



PCI Global Youth Leadership Program

Program Overview:

The PCI Global Youth Leadership Program is a semester-long program focused on leadership development through education and service learning. Open to high school students from across San Diego County, this innovative program provides teens with the opportunity to develop concrete leadership skills and, if interested, apply them in the planning and execution of PCI's annual event, the Walk for Water. The PCI Global Youth Leadership Program includes a formal curriculum to develop a leadership skill set for teen volunteers who can directly apply them at PCI's 2018 Walk for Water and/or in their personal lives, academics, and future professional careers.

Program Goals:

- Engage teens in global development issues to widen their perspectives and set them on a path to becoming global citizens
- Provide an opportunity for teens to participate in up to 45 hours of leadership development and service learning activities, making them eligible for a Presidential Service Award.
- Develop participants leadership, communication and project management skills through public speaking, event planning, using social media for good, and self-reflection.
- Enhance participants' sense of self-efficacy and instill confidence that they can create meaningful change in the community and the world.
- Increase civic engagement, including the ability to see oneself as a member of a global community.

Target Population:

The program will engage a diverse group of approximately 20 high school students from across San Diego County. Participants will include former, current and prospective Walk for Water teen volunteers and others who will be given the opportunity to further develop their leadership skills and increase their involvement in all aspects of project management.

Benefits to Youth Participants:

- Develop concrete leadership skills and earn community service hours
- Receive awards and recognition for community service
- Opportunity to plan and execute a major San Diego fundraising event, PCI's Walk for Water
- Create positive relationships with like-minded peers

Youth Time Commitment:

- Attend 5 monthly leadership sessions and, if interested, help coordinate PCI's Walk for Water



Benefits of Service Learning Programs

Service Learning Overview:

Service learning is a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities. Service learning builds on volunteer work by integrating youth voice, education on community topics, skill development, and reflection into the program design.

General Benefits to Youth that Participate in Leadership Development and Service Learning Programs:

Youth who participate in high-quality community-based service learning are likely to benefit in a number of ways, including:

- Increased access to a range of support and opportunities they need for academic and professional success
- Increased self-efficacy as they learn that they can impact real social challenges
- Enhanced problem-solving skills, ability to work in teams, and planning abilities
- Enhanced civic engagement attitudes, skills, and behaviors

Benefits to Organizations that Utilize Young People as Volunteers

- Expand mission, reach, and impact without substantially increasing costs
- Access teenagers' energy, ideas, enthusiasm, skills, and a new generation of volunteers
- Sustained youth engagement as teenagers find they are valued and can contribute to an important cause
- Increase public support and visibility in the community
- Develop new partnerships and resources
- Cultivate connections with high schools, higher education institutions, and other community groups
- Increase staff and volunteers' level of engagement, leadership, and work satisfaction¹

¹ Roehlkepartain, 2007 compiled a fact sheet highlighting several national surveys and the benefits of service learning. www.servicelearning.org/instant_info/fact_sheets/cb_facts/benefits_cbos/



Curriculum

Session 1– Overview: PCI and Personal Leadership - Dan Negroni [www.launchbox 360.com](http://www.launchbox360.com)

- ❖ Each participant will learn about PCI, a global health and humanitarian organization; identify their own individual leadership style; and understand how they can effectively use their diverse strengths working in teams and/or planning and executing PCI’s 2018 Walk for Water.

Key Activities:

- Overview of PCI mission, programs, brand, and key messaging
- Learn about the Walk for Water and the lack of clean drinking water and inadequate sanitation in communities worldwide.
- Identify and practice identifying unique personal leadership strengths.
- Team building activity

Reflection: What is one thing you learned about yourself today? What is one thing you learned about PCI? Why are you inspired to help provide communities with clean and safe drinking water?

Session 2 – Communications and Public Speaking - www.BarbaraKhozam.com

- ❖ Participants will learn and practice multiple facets of communication and public speaking; and how they can engage their voice to benefit a global organization like PCI.

Key Activities:

- Self-Assessment – Identify feelings about public speaking, strengths as a speaker, and areas for improvement.
- Learn about the value and benefits of developing confidence, public speaking, and leadership skills.
- Learn how to organize your thoughts, craft your message, and create a powerful, effective speech.
- Plan and present an introduction speech. Practice delivery techniques including volume, rate, eye contact, vocal variety, facial expressions, gestures, emotion, and enthusiasm.

Reflection: What is one thing you learned about yourself today? How can these skills help you in the future? How can you use these skills to help others?

Session 3 - Event Planning and Sponsorship– Annette Gregg www.differencemakersconsulting.com

- ❖ Participants will learn how to fundraise and plan an event by thinking through logistics, in-kind donations, event registration, sponsorships and event marketing, with an opportunity to gain practical experience as a member of the leadership committee for PCI's 2018 Walk for Water.

Key Activities:

- Overview of how to run a successful event.
- Identify the possible target markets for events like Walk for Water and brainstorm how to access those markets.
- Write a sponsorship package for the Walk for Water. Position the benefits of participation and practice your pitch to a possible sponsor.

Reflection: What is one new thing you learned about event planning and fundraising today? How will you use this skill in the future?

Session 4 – Social Media for Good - Laura Rubinstein www.TransformToday.com

- ❖ Participants will understand how responsible use of social media can help them advance their academic and future professional careers while creating good in the world.

Key Activities:

- Overview of how teens can clearly create a personal brand via social media.
- Discussion of personal branding: If you had to be described by few words, what would they be? How can you make sure that your brand comes across as those?
- Overview of social media and how it can be used positively to create a personal or organizational brand.

Reflection: How will you work to define your personal brand? How can you use social media for the greater good? What skills did you learn today that you can continue to use in the future?

Session 5 – Passion and Purpose – Marcy Morrison www.careerswithwings.com

- ❖ Participants will engage in exercises to help them uncover their own formula for leading a purpose driven life that can create positive change in the world

Reflection: What do you love to do? Do you want to discover your purpose while you are here on earth? Do you feel driven to figure out how to tie your passion and purpose together to make a difference in this world?