or Community) Clean-Up/Beautification Day
3. Partner with a local non-profit agency in your local community – identify a need or how you can help them
4. Partner with another school club, 21CLub or 21CL student's non-profit organization (that's at your school or around the state)
5. Visit nursing homes, children's hospitals, or animal shelters
6. Organize a reading day at an elementary school
7. Plan mentorship/workshop activities centered around with elementary or middle school students
8. Write holiday cards to military, nursing homes, hospitals, etc.
9. Do a fundraising initiative for an organization or person in need
10. Organize a walk/run benefit



# Leadership Forum Tips

1. Identify your theme or focus. Is it a forum with one person, a panel, roundtable, or career/college fair. Go over exactly what topics the speakers or presenters will cover.
2. Always have administrative proposal for any use of funds or guests to be allowed into school.
3. Never invite a speaker or presenter to spend the entire school day.
4. Make all visitors aware of school and class rules that may apply to him/her as well as students (no smoking on campus, proper attire).
5. Ask for a BIO from the speaker or presenter in advance and make sure a 21CLub member is prepared to properly introduce them.
6. Prepare the class for the speaker, presenter or field trip with an introduction and assignments (research the speaker and topic, break into groups to prepare questions).
7. Be prepared to offer light refreshments to individual speakers for Career Fairs/Career Days. Have greeters ready to meet presenters. Be prepared to help carry things. Have runners available at all times.
8. Never leave speakers or presenters alone with a student or the class.
9. Make sure all student participants fill out the Leadership Forum Survey to assess success and feedback of the event.
10. Make transportation arrangements well in advance. Don't forget to file all system-required forms, permission slips, parental consents and so on.
11. Take pictures of the forum and arrange for publicity when appropriate. Consider having a thank you bag/token to show your appreciation.
12. Remember to send every volunteer a written thank you note! 21CL can provide you with our formal thank you note cards upon request.



# 21<sup>st</sup> Century Leaders Code of Conduct

21st Century Leaders was founded in 1989 and has maintained an excellent reputation. Your conduct at every 21st Century Leaders function, and outside of 21st Century Leaders functions, should make a positive contribution to extending that reputation. It is expected that students behave, use language, and dress in a manner that is consistent with the goals of developing and demonstrating professional-level leadership.

Consistent with this Code of Conduct, all participants will be expected to:

1. Behave in a courteous and respectful manner, refraining from language and actions that would discredit them, their school, other delegates, advisors, or 21st Century Leaders.
2. Obey all local, state, and federal laws, and all rules and regulations of any sites you are visiting as a 21st Century Leader.
3. Refrain from the use and/or possession of alcoholic beverages and illegal drugs. Alcoholic beverages and narcotics or other controlled substances, weapons, or threatening behaviors are not permitted; any student found in possession thereof or being present where other individuals are engaging in thereof will be required to leave the event, training or program.
4. Refrain from the use of electronic devices during all program sessions. If devices are visible and or being used during a session, first a warning will be issued. If the offense continues, the electronic device will be collected by 21st Century Leaders staff and returned to the owner at the end of that day's programming.
5. Keep advisors informed of activities and whereabouts at all times. Under no circumstances are students allowed off-site unescorted by a member of the 21st Century Leaders staff. Visitors, unless approved in writing by 21st Century Leaders staff, are not permitted at any overnight events. Accidents, injuries, and illnesses must be reported to 21st Century Leaders staff immediately.
6. Observe the curfews as listed in the program materials for overnight events. Curfew is defined as being in your own assigned room by the designated hour.
7. Act as guests of the host site, corporation, college or university. 21st Century Leaders must obey the rules of these facilities. Remember there are other professionals, students, faculty, and staff onsite who have rights also. Trash must be placed in the proper receptacles and not left in dorm rooms or meeting room floors. Individuals responsible for damages to any property or furnishings will be responsible for repair or replacement. Theft or vandalism of any kind will not be tolerated.

# 21<sup>st</sup> Century Leaders Code of Conduct

## Sexual Misconduct:

1. Sexual relationships of any kind, including sexual contact or public displays of affection while participating in any of our programs is strictly prohibited.
2. Students may not have guests of the opposite sex on their floor or in their room at any time at any overnight summit or summer leadership institute.
3. Incidents of sexual harassment and/or bullying, defined as comments and/or behavior of an implicitly or explicitly sexual, intimidating, or threatening nature, will not be tolerated.

## Disregarding or Violating this Code of Conduct

Students who disregard or violate this Code of Conduct will be subject to disciplinary action, including, but not limited to, forfeiture of privileges to attend future 21st Century Leaders events or programs, and permanent dismissal from the programs; including the Summer Leadership Institutes, Leadership Connect, or any other related programs. Parents and/or guardians will be notified, and 21st Century Leaders reserves the right to notify law enforcement, if applicable.

## Student Rights and Responsibilities

### Student Rights:

- 21st Century Leaders are entitled to expect a quality educational experience that has relevance to their future goals and their personal development.
- 21st Century Leaders are to be valued and treated with respect.
- 21st Century Leaders have the right to a safe and cooperative learning environment where participation and personal development are encouraged.
- 21st Century Leaders staff should perform their duties in a respectful and orderly manner.
- 21st Century Leaders is committed to providing a quality educational opportunity for all students without regard to a person's race, religion, national origin, gender, age, disability, sexual orientation or family status.

# 21<sup>st</sup> Century Leaders Code of Conduct


## Student Responsibilities:

- In order for each participant to benefit fully from the program, attendance and punctuality at all scheduled meetings, workshops and activities are required.
- All students should treat one another, staff, and property with respect.
- All students should act and behave in a way which does not endanger, intimidate or interfere with the participation of others and notify 21st Century Leaders staff or advisor immediately if another student is violating the code of conduct or student rights.
- Students should comply with instructions given by any member of 21CL or school staff or leadership team and should willingly participate in the daily activities.
- Students should behave in a manner consistent with the requirements of the 21st Century Leaders Code of Conduct.





WWW.21STCENTURYLEADERS.ORG



21st Century Leaders  
**21CLub**  
Contact Information

**If you are interested in or have questions about starting a 21CLub at your high school in Georgia, please contact:**

**21st Century Leaders**

**Email: [info@21stcenturyleaders.org](mailto:info@21stcenturyleaders.org)**

**Phone: 404.373.7441**

**[www.21stcenturyleaders.org](http://www.21stcenturyleaders.org)**