Community Business Leaders of Tomorrow
“Leading towards a better tomorrow”
Developed by Kyle Merten and Jeanie Long- Graduate Students, Department of Agricultural Leadership, Education, and Communications, Texas A&M University.

Relevance. Although Austin County was established as a predominately agricultural county, the urbanization along Interstate 10, and the projected population increase within the next 30 years will cause Austin County to grow and shift from its current way-of-life. In order to grow and remain progressive, it is important that Austin County educate business leaders on the importance of leadership qualities that it will take to sustain this growth. The Leadership Advisory Board in Austin County suggested the need for a program that will educate business leaders within the county on the changes occurring in Austin County in the near future.

This program will be targeted towards 50 business leaders from both agriculture and non-agricultural sectors in Austin County.

Response. Merten and Long, Texas A&M University, developed the following programs to address this relevant issue:

- Social Networking Event (Date)
- Creating a Vision (Date)
- Goal Setting (Date)
- Networking Within Communities (Date)
- Leadership Styles Within Communities (Date)
- Team Building Among Organizations (Date)
- Final Social Networking Event and Collaboration (Date)

Merten and Long would like to recognize the partnership with the Bellville Chamber of Commerce, Sealy Chamber of Commerce, and the Austin County Leadership Advisory Board to implement this program.

Results. In order to determine programmatic results of the Community Business Leaders of Tomorrow Program, a retrospective post evaluation instrument was administered to the program participants. A total of x of x (x %) returned the retrospective post instrument. The results are below:
Table 1. Mean scores using a Likert scale to reveal perceptual knowledge changes concerning the Community Business Leaders of Tomorrow Program increases using a retrospective post evaluation strategy.

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<tr>
<th>Topic</th>
<th>Before</th>
<th>After</th>
<th>Change</th>
<th>% Change</th>
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<tr>
<td>Vision Statements are the basis for all organizations.</td>
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<td>Vision statements provide the focus and energy for learning.</td>
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<td>Goal statements must be attainable, specific, and difficult in order to motivate.</td>
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<td>Networking requires knowing the power structures and opinion leaders.</td>
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<td>When to apply leadership styles in certain situations.</td>
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<td>Team learning focuses on a shared vision rather than the individual.</td>
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<td>Master team learning focuses on discussion and dialogue.</td>
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<td>Collaboration involves bringing all the resources together for one common cause</td>
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-Likert scale = 1 - Poor, 2 - A Fair, 3 - Good, and 4 - Excellent.

-Percent change is calculated by the following formula: \( \frac{(After - before)}{before} \times 100 \)

-Blue indicates change of x and greater, Yellow indicates change between x and x, Green indicates change x and below.

Adopted Practices. The next section of results focuses on intentions to adopt practices that were discussed during the Community Business Leaders of Tomorrow Program put on by Texas Cooperative Extension in Austin County. The results are listed below:

- **X of X (X %)** respondents said they probably will or definitely will continue following vision statements written during program. **X** respondents said they already have adopted the practices of using vision statements.
- **X of X (X %)** respondents said they probably will or definitely will strive to achieve goals written during the program. **X** respondents said they already have adopted the practices of writing goals.
- **X of X (X %)** respondents said they probably will or definitely will become a better leader both in the community and at work. **X** respondents said they already have adopted the practices of becoming a leader in the community and at work.
- **X of X (X %)** respondents said they probably will or definitely will collaborate with other business leaders in Austin County. **X** respondents said they already have adopted the practices of collaborating with other business leaders in Austin County.
- **X of X (X %)** respondents said they probably will or definitely will promote team building in the community and in the work place. **X** respondents said they already have adopted the practices of promoting team building in the community and in the work place.

Satisfaction. This section of results focused on satisfaction. The results are below:

- **X of X (X %)** respondents stated they were mostly or completely satisfied with the overall effectiveness of this activity.
- **X of X (X %)** respondents stated they were mostly or completely satisfied with information being what you expected to receive.
- **X of X (X %)** respondents stated they were mostly or completely satisfied with accuracy of information.
- **X of X (X %)** respondents stated they were mostly or completely satisfied with information being easy to understand.
- **X of X (X %)** respondents stated they were mostly or completely satisfied with completeness of information given.
• X of X (X %) respondents stated they were mostly or completely satisfied with timeliness of information.
• X of X (X %) respondents stated they were mostly or completely satisfied with helpfulness of the information in decisions about your own situation.
• X of X (X %) respondents stated they were mostly or completely satisfied with the relevance of the examples used.
• X of X (X %) respondents stated they were mostly or completely satisfied with the quality of course materials.
• X of X (X %) respondents stated they were mostly or completely satisfied with the instructor’s knowledge level of subject matter.
• X of X (X %) respondents stated they were mostly or completely satisfied with the instructor’s speaking / presentation abilities.
• X of X (X %) respondents stated they were mostly or completely satisfied with the instructor’s organization / preparedness.
• X of X (X %) respondents stated they were mostly or completely satisfied with the physical setting’s contribution to ease of listening and participation.
• X of X (X %) respondents stated the program was either quite or extremely valuable to them.
• X of X (X %) respondents stated they anticipated to benefit economically as a direct result of what they learned from the Extension activity.
• X of X (X %) respondents stated they anticipate to take actions or make changes based on the information from this activity.

Male / Female
• X of X (X %) respondents stated they were males.
• X of X (X %) respondents stated they were females.

Age
• X of X (X %) respondents stated they were between the ages of X and X.

Place of residence
• X of X (X %) respondents stated they lived X.

Highest level of education
• X of X (X %) respondents stated they had X degree.

Racial / Ethnic background
• X of X (X %) respondents stated they were X (race)

Summary of Results. Results indicate that leadership qualities in business leaders as well as economic growth potential in Austin County met its objectives. The greatest perceptual knowledge change was for the topics associated with X, X, X, and X.

Acknowledgements. Special thanks to the following experts for presenting these activities: Dr. Chris Boleman, X, and X.

Future Plans. As Austin County continues to strive for growth in the community both in its leadership and providing adequate resources for the people it is important that the leaders of Austin County maintain the vision set forth for the community. This vision can be maintained through continued programmatic efforts provided through Extension Education.