

LeaderEthics-Wisconsin Fellowship Program
at Viterbo University, Western Technical College, and UW-La Crosse

*Presented by Jack Lawlis, board member
and UW-La Crosse alum
to the LeaderEthics-Wisconsin board.*

The Leader Ethics-Wisconsin Fellowship Program looks to empower La Crosse's young leaders—the future of our state—by providing them the tools necessary to ensure that our elected leaders are honest, transparent, unifiers, and representative of their entire constituency. The La Crosse community plays an important role in Leader Ethics-Wisconsin Fellowship Program at Viterbo University, Western Technical College, and UW-La Crosse

Mission

1. Create and support a network of young student leaders committed to spreading the mission of Leader Ethics-Wisconsin.
2. Instill values of ethical leadership into proponents across the state and help them accomplish high-impact initiatives and gain exposure.
3. Establish a statewide presence in all populations, gain media and institutional attention across Wisconsin, and create a support base for future expansion and development.
4. Provide a first rate, real world learning experience for students.

Method

1. Establish the Fellowship Program creating a semester-long fellowship in which students integrate the four principles of ethical leadership into grassroots outreach and member recruiting efforts.
 - a. Ethical leaders are truthful, transparent with public information, unifiers rather than dividers, and willing to represent the collective interests of their constituency.
 - b. The initial cohort of Fellows will be recruited from the University of Wisconsin-La Crosse, Western Technical College, and Viterbo University, and will work primarily in the La Crosse community.
2. Coordinate the development and operations of the Fellows throughout the semester.
 - a. Recruit from established leaders or promising prospects within each student community.

- b. Primary draws: Opportunities for personal development, networking, autonomous work, and monetary compensation.
 - c. Key attributes of Fellows: Responsible, committed, self-sufficient, and nonpartisan.
3. Ensure future success through continued support, collaboration with universities, and continued funding.
- a. Leader Ethics-WI will look to partner with organizations like Campus Compact to integrate the student fellowship into other civic engagement initiatives.
 - b. Continually build relationships with students and administrators throughout the state.
 - c. Create local community support for the Fellows at each campus.
 - d. Demonstrate success and tangible outcomes to secure future funding.

Funding

- 1. Fellows receive a \$500 stipend each semester, a \$1,000 investment for an initial cohort of two Fellows.
 - a. Administrative costs not included, likely insignificant.
 - b. The bulk of the program time commitment will be handled by Leader Ethics-WI.

Implementation and Recruiting

- 1. Pilot universities and college are selected based on existing network presence, student and university/college civic engagement, and academic program strength. This plan assumes that the internship opportunities in La Crosse continue unabated.

1) Viterbo University

- a. D.B. Reinhart Institute for Ethics in Leadership,
- b. Media presence and board membership,
- c. Chapter presence and network presence, and,
- d. Active and capable student body.

2) The University of Wisconsin-La Crosse

- a. Existing relationship and media presence,
- b. Chapter and board membership,
- c. Active student body government, and,
- d. Strong political science program.

3) Western Technical College

- a. Existing relationship and media presence,
- b. Chapter and board membership, and,
- c. Active student body government.

2. Recruiting is accomplished through existing relationships, communication with university faculty and administration, and student career resource services.

1) Goal: Established and respected student leaders with existing connections, or prospective leaders with great potential.

- a. Effective communication of the principles and mission of Leader Ethics-WI is essential, requiring a competent and respected student leader.
- b. Past partisan activity is o.k., as long as the Fellow is able to effectively separate their partisan activity while working as a Fellow. They should not be excessively partisan figures in the public sphere.
- c. Most important is the student's ability to work responsibly in an autonomous position.

****Note for Advisors: You may consider assigning a faculty advisor to your Fellow as they begin their work at your university. A faculty advisor will provide guidance and assistance to your Fellow during their fellowship, and will open doors to ensure that the Fellow is successful in their endeavors.*

2) Advertise the fellowships throughout each campus, contact department chairs and student government faculty advisors for student leader suggestions.

- a. Career: Handshake, career services, internship programs.
- b. Organizational: student government, honor societies, charitable organizations.
- c. Academic: Political Science, Communications, Business programs.

3) Messaging Points: The Leader Ethics-Wisconsin Fellowship Program is a key aspect of a nonpartisan nonprofit (Leader Ethics-WI) with a strong membership of community leaders.

- a. Allows for professional growth, networking, and personal development.
- b. The mission and four principles are easy to subscribe to, and you will have the opportunity to self-start initiatives in an autonomous position.
- c. Final outcomes for Fellows: opportunity to support a noble mission, autonomous position with guidance from experienced community leaders, decent compensation.

Training

1. Understanding and believing in the principles of Leader Ethics-Wisconsin is the main priority. Understanding is followed by individual initiative, a needed component of these fellowships.

1) Online trainings will comprise the majority of intra-organizational communications.

a. One-on-one conversations with Executive Director Lee Rasch prior to the beginning of each fellowship, with ongoing meetings throughout the semester.

b. Brainstorming and networking meetings as a cohort before and during the semester.

c. Digital and material content for review during the semester, resources as they arise.

d. Possible in-person Fellowship Cohort Summit held in La Crosse.

2) Leader Ethics-Wisconsin is a belief. It is a belief that our society is best served when elected officials act in an ethical manner. We will teach the Fellows how to communicate the idea.

a. News releases, op-eds, any communications to media detailing a novel student-led political initiative will likely garner attention.

b. Standard process for contacting student organizations to talk about ethical leadership.

c. Processes for tabling and campus involvement, effective communication with other students.

d. How to run social media campaigns and action pledges.

- Example, having students pledge on a poster board that they will consider the four principles prior to voting for an elected official.

e. Communicate expected outcomes of the Fellows program, and the purpose behind each outcome.

Program Expectations and Coordination

1. Each Fellow is responsible for achieving four deliverables:

a. Five public tabling events, each two hours of length.

b. Three speaking events to student organizations, detailing the mission of LE-W and possibilities for future involvement and collaboration.

c. Ongoing participation in the statewide operations of Leader Ethics-Wisconsin.

d. Ongoing media engagement.

Final Considerations

1) The LeaderEthics-Wisconsin creates a statewide network of young leaders committed to ethical leadership

- 2) Quality content and administrative support will enable this program.
Legitimacy is derived from the perception of LeaderEthics-Wisconsin held by students and the greater La Crosse community.
- 3) What will it take for this program to be successful?
 - Superb educational programming, tangible growth and opportunities for high-achieving individuals to fully buy into the principles of LeaderEthics-Wisconsin and proudly support our mission.
 - Create a culture that allows students to own their mission. LeaderEthics-Wisconsin Fellows will proudly advance our shared mission in every aspect of their life.
 - University and college administration can support this initiative by providing faculty advisors, student recommendations and guidance throughout the semester for the Student Fellow at their respective institution.