

Brown L.E.A.D.S.: Place-Based Leadership

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Background

Brown L.E.A.D.S. (Leaders Educating, Accelerating, and Developing through Service-Learning) is a comprehensive place-based leadership program designed for business professionals who are passionate about making a positive impact in both their professional and local environments. This program aims to empower individuals to lead with integrity, educate through continuous learning, accelerate personal and organizational growth, and foster development through meaningful service-learning experiences. By equipping participants with the necessary skills, knowledge, and resources to create a dynamic network of leaders who collaborate, innovate, and contribute to the sustainable development and well-being of Brown County and beyond. Business leaders come from both rural and urban interfaces in the county. The expectation is that business professionals will gain a sense of community and promote remaining in the county to live and work.

This is accomplished through a 10-month leadership development program partnered with the Brown County Chamber of Commerce and Ohio State University Extension Brown County. Educational activities in the place-based program include a leadership component and service learning.

BROWN L.E.A.D.S.

Leaders Educating, Accelerating, and
Developing through Service-Learning

Brown LEADS Calendar – 2024

Program Theme Days	Class Date Each day: 9 a.m. to 3 p.m.	Lunch Sponsor	Location
Call to Action Orientation	January 9, 2024	Duke Energy Foundation	Southern State Community College – Mt. Orab Campus
Teambuilding	February 13, 2024	Paul Hall & Associates	Brown County Fairgrounds – Georgetown
Civic Engagement	March 12, 2024	Maddy's Pizzeria	Georgetown – Administration Offices
Envision the Future	April 9, 2024	UC Clermont	Mt. Orab – Village Office
Health, Safety & Justice	May 14, 2024	Healthsource	Georgetown – Courts
Travel, Tourism & Agriculture <i>Bus Tour of Brown County</i>	June 11, 2024	Ag Businesses	OSU Extension Brown County – Georgetown
Building the Community	July 9, 2024	Dairy Queen	Chamber of Commerce Office – Mt. Orab
Roadmap to Your Future	August 13, 2024	TBD	Green Acres Foundation – Lewis Township
Leading Innovation	September 10, 2024	TBD	Mt. Orab
Call to Leadership Commencement	October 8, 2024	TBD	TBD

Updated 12/2023



Brown L.E.A.D.S.

The program focuses on three pillars: leadership, service learning, and place-based education. To address emerging issues in an urban and rural interface the program consists of both leadership learning activities and place-based learning experiences. Further, designed to develop and enhance all dimensions of leadership.

Brown L.E.A.D.S. Goals

- Strengthen Brown County professionals with a forum for learning, building, and practicing leadership skills
- Link local government, economics, agriculture, and healthy living to social issues, community action, and daily life in a rural and urban interfacing county
- Provide experiential learning to meet objectives of the leadership component
- Develop meaningful relationships between participants and their community to foster networking and workforce skills
- Encourage talented and skilled professionals to remain or return to Brown County, Ohio as they continue their careers

Target Audience

Brown County, Ohio business professionals of all ages and experiences looking to increase their awareness of the county and build their skills.

Program Design

Who: Brown County, Ohio business professionals

What: Adult leadership development program in the Brown County community

When: 8:00 a.m. – 3:00 p.m. – One day monthly January through October

Where: Local businesses, government agencies, landmarks throughout Brown County or proximity

How: A series of place-based, classroom and practical learning strategies and experiences through monthly learning theme days.

Components

- Leadership Course: Leadership components from research-based educational materials.
- Service Learning: Business professionals complete three projects over the term of the ten monthly theme days. These being: one project in their organization, one in their community, and one as a whole group using the Inside the Box framework.
- Place-based Education: defined as an approach to teaching and learning that connects learning to the local; this component is embedded in each theme day such as the location you might have a particular class or where students might visit.

BROWN L.E.A.D.S.

Leaders Educating, Accelerating, and
Developing through Service-Learning

For professionals,
in agencies, startups,
business & of course you.

About Our Program

Brown L.E.A.D.S. is a comprehensive leadership program designed for business professionals who are passionate about making a positive impact in both their professional and local environments. Through this program, we aim to empower individuals to **lead** with integrity, **educate** through continuous learning, **accelerate** personal and organizational growth, and foster **development** through meaningful **service-learning** experiences. By equipping participants with the necessary skills, knowledge, and resources, we strive to create a dynamic network of leaders who collaborate, innovate, and contribute to the sustainable development and well-being of Brown County and beyond.

For More Information

Scan the QR Code to view detailed information on our website.



What We Offer

Understanding of the Community

Through a series of place-based, classroom, and practical experiences, business professionals will gain a deeper understanding of Brown County and its resources.

Professional/Organizational Growth

With course content and an interactive workbook from John Maxwell, business professionals will be trained in advanced leadership principles that can be applied in their daily lives.

Service-Learning Experiences

Business professionals will create and execute service-learning projects over the term of the 10 monthly learning theme days. These being projects in their organization, in their community, and as a collective class.

Networking Opportunities

Business professionals will have the opportunity to not only network with each other, but government officials and businessmen/women around the Brown County area.

For More Information

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Recruitment Flyer – participants pay a fee to help recover costs



Engaging with local business leaders on Envision the Future Day



2024 Cohort on the Travel, Tourism & Agriculture Bus Tour

Results

The program is off to early success, 98% of participants have indicated in post class evaluations gaining more county knowledge than they expected. Pre/Post Evaluations are used during each monthly theme day in addition to collecting testimonials and sharing those with participants companies.

The total community support dollars for Brown LEADS is approximately \$25,000, this does not include the economic impact of the retained trained business leaders living and working in their home communities. Overall, participants indicated they had positive knowledge gains in the program and benefited from participating. However, long term impact evaluations will be a more valuable indicator of the program's true success and effectiveness.

Participant Testimonials

- “This program has helped me see much more to the internal workings of county offices, legal system, and public entities” – *participant A*
- “There is so much more to places in our county than meets the eye. How some places go above and beyond to help clients and for people to thrive” – *participant B*
- “I continue to gain value in the connections and networking opportunities offered in each session which enables me to become more familiar with Brown County and the many opportunities offered in the county” – *participant C*
- “Brown LEADS session today taught me what it meant to be a visionary leader. It was applied to people we all knew and could apply it to” – *participant D*

Travel, Tourism, Agriculture Bus Tour – June 11, 2024

Bus Tour of Brown County

8:45 a.m.	Morning Refreshments depart from Brown County Fairgrounds/OSU Extension (325 W. State St., Georgetown, OH 45121)
9:00 a.m.	Travel to and arrive at 9:15 – Scott Farm's– Hops & Cattle (9681 US 68, Georgetown, OH 45121)
10:20 a.m.	Travel to and arrive at 10:40 – Bolender Farm's – Grain and Meat Business (8105 George Miller Rd., Russelville, OH 45168)
11:40 a.m.	Lunch sponsored by Brown County Farm Bureau
12:00 p.m.	Agriculture Agency Roundtable – Brown Co. Farm Bureau, Brown Soil & Water Conservation District, USDA – NRCS & Farm Service Agency
12:30 p.m.	Travel to Ripley
12:45 p.m.	Ripley – Tobacco Museum (Dugan) (703 S. Second St., Ripley, OH 45167)
1:50 p.m.	Rankin House (Betty Campbell) (6152 Rankin Hill Road, Ripley, OH 45167)
2:45 p.m.	Travel back to Brown County Fairgrounds
3:15 p.m.	Adjourn

Assignments for next class:

- Read 360 Degree Leader
- Service-Learning Project – Small Group Planning

Next class is Building the Community, Tuesday, July 9 – Georgetown & Mt. Orab

Sample Theme Day Agenda



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