



REPORT

From the office of the...

Associate Vice-President Services

TO: Executive Board
FROM: Kristina Epifano
SUBJECT: CLAY Review
DATE: Friday, January 12, 2018

Creating Leadership Amongst Youth (CLAY) is a leadership conference that brings high school students from the greater Hamilton and GTA communities for a 3-day weekend. Delegates participate in interactive and informative sessions, as well as fun events, that are led by McMaster student leaders (Leadership Developers) and aim to strengthen their knowledge and skills in a variety of areas.

The CLAY planning team consists of 11 individuals in the following structure, Part-Time Manager, Volunteer and Logistics Coordinator, Sessions Coordinators (2), Events Coordinators (2), Outreach Coordinators (2), Sponsorship and Fundraising Coordinators (2) and a Media and Design Coordinator. All of the planning team, excluding the PTM, events, volunteer and logistics and media coordinators, are also take the positions of Leadership Developers during the weekend of conference. In total, CLAY takes 51 students for Leadership Developer positions to facilitate 8 sessions with a group of 8-10 delegates over the weekend and 6 students for the Special Events Team which plans and sets up events and meals for the weekend. Prior to conference, they receive a two-day training weekend that includes session overview, Anti-oppressive practices training, peer support and situational/emergency procedures training.

Delegates are the high school students who attend CLAY, typically from grades 9-12, with a total of 150 to 200 (max) each year. Delegate fees for the weekend are \$165 per delegate which includes all meals, transportation and accommodations. If delegates are not able to pay the fee, they may be sponsored by CLAY fundraising, their school may also sponsor delegates, as well as Crown Ward in Hamilton has been sponsoring and sending students to CLAY. Students who attend CLAY may have been signed up or encouraged to attend through programs at school or with Crown Ward, while others may have decided to attend on their own. This, along with the age range, creates a diverse group of students who attend conference, some wanting to be there and others may be resistant to the sessions and activities. Through meeting with the Part-Time Manager, internal and external surveys along with our own committee research, we have drafted a thorough review along with recommendations for the service.

Internal Research

Staff Survey

The survey was sent through email to the past three years of CLAY staff and a total of 22 staff had completed the survey. The goal of the survey was to evaluate staff experience and give them a chance to voice opinions on changes they recommend as well. We have compiled our findings below.

Part of staffing a CLAY conference was attending the evening debrief sessions. Please rate the following aspects of the evening debriefs from 1 (not valuable at all) to 7 (very valuable)

- Both Verbal and Written Shout-Outs received an average below 6 when rated on the scale

Are there any topics that you feel would benefit the training experience of CLAY staff members, that were not covered in your training sessions?

- More situational activities
- Self-care sessions for staff
- Have a representative from Crown Ward come to speak to staff
- More time/elaboration during session training

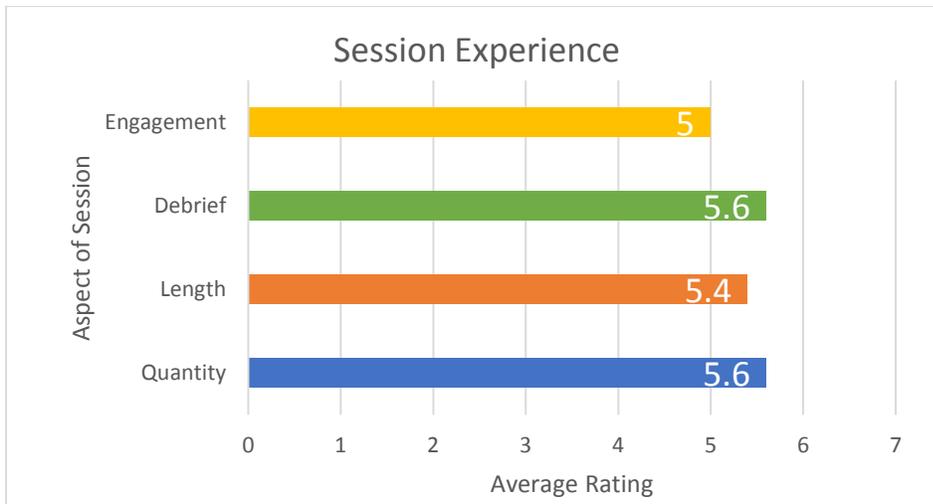
PRIOR & AFTER your CLAY staff experience, approximately how many hours a week did you spend involved with mentorship opportunities or community organizations

- 4 staff members increased involvement in mentorship opportunities and community organizations after volunteering for CLAY

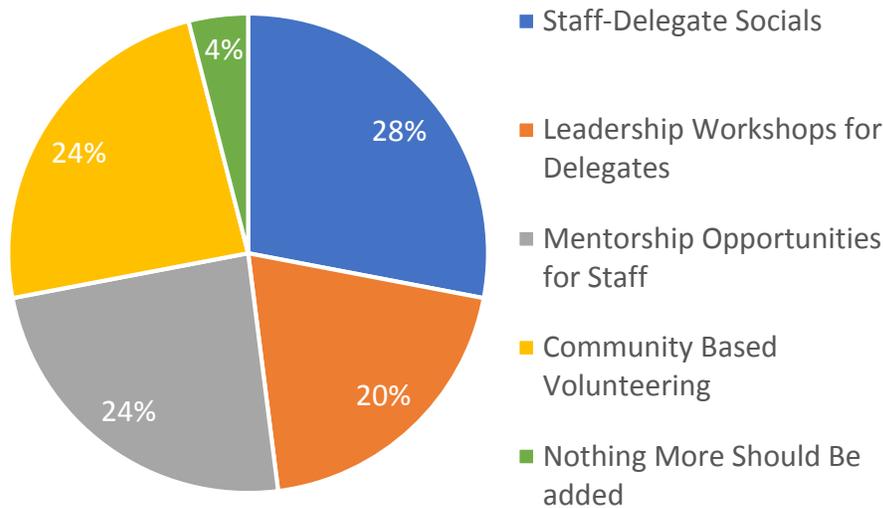
Did CLAY help you develop/strengthen your personal skill set? Please rank the following on a scale of 1 (CLAY did not help me develop this skill) to 7 (CLAY significantly developed/strengthened this skill)

- Self-Confidence in Personal Abilities was a skill that staff ranked lowest, with an average rating of 4.2 on the 7-point scale

During the CLAY conference, there are typically eight sessions that occur over a period of two and a half days. Please reflect on your experience in sessions by rating the following on a scale of 1 (needs improvement) to 7 (very well done)



Which of the following (if any) would you like to see CLAY incorporate into future conferences?



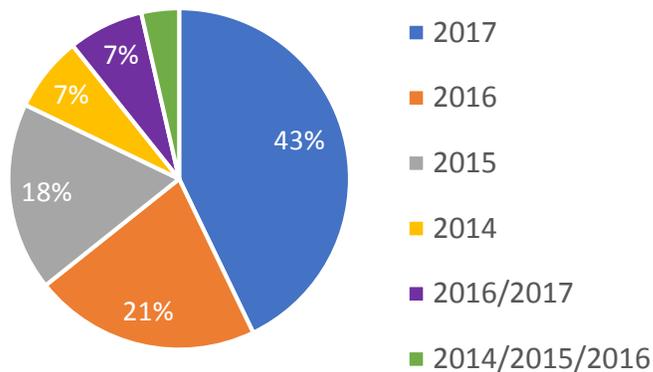
Is there any other information you would like to share about being a CLAY Staff Member?

- My experience as a Clay LD compared to that of my other leadership conference experience, were incomparable due to the cohesion of the team, instructions and preparation beforehand and meaningfulness of the conference.
- As an organization, we are held **responsible for the outcomes** of this type of conference. It needs to be decided on whether or not this conference is going to be able to support the interest of creating a conference "for at-risk youth" because currently, CLAY does not benefit from catering to both the privileged and under-privileged

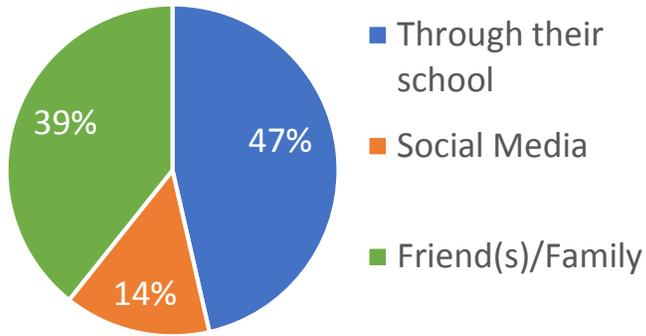
Delegate Survey

This survey was sent to the past 3 years of delegates to evaluate delegate experience and the impact of CLAY on delegates. A total of 28 delegates completed the survey and we have compiled our data below.

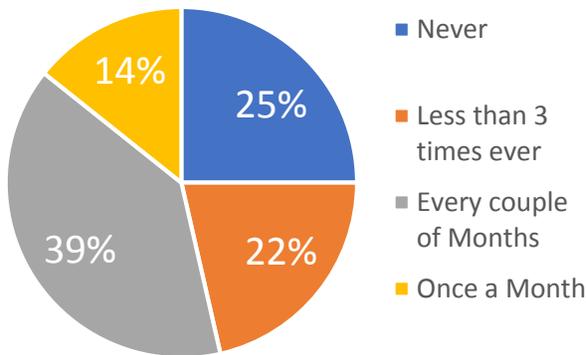
In which year(s) did you attend CLAY?



How did you learn about CLAY?

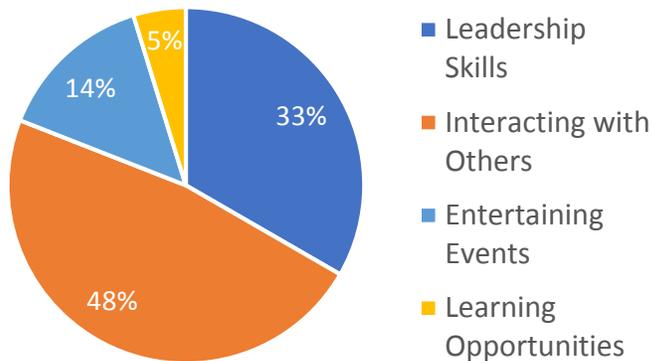


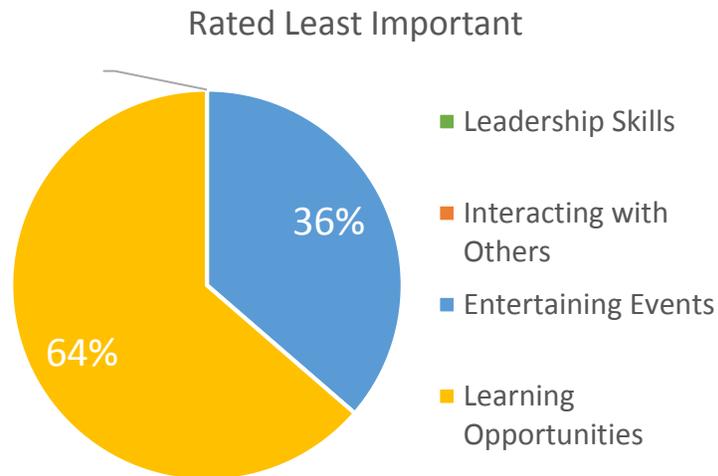
After CLAY, how often did you reach out/interact with a staff member (LD, Executive, Coordinator)



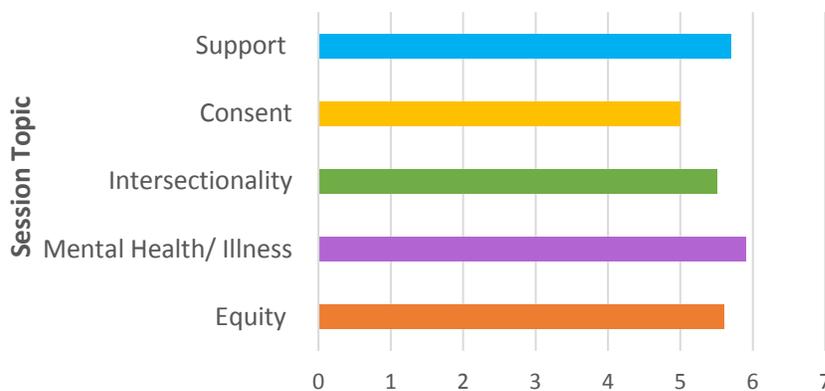
In regard to CLAY activities, please rank the following experiences in order of importance, with 1 being the least important and 4 being the most important

Rated Most Important





Through the session activities hosted by CLAY, how impactful was CLAY in helping you understand the following (1 being very low and 7 being very high)



PRIOR TO & AFTER attending CLAY, how many hours a week did you spend involved with volunteer opportunities or community organizations (e.g. league sports, Scouts, Rotary, etc.)

- 20% of students who completed the survey increased their involvement in community organizations after attending CLAY

PRIOR TO & AFTER attending CLAY, how many hours a week did you spend involved with extracurriculars at SCHOOL (e.g. sports, governance, mentorship opportunities, etc.)

- 17% of students who completed the survey increased their involvement with school activities after attending CLAY

PRIOR TO & AFTER attending CLAY, how did you feel about attending post-secondary education?

- 26 students who completed the survey were already **planning to** attend post-secondary education prior to attending CLAY, and still planned on attending after as well
- 2 students who completed the survey were **not planning** on attending post-secondary education prior to attending CLAY, and had wanted to attending PSE after CLAY

Is there anything other information you would like to share?

- I really love clay and the experiences you get and the new people you meet or seeing old friends is the best part not to mention the amazing LD's and activities you do are fun and Informative
- This was a great experience and had influenced my decision to attend McMaster
- I loved everything about this conference

External Research

Our external research was focused on evaluating programs at other universities and in the Hamilton community that share a similar mandate and goal as CLAY.

Other Universities/Large Conferences

CLAY is a very unique program offered by McMaster. As a committee, we could not find many other universities that provide a similar service. We did research on community organizations and conferences that share a similar vision as CLAY and compiled them below.

Canadian Student Leadership Conference is a conference that focuses on developing professional skills that students can take with them beyond the conference through different workshops and keynote speakers over the course of 5 days. Students are billeted in the host communities, they are put up in homes offered by community members. Students come from across Canada and are all student leaders and depending on where the conference is being hosted, a university may partner with the conference.

Ontario Student Leadership Conference hosts high school students all over Ontario, approx. 2200 students each year. The 3-day conference is filled with workshop session led by teachers and speakers as well as entertainment and large keynote speaker presentations. The conference aims to inspire youth to seek change and make a difference in their community

University of British Columbia hosts a Student Leadership Conference that is for university students to expand their individual leadership potential as well as avenues to apply those skills.

University of Toronto hosts Ulead - a conference for students who are already involved on campus in any capacity and focuses around a new theme each year that is prominent to student leaders (this year was Avoiding Burnout). They also provide a summer student leadership program for students in grades 9-10 and takes place over a week.

Waterloo and Brock have mentorship programs for high school students to come to campus and explore current research being done in different departments.

Community Organizations

<i>Name of Organization/ Event:</i>	<i>Who can attend:</i>	<i>Cost and length of trip:</i>	<i>Mission statement/goal:</i>
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<p>HWDSB and Community and Continuing Education - Leaders in Action</p>	<p>Students in grades 7 to 10</p>	<ul style="list-style-type: none"> - free for eligible students - cost for Visa students, visitors, and students who didn't attend Ontario school in past school year is \$375 - two hours of leadership training every day of two week session 	<p>Earn community volunteer hours, learn new skills, and make new friends. Knowledge and skills gained through the Leadership Training will be practiced through volunteering at the Summer Literacy Program. Successful Leaders in Training will graduate on the final day of the session and receive a program certificate and reference letter</p>
<p>YMCA of Hamilton, Burlington, Brantford - Leadership Camps (Levels 1-3)</p>	<p>Youth ages 13-14</p>	<ul style="list-style-type: none"> - \$190 for Level 1, 2 - free for Level 3 - 2 week camp session 	<ol style="list-style-type: none"> 1. Develop camp-related skills like canoeing, archery, and large group leadership while learning how to work as part of the team. Promote YMCA core values: caring, honesty, respect, responsibility 2. Build on skills learned in Level 1; develop skills in trust and support, communication, conflict resolution, special needs integration, etc. 3. Improve skills by volunteering at indoor camp; 4-week placement at indoor day camp site to shadow camp counsellor, deliver large group game, low organized game and arts & crafts
<p>City of Hamilton Leadership Camp</p>	<p>12-15 year olds</p>	<ul style="list-style-type: none"> - \$136 - 1 week camp placement (can be used towards volunteer hours) 	<p>This camp is specially designed to prepare youth to be a recreation leader in camps or year round programming. The two part Kidaca leadership camp starts you on the journey to becoming a successful leader in training. During the first week intensive instructional portion, we'll focus on the key attributes and skills that youth must know in order to successfully lead recreational programs and caring for young participants. Leaders in training will learn about group leadership, communication, program planning, etc.</p>
<p>Tim Hortons Children's Foundation Youth</p>	<p>12-16 year olds</p>	<ul style="list-style-type: none"> - free (open more to youth/schools from 	<p>Each level features increasingly challenging activities, wilderness expeditions, and workshops with</p>

Leadership Program and Community Leaders Program		low-income neighbourhoods) - five 10-day sessions spread over five years	specific constructive actions for youth to complete in between levels. This program builds skills and strengths that help youth thrive at school, succeed in their future workplaces, and become positive, contributing members of their communities
Radiant Girls Programs	12-18 year olds	- \$50-\$250 per day	Radiant Girls Programs are designed to bring out the strong, confident, kind girl inside. Camps and events combine fun wellness activities with empowering coaching to build positive self image, emotional intelligence, and strong leadership skills. We follow 2 simple principles for empowerment: everyone has inner wisdom that needs to be heard and trusted, and taking care of your body/emotions is the foundation for wellbeing. Core values are leadership, courage, kindness, gratitude, positive thinking, and self care.
Hamilton Centre for Civic Inclusion - Youth Programs (Leadership Development Retreat)	Youth	- volunteer basis	Hamilton Centre for Civic Inclusion and Rising Star Athletics and Education formed partnership to support development of young leaders in Hamilton's core. They are committed to planning and delivering experience-based learning opportunities that allow participating youth the opportunity to get involved in the delivery of positive programming, gain valuable experience working with their peers in school and community, while ultimately building their resumes in the process. Activities develop self-esteem, foster trust and understanding, and encourage a sense of accomplishment and the desire to succeed.
Kiwanis Boys and Girls Club of Hamilton	Mostly elementary school age	- Free or largely subsidized costs	Foster healthy development in youth.
ABACUS			A catalyst for educational transformation. By focusing on

			improving the academic, community and environmental factors that most directly affect students' likelihood of continuing their education, and starting the intervention in middle school, Hamilton students facing multiple barriers will increasingly access post-secondary education
Me to We Leadership Programs			Customizable learning workshops for young people that empower participants to discover their potential, explore social issues, build transferable skills and create positive social change
Big Brothers, Big Sisters			Big Brothers Big Sisters facilitates life-changing relationships that inspire and empower children and youth to reach their potential, both as individuals and citizens. Provides one on one mentorship

Recommendations

With the above research, the committee has created recommendations in hopes to strengthen CLAY's relationship with community organizations, foster personal growth for staff and increase the impact the conference has on delegates.

- 1. CLAY should collaborate with program coordinators from community organizations in order to build sessions.*

Currently, sessions are created with little to no consultation or research in relevant areas related to empowering youth. CLAY session coordinators should work with and consult program coordinators from community organizations in order to ensure our programming is building on the skills relevant and useful to the population of delegates coming to CLAY. This collaboration could strengthen the impact of and engagement in session as sessions could be better tailored to delegates.

- 2. CLAY should collaborate with other groups on campus that contain a similar mandate in empowering youth in the greater Hamilton community*

Staff stated on the survey that they wished to have more connections with the Hamilton and McMaster community as well as more mentorship opportunities. By collaborating with other groups on campus with a similar vision to CLAY that host programming for youth in the community, we can create more opportunities for staff to get involved through different events being hosted by clubs or groups on campus. This takes the burden off of the coordinator having to plan more community outreach events, while still giving staff an opportunity to engage with the community more if they would like. CLAY could provide resources to the groups and clubs that they may need but not have access too.

3. *The MSU should create a budget line of 350 dollars for snacks and themed materials for sessions groups*

Currently CLAY staff are paying out of pocket to provide delegates with snacks and materials related to their theme. These items create a cohesive session group and is almost indirectly expected from LD's to provide for their delegates. This past year, CLAY did not spend the entirety of their budget and the CLAY Coordinator (past and incoming) believe this is a good way to look into reallocating money within the budget. The number of \$350 comes from estimating 17 session groups, each with 10 delegates and allocates around \$2 per delegate.

4. *CLAY should outreach to community organizations in Hamilton to help with recruiting delegates, as well as providing resources to give to delegates during conference*

Currently, majority of students attending CLAY are recruited from their schools. CLAY should work to broaden its outreach strategies by connecting with community organizations in Hamilton to share recruitment of the conference. CLAY should also work with these organizations to establish a list of resources delegates can connect with after CLAY so they do not feel alone or lost once conference ends and they are back in their communities

5. *CLAY should place a larger focus on personal growth and professional development of staff through workshops and trainings leading up to CLAY*

On the staff survey, Self-Confidence in Personal Abilities was rated low on average for staff. CLAY should focus on professional development opportunities and personal growth of staff leading up to conference. If hired early, staff could partake in workshops with partners on campus, as well as more opportunities for team building and personal growth programming for staff. This will help foster growth in our McMaster student leaders prior to conference and hopefully then lead to a stronger CLAY experience for both delegates and staff.

6. *CLAY should work to incorporate the following sessions into staff training, self-care sessions for staff and having a representative from Crown Ward come to speak to staff and answer questions*

On the staff survey, these were mentioned as sessions that staff wished to have during training/prior to conference. The committee believes these would be beneficial for staff wellbeing and preparedness for conference. Self-care for staff is always something that is brought up as being "important" but no steps are made to actually improve it, this will be a good first start, showing staff ways to care for themselves in a conference setting. Many of the CLAY staff may not have interacted with vulnerable youth populations and having a represented from Crown Ward can provide more support for staff going into conference and make them feel more comfortable as they would be able to answer any niche questions or situations.