



This strategic plan represents the current focus areas of the General H. Hugh Shelton Leadership Center (SLC) that support the intention of expanding the outreach of the Center, while upholding the mission of the Center:

To inspire, educate, and develop values-based leaders committed to personal integrity, professional ethics, and selfless service.

The SLC’s strategies to promote the development of values-based leaders locally, within the university and state, and also, nationally, and globally, are linked to the following objectives:

- Youth Development
- Executive Leadership Education
- Integration of Values-Based Leadership throughout NC State
- Scholarships and Leadership Enrichment Experiences

The Center’s objectives are in alignment with NC State University’s strategic goals and the strategies will be accomplished through work with ongoing and developing integrative, cross-generational, and mutually transformative partnerships.

SLC Youth Development

Objective: To provide college students at NC State, as well as regionally, nationally, and internationally, an opportunity to enhance their personal values-based leadership skills in communication, facilitation, mentoring, teamwork, listening, observation, attention to detail, and professionalism while working with youth.

Program 1: Shelton Challenge - The Shelton Challenge is a six-day residential values-based leadership experience for youth to assess their personal leadership baseline and set goals for future leadership development opportunities.

Alignment with NC State Strategic Goals: 1, 3, 4, and 5

Strategies

- Maintaining the quality program enhancement of youth, staff, and volunteers who participate in the Shelton Challenge at sites SLC directly operates in order to sustain current sites.
- Increase awareness through a recruitment system to connect NC State students with opportunities to participate with programs in the Shelton Challenge program.
- Broaden the “Shelton Family” by developing a social network between Shelton Scholars, Work Study, and Shelton Challenge graduates who attend NC State.
- Provide ongoing opportunities for Shelton Challenge graduates to develop leadership skills beyond the week experience.
- Enhancing academic credibility related to the pedagogical framework and theoretical grounded reflection process.
- Develop testimonials from selected stakeholders associated with the Shelton Challenge to assist with developing case studies and marketing for fund development.

Program 2: Project YES (Youth Extension Service) - Project YES is a national internship program that provides career development experiences to college students while they work with youth in military families to offer programming in leadership and life skills for families impacted by deployments and other military related absences.

Alignment with NC State Strategic Goals: 1, 3, 4, and 5

Strategies:

- Train interns to plan and implement leadership and life skills activities at military youth events to support youth whose families are impacted by deployments.
- Provide professional development opportunities for interns via face-to-face and online training.
- Enhance research and program improvement plan.

Program 3: Contractual Programs - The contractual programs serve to enhance the university's ability to accomplish its tripartite mission of academics, research, and public service regionally, nationally, and internationally.

Alignment with NC State Strategic Goals: 1, 2, 3, 4, and 5

Strategies

- To sustain current franchise partners, and identify new franchise partners to expand the Shelton Challenge on a contractual basis regionally, nationally, and internationally.
- To continue grant funding sources to sustain and expand on youth leadership development efforts regionally, nationally, and internationally.

Integration of Values-Based Leadership throughout NC State

Objective: Serve as a university-wide platform to integrate with multiple strategic partnerships inside and outside the university to create theoretically grounded, integrated, interdisciplinary, effective leadership development opportunities for students, faculty, and staff through curricular and co-curricular offerings.

Program Area 1: Student Engagement Leadership

Alignment with NC State Strategic Goals: 1, 3, 4, 5

Strategies

- **Advanced Protocol Seminar** - To provide highly motivated students pursuing fellowships, interviews, etc., an opportunity to participate in an annual Advanced Protocol Etiquette Seminar, which is led by one of JSOC's protocol specialists and hosted by the Shelton Leadership Center.
- To maintain and expand on partnerships within the Academic & Student Affairs Division through partnering opportunities in Residence Life, CSLEPS, and DASA general education area.

- Collaborate and partner with the Entrepreneurship Initiative, the Albright Entrepreneur Scholars, and the Entrepreneur's Village.
- Increase awareness of the Shelton brand and student participation throughout NC State campus promoting opportunities to engage in activities related to the Shelton Center.
- **Values-based Courses for Undergraduates & Graduates** - Increase awareness of the Shelton brand through offerings of leadership courses for undergraduate & graduate students at NC State University.

Program Area 2: Faculty & Staff Engagement

Alignment with NC State Strategic Goals: 1, 2, 3, 4, and 5

Strategies

- Increase faculty/staff awareness and professional development by connecting with existing faculty/staff groups and faculty/staff events.
- Establish research/scholarship groups with faculty/staff to conduct research around leadership topics.
- Establish Leadership Faculty Fellows in colleges/departments.
- Increase incorporation of faculty/staff into SLC's existing programs.

Program Area 3: Organizational Excellence

Alignment with NC State Strategic Goals: 1, 2, 3, 4, 5

Strategies

- **Shelton Leadership Forum** - Increase forum attendance across university divisions, colleges and departments, and external constituents through strategic communications, partnerships, and group rates.
 - Increase forum attendance with external constituents through strategic communications, partnerships, and group rates.
 - Generate Forum corporate sponsorship funding.
- **Co-location of SLC with Entrepreneurship Initiative/Garage and NCSU Business Incubator (IES)** - The Shelton Leadership Center will collaborate for strategic educational partnerships that cross traditional academic units by actively participating in the re-visioning of the programmatic statement and the building conceptual design.
- Embed VBL cornerstones into administrative and staff leadership development programs (STLP and others).
- Create high-level collaboration with College Deans around Values Based Leadership.
- **Contractual & Grant Programs** – To enhance the university's ability to accomplish its tripartite mission of academics, research, and public service on campus, local, regionally, and nationally through customized contracts and grant initiatives.

Program Area 4: Global Engagement

Alignment with NC State Strategic Goals: 1, 3, 4, 5

Strategy

- **Develop course for international audiences** – Develop partnerships across campus to create and provide entrepreneurial and leadership contents through multiple delivery methods.
- **Contractual & Grant Programs** – To enhance the university’s ability to accomplish its tripartite mission of academics, research, and public service internationally through customized contracts and grant initiatives.

SLC Scholarships and Leadership Enrichment Experiences

Objective: Provide financial and leadership enrichment resources for students who are selected for Shelton or Shelton Affiliated Scholarships subject to criteria established by the Shelton Leadership Center Board of Advisors and the wishes of donors.

Program: Shelton Scholarships and Leadership Enrichment Experiences

Alignment with NC State Strategic Goals: 1,3,4,5

Strategies

- The Shelton Leadership Scholarship program will create opportunities for strategic educational and scholarship partnerships that cross traditional academic units. Scholarship endowment program balances will continue to grow and the quantity and quality of leadership enrichment experiences will increase from previous year. Financial management of program will exhibit appropriate stewardship standards. Internal and external marketing/communications for the scholarship program will be enhanced by updated website and addition of social media site.
- Increase awareness of Shelton Scholarships by driving potential applicants to website to complete on-line application for National Scholarship and links to other scholarships, many of which are not controlled by SLC.
- Leadership enrichment experiences will be a differentiating feature of the Shelton Scholarship program, providing student contact with one of the most respected living North Carolinians, a national board of advisors who provide valuable mentorship, and exposure to leadership activities and authorities.
- Develop one or more strategic international relationships that support cross-cultural opportunities for student scholar development, provide opportunities for fund development, and increase global interdisciplinary capacity of SLC and university.
- Shelton Scholars will collaborate with the Director of the Entrepreneurs Village to provide leadership experiential training and development for residents of the village as an on-going service and leadership self-development program for Shelton Scholars.

SLC Executive Leadership Education

Objective: Generate self-sustaining corporate/executive leadership education programs focusing on values based leadership (VBL) in multiple delivery formats that contribute to growing the SLC operating budget and engage the local, state, national, and global communities.

Alignment with NC State Strategic Goals: 3, 4, 5

Strategies

- **Open Enrollment** – Create self-sustaining open enrollment programs focusing on management and leadership development topics. Focus on three major client profiles in multiple industries: aspiring leaders, emerging leaders, and operational leaders.
- **Strategic partnership with NC State Executive Education LLC (NCSEE)** – Grow executive education programs for mid to senior level leaders by partnering with NCSEE and the Poole College of Management for selected customized programs.
- **Fee for Service workshops and seminars** – Partner with external partners to design and deliver management and leadership development content and modules in customized or standardized formats. Translate selected face-to-face content to digital format to market to wider global audience.