



## *American Legion Auxiliary*

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### **LEADERSHIP**

#### **ALA MISSION STATEMENT**

**“In the spirit of service, not self, the mission of the American Legion Auxiliary is to support The American Legion and to honor the sacrifice of those who serve by enhancing the lives of our veterans, military and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor youth and promote patriotism, good citizenship, peace and security.”**

#### **ALA ACADEMY**

The ALA Academy is a new training program the American Legion Auxiliary is providing all members with the tools they need to help grow the organization as a team. The training is designed to help members learn as part of a process that includes learning the information, sharing it with others, practicing their new skills and eventually making those new skills a habit.

The ALA Academy is available to all members, free and online. This series of online courses will expand your knowledge of the ALA and help you better serve our mission. Here are the ways the ALA Academy will be useful to you:

- Learn how your membership helps veterans, military and their families.
- Learn communication, leadership, strategic thinking, team building and more.
- Learn why your membership is meaningful.
- Learn about tools to work the mission.
- Learn about ALA culture.
- Receive consistent training.
- Learn at your own pace.

**Log in today to start your learning: [www.alaforveterans.org/ala-academy](http://www.alaforveterans.org/ala-academy)**

#### **Classes now available:**

**ALA 101:** is the introductory course to the ALA Academy, focusing on who we are, what we do and why we matter. ALA 101 provides a general overview of the ALA and our mission, with information helpful for most new (and not-so-new) members to learn. The entire online course will take about 35-40 minutes to complete.

**ALA Communication Methods:** is an introduction to how the ALA uses E-Communication. It also provides basic how-to information about using social media. This course is part of the Effective

Communications Module and only about 15 minutes.

**ALA Leadership: Living Our Motto of Service Not Self:** reviews what it means to be a leader and that leadership is not only a title - it is helping others to stay mission-focused and leading by our guiding principles. By the end of this course, participants will have the tools they need to develop a personal leadership plan. This course is part of the Leadership Basics Module and will take about 30 minutes to complete.

**Establishing an ALA Culture of Goodwill:** is a thought-provoking course designed to help ALA members better understand how our attitudes, beliefs and behaviors impact ALA membership and the ALA's ability to serve our mission. This course is part of the Culture Basics Module and will take about 40 minutes to complete.

**ALA Branding and Why It Matters to Me:** ALA members will learn that branding is more than just a logo – it's also how the public perceives our organization and our values. In this course, members will gain a better understanding of why branding is critical to continue our mission of serving veterans, military, and their families.

### **Coming Soon:**

**ALA Marketing Leadership:** Recruiting new members requires getting the word out, whether through a face-to-face basis or launching a membership drive. This module will help members with their efforts to recruit new members, and identify the ALA brand. Marketing is essential to accomplishing the ALA's vision on many different levels. This module includes two courses - Recruiting and Retaining Members and ALA Branding and Why it Matters to me.

**Handling Conflict:** Dealing with conflicts is a challenge every organization faces. This module will identify different conflict reaction styles and how to manage them. It also will teach ALA members how to create a plan to help them effectively handle a conflict situation. This module includes two courses - Conflict Styles and Handling Conflict Situations.

**Diversity:** ALA members will gain a better understanding of what diversity is and learn the techniques for embracing diversity in their outreach and day-to-day activities.

**Managing Change:** Acknowledging that change can be difficult, this module is designed to help master techniques for managing change, creating a change management plan, and helping others embrace change.

**Effective Communication:** This module will help ALA members understand how to be effective communicators in modern times. They also will learn how to use social media to help fulfill the mission, whether it's announcing a fundraiser or a special memorial event. Other courses planned for this module include a webinar under development, plus an Effective Listening class.

Dee Dee Buckley  
Department Leadership Chairman

*“A mind once stretched by a new idea  
never regains its original dimension.”*