

## IMPACT San Diego 2020

### **PROGRAM OVERVIEW**

LEAD San Diego's flagship program, **IMPACT SAN DIEGO**, is a series of nine monthly full-day issues-focused seminars designed to give participants a greater understanding of the critical issues and key players in our region, motivating them to use their skills to become engaged. The program culminates with one additional session: a project showcase and graduation event.

**WHAT:** Often described as a "master's degree" on San Diego, the **IMPACT** program highlights historic and contemporary perspectives on relevant regional themes and features presentations by leading experts and key community leaders. Seminars employ a mix of interactive presentations, facilitated dialogues, behind-the-scenes visits, and networking opportunities. Seminar topics include Leadership 101, Regional Economy, K-12 Education, Arts & Culture, Health & Human Services, Military, Law & Society, and Our Region Tomorrow. In addition, **IMPACT** participants gain hands-on experience through project work that will be completed in Leadership Action Teams. **LEAD staff strives to assemble teams of eight to 10 individuals, based upon class preference and skill sets.** The projects will assist a local nonprofit with the goal of making a lasting community impact.

### **IMPACT SAN DIEGO is designed to help participants:**

- Understand issues, impacts and implications that affect the region now and in the future
- Grasp the "big picture" of our greater San Diego region
- Develop an exemplary network of colleagues and collaborators
- Gain access to key decision-makers and industry leaders
- Strengthen personal leadership skills that help advance community leadership activities

**WHEN:** Seminars take place the third Thursday of each month from September 2019 through May 2020, culminating in early June with a project showcase and graduation event. Each **IMPACT** seminar is a full-day session. Please note December's seminar will take place on the second Thursday.

**WHERE:** San Diego is our classroom; various venues in San Diego County will host seminars, networking, and facilitated tours. **Due to the experiential nature of IMPACT, some seminars require participants to engage in light to moderate walking, have the ability to board/disembark buses, and have the mobility to partake in behind-the-scenes tours of a variety of venues.**

**WHO:** Passionate, capable, and engaged individuals who are interested in personal and professional development, demonstrate leadership abilities, and plan to stay in the greater San Diego/Northern Baja region for at least the next five years. **IMPACT** is open to all adults. Interviews and selection take place during the summer, with approximately 55 participants selected to begin the program each fall. In an effort to assemble a class that is regionally balanced and diverse, and due to limited space, candidates may be asked to re-apply.

**COST:** \$3,950, with a \$350 discount for members of the San Diego Regional Chamber of Commerce. Full tuition is due by December 31 (unless otherwise discussed); tuition includes all meals, materials, and transportation.

### **VENUES VISITED (not a comprehensive list)**

Balboa Park Cultural Institutions  
Del Mar Thoroughbred Club  
Family Health Center of San Diego's Community Clinics  
George F. Bailey Detention Facility  
East Mesa Reentry Facility  
Kaiser Permanente Garfield Specialty Care Center  
Military Bases & Medical Centers  
The A.B. and Jessie Polinsky Children's Center

Port of San Diego's Working Waterfront  
San Diego International Airport  
San Diego Regional Firearms Training Center  
San Diego State University San Diego Zoo  
SDG&E Energy Innovation Center  
SeaWorld San Diego  
United Way of San Diego County

## **PREVIOUS LEADERSHIP ACTION TEAM PARTNER AGENCIES & PROJECTS (not a comprehensive list)**

**The Aja Project (2016)** – Developed language for external audiences which is accessible, engaging and reflects Aja's work in San Diego's underserved communities to effectively tell the story of Aja, communicate the impact, and attract a new network of partner organizations and individual supporters.

**City Heights Farmers' Market (2009)** – Developed marketing plan enhancements, provided strategies to build new partnerships and start a Community Investment Club, created a brochure and media and community contact lists.

**Cygnnet Theatre (2015)** – Created a strategic plan of action focused on developing new, as well as enhancing existing corporate partnerships, with the goal of sustaining and growing the reach and impact in the community.

**Emilio Nares Foundation (2013)** – Developed a marketing plan to sell the Loving Tabs shirt to children's hospitals in Southern California to further subsidize current programs.

**Feeding America San Diego (2013)** – Developed a three-year strategic plan that maps out goals and objectives and positions FASD to serve as an effective member of the hunger relief community.

**Fresh Start Surgical Gifts (2011)** – Created a resource development and marketing plan.

**International Bipolar Foundation (2014)** – Designed an online email/social media anti-stigma campaign to educate about the reality of mental health conditions.

**Just in Time for Foster Youth (2012)** – Evaluated and made recommendations on communications practices and procedures.

**Ocean Connectors (2015)** – Developed a strategic plan that revealed next steps, identified new partners, and engaged the skills of local community leaders

**Reality Changers (2012)** – Developed a marketing/social enterprise plan for the College Apps Academy.

**United Women of East Africa Support Team (2017)** – Developed a three-year strategic plan to support the organization's mission.

**Urban Corps of San Diego County (2009)** – Developed the "Corps-to-Career" business network and resource development plan to assist with job referral and placement services for Urban Corps graduates.

**YWCA of San Diego County (2014)** – Developed a marketing plan to increase the public's awareness that the organization helps those facing dire solutions to find permanent solutions to their challenges and gain self-reliance.

Learn more at [sdchamber.org/lead](http://sdchamber.org/lead)

Questions? Please contact Kim Nguyen, Program Manager

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Sponsorship Opportunities Available – Please contact Adina Veen, Director of Programs

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