



THE AMERICAN LEGION NATIONAL COLLEGE

November 2-7, 2003

Mission: To increase the knowledge and develop an appreciation of our future leaders for The American Legion in the American way of life and our Constitutional government as well as the core values and contributions of The American Legion programs. Prepare these future leaders to hold offices at the Department and National level.

Vision: Educating and developing future leaders in service to our veterans of tomorrow.

Scope: This weeklong course is designed for Grenada/Lebanon/Panama/Gulf War and later era veterans. The learning environment will challenge these future leaders to think critically and creatively about issues confronting The American Legion in the 21st Century. Meets training objective identified as needed by the 21st Century Ad Hoc Committee.

Methodology: The course of instruction will be focused on self-taught small group (train the trainer) under the supervision of facilitators, field experiences, professional development and experiences presented by volunteer mentoring leaders, contract professors and National staff to review our core values and focus on the future. Course of instruction will focus on core programs, management techniques and leadership skills to help the attendee to increase programs, membership and awareness of The Legion.

Proposed Attendees: Departments may nominate three eligible candidates of Grenada/Lebanon/Panama/Gulf War era service, in the Legion for at least two years and who may have held office at post or higher level. Complete The American Legion Extension Institute prior to submitting the application that is attached. Must be recommended by District/County and Department Commanders. National Panel will select final 50 attendees (at least one from each Department submitting nominees). The course will be funded in partnership between National and the Departments with National funding approximately 75% and the Departments paying tuition of \$600 for

each attendee. Nominations must reach National Headquarters, attn: Internal Affairs, NLT July 30, 2003.

Course Outline:

The American Legion: An Overview: A historical and functional review of The American Legion, its structure and programs is reviewed through the medium of The American Legion Extension Institute. It focuses on where we have been and where we want to go into the 21st Century. This sets the tempo for the rest of the curriculum: *Core subject matter covered: History, Legion Organizational Structure and Function (Post, District, Department, National).*

Communications - Using a combination of small group workshops and hands-on exercises, the students are exposed to the basics of developing communication strategies to promote the programs of The American Legion. *Core subject matters covered: public outreach, media relations, and community relations.*

Leadership Skills: Small group workshops are used to provide students basic leadership training in a volunteer environment. *Core subject matters covered: leadership styles and opportunities, time management, conflict resolution and interpersonal skill development.*

Salesmanship & Marketing: A combination of workshop and one-on-one role playing is utilized to provide students with the basics of sales and marketing of The American Legion to both internal and external audiences. *Core subject matters covered: Community networking strategies; public relation techniques; marketing of local and national programs; image building techniques.*