

# LEADING FOR CHANGE PROTOCOL

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<p><b><u>ACTIVISTS</u></b> Director Staff Instructors</p>	<p><b><u>PLAN</u></b></p> <ul style="list-style-type: none"> <li>• Retreat with the staff to develop and finalize mission.</li> <li>• Incorporate vision into all marketing materials.</li> <li>• Align all courses with the mission.</li> </ul>	<p><b><u>BENEFITS</u></b></p> <ul style="list-style-type: none"> <li>• Clarifies the purpose of the program to candidates.</li> <li>• Gives direction to all decisions.</li> <li>• Attracts new candidates to the program.</li> </ul>	<p><b><u>CAPITAL</u></b></p> <ul style="list-style-type: none"> <li>• Agreement from all stakeholders to the vision.</li> <li>• Produce new marketing materials.</li> </ul>
<p><b><u>PROBLEM</u></b></p> <p>We don't have a clear mission or vision for the Teacher Leadership program.</p> <p>It could be...</p> <p>Every teacher needs to develop leadership potential in order to positively impact student learning. The Northwestern University Teacher Leadership Master's Degree provides the skills and experiences necessary to transform yourself and your school. Teach. Learn. Lead.</p>			
<p><b><u>CHAMPIONS</u></b> INFLUENCERS RESOURCE PROVIDERS</p> <ul style="list-style-type: none"> <li>• Teacher Education Committee</li> <li>• Donors interested in leadership</li> </ul>	<p><b><u>TARGET</u></b></p> <ul style="list-style-type: none"> <li>• Dean</li> <li>• Local Principals</li> <li>• Local Teachers</li> </ul>	<p><b><u>PAYBACK</u></b></p> <ul style="list-style-type: none"> <li>• Increase in enrollment for the entire program.</li> <li>• High profile for the program.</li> <li>• Interest by donors.</li> </ul>	<p><b><u>MOMENTUM</u></b></p> <ul style="list-style-type: none"> <li>• Incorporate vision into all courses, documents, materials.</li> <li>• Promote through marketing plan.</li> </ul>