

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



BOSTON WORLD
PARTNERSHIPS



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.

Topic of Team Project	Team Rep (Presenter) / Employers
Generating and tracking high quality leads regarding economic development	Jason MacFadyen / Visiting Nurses
Content and action powered by “Connectors” – a BWP innovation	Carolyn Eggert / Children’s Trust Fund
Strategic outreach and engagement – finding and motivating new “Connectors”	Douglas New / Putnam Investments
Global outreach – tapping Boston alumni – 35,000 graduates per year	Nora Blake / Sodexo
The emerging Boston “brand:” Real and aspirational	Stephen Naso / Sovereign Bank
Comparative analysis – examples include MassECON, GlobalPittsburgh, KiwiExpats	Susie Ikeda / Genzyme
Sustainability: Funding and revenue sources – ideas from 30 comparable organizations	Mark Michaud / Mass Convention Center Authority
Sustainability: How to create impact with a small staff and many volunteers	Monica Kachru / NStar

2009 Emerging Leaders Program Fellows and Sponsoring Organizations

Naima	Abdal-Khallaq	Academy of Public Service at the Dorchester Education Complex (Trefler Foundation)
Mohamed	Abdallah	Raytheon Integrated Defense Systems
Lenna	Bablouzian	Blue Cross Blue Shield of Massachusetts
Nora	Blake	Sodexo - Tufts Medical Center
Jeremy	Blanche	Citizens Bank
Kelly	Cameron	Brook Farm Business Academy
Devin	Cole	Boston Redevelopment Authority
Alison	Conlon	Genzyme Corporation
Lauren	Coppola	Brown Brothers Harriman
Susan	Costello	AT&T
Brad	Davenport	RSA, The Security Division of EMC
Maria	Dominguez-Gray	Phillips Brooks House Association
Carolyn	Eggert	Children's Trust Fund
Marcie	Fiorini	Madison Park Vocational Technical High School (Trefler Foundation)
Brianna	Forde	GoKids Boston
Tammy	Gilson-Hodge	Brigham and Women's Hospital
Therese	Hudson-Jinks	Tufts Medical Center
Susie	Ikeda	Genzyme Corporation
Rick	Jakious	City Year Boston
Lauren	Jones	Massachusetts Office of Business Development
Monica	Kachru	NSTAR Electric & Gas
Laurita	Kaigler Crawle	United Way of Mass Bay & Merrimack Valley
Kristin	Kara	Boston Redevelopment Authority
Kelley	Kivior	Blue Cross Blue Shield of Massachusetts
Pascal	Lalonde	State Street Corporation
Kendra	Leahy	Boston Architectural College
Tanya	Loughlin	EMC
Marc	Lubelczyk	RBS Citizens
Jason	MacFadyen	Visiting Nurse and Community Health, Inc.
Keith	Mahoney	City of Boston, Mayor's Office
Matthew	McLaughlin	Genzyme Corporation
Mark	Michaud	Massachusetts Convention Center Authority
Wendy	Monroe	Blue Cross Blue Shield of Massachusetts
Stephen	Naso	Sovereign Bank
Jennifer	Nestor	Blue Cross Blue Shield of Massachusetts
Douglas	New	Putnam Investments
Kim	Parkinson	Bank of America
Makia	Powers	Boston Medical Center
Aparna	Ramesh	Federal Reserve Bank of Boston
Ketal	Sonchhatra	Partners Community Healthcare, Inc.
Kortney	Stringer	The Boston Globe
Michael	Sullivan	Raytheon Integrated Defense Systems
Jason	Talbot	Artists for Humanity
Pierre	Thelusma	Eastern Bank
James	Tzouvelis	RBS Citizens
Sue	Verity	Liberty Mutual
Jesse	Wong	Sovereign Bank

