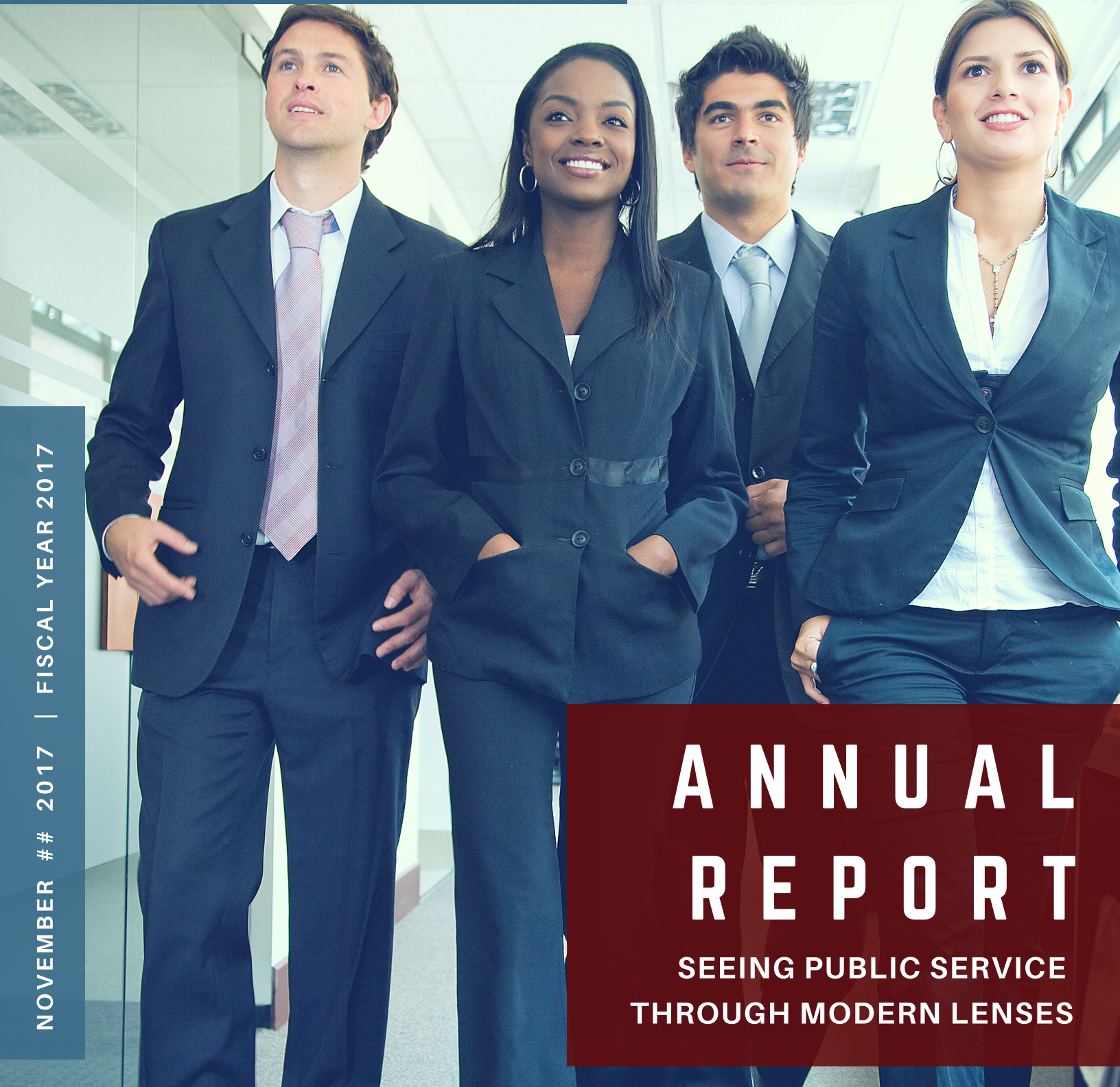


# 2017



NOVEMBER # 2017 | FISCAL YEAR 2017

# ANNUAL REPORT

SEEING PUBLIC SERVICE  
THROUGH MODERN LENSES

# IN THIS REPORT

## 2017 HIGHLIGHT

One of Young Government Leaders' (YGL) strategic priorities was to redirect more resources towards the chapters.

YGL succeeded in doing so and as a result, increased chapter engagement within the organization.

The National Leadership Team (NLT) extended the monthly NLT meeting invites to chapter presidents, giving them an opportunity to participate and provide feedback on open item discussions. Currently, chapter participation in these meetings is around 33%.

YGL was excited to welcome two new chapters – one in Detroit and one in San Francisco. YGL also assisted with reviving the Boston chapter. At last year's NextGen Conference, chapter representation rose from four to eleven.

## A NOTE FROM OUR PRESIDENT

A reflection of the 2017 Fiscal Year and hopes of the future from our 2018 President Jovanka Balac

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## MARKETING & COMMUNICATIONS

Highlights for 2017 included the expansion of YGL outreach & more.

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## COMMUNITY SERVICE

Community service projects engaged our members in work that improves the quality of life for others.

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**A COMMUNITY OF  
GOVERNMENT LEADERS**

**WHAT  
IS YGL ?**

**PROVIDES AN  
AUTHENTIC VOICE**

## a proclamation

citizen expectations of government

### we want a government

where every decision and every action made provides value to all citizens of this country. We want our public institutions to represent and serve and a government that embraces and us equally and fairly protects our diversity.

We expect for our government to protect our civil liberties, our values, and our way of life.

### We want public servants who will strive for excellence and innovation;

citizens who will be conscientious stewards of public funds, and individuals who care about the welfare of Americans in all that they do. In the face of complex problems, we expect a government that will partner with us to overcome difficult public challenges, protect the fundamental rules of law and help all its citizens to find common ground through effective public policies.

### We are a citizen community

—made up of all people—and we will be served by an effective, efficient government that is for the people and by the people.



## a proclamation

careers in public service

### our passion for service

is the compass that guides our work. We don't do this for the money, the titles, or the prestige.

We are the most diverse, **we will make** educated generation to **a difference.** enter the workforce, and

We will solve problems together—as one community—no matter our age, race, title, or organization.

We are not afraid of hard work or tough problems, and we rise to the occasion to solve **betterment of citizens,** challenges. We are **community, and country.** committed to the

As the generation that exemplifies innovation, creativity, and flexibility, we thrive as forward thinkers and

### Change agents

**that use failure as an opportunity to learn and grow.**

The advancement of our careers will depend on our results and performance rather than the time we serve. We will move fast. We will get results. And we are determined to make a difference.

Our generation is the new face of government, and the future of our

**democracy depends on us.**



# Mission & History

YGL's mission is to educate, inspire, and transform the current and future leaders of government. YGL is committed to serving as a coordinated voice for the current and future generations of young government leaders by providing a community of leadership through professional development activities, networking opportunities, social events, seminars, fellowships, and scholarships.

YGL was founded in 2003 by a group of young government employees seeking new connections across federal agencies. Since then, YGL has grown to provide the authentic voice for young government leaders across federal, state, and local government. We are the only 501(c)(3) non-profit, professional organization founded by – and led by – young government employees.

# A NOTE FROM OUR PRESIDENT

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2017 was a very successful year for Young Government Leaders (YGL) Research, Events, and Professional Development teams. YGL lead a research project that examined millennials' thoughts on diversity. The preliminary results revealed that millennials had a broader definition of diversity; one that differs from other generations.

Our events team also had a very busy year. Their efforts helped YGL advance our goal of creating a community of young employees and facilitating their learning and development by hosting and coordinating over 30 events that brought together hundreds of local, state, and federal employees nationwide.

Finally, our professional development team launched YGL's first Executive Leadership Program in partnership with American University's Key Executive Program. We had 15 participants who participated in a six-month program that included courses in leadership, inclusion and negotiations.



FY 2017

# CHAPTER HIGHLIGHTS

This was a busy year for YGL's chapters. Many of them directed their efforts towards hosting local community events and providing support for members in their areas. Here were some highlights from their successes throughout the year and tidbits on what to look forward to in 2018.

# NEW YORK CITY

The New York City Young Government Leaders chapter held a variety of events focusing on networking, volunteer service, and professional development.

Their leadership co-hosted networking events with other emerging leader networks – one in early winter and the other in the summer – that were attended by dozens of members.

Members also participated in various charitable causes such as the AIDS Walk NY, which included a 10K fundraising walk; the Riverkeeper Sweep 2017, which help clean up shorelines, plant trees and maintain wildlife in more than 100 locations; and Ronald McDonald House of New York, where volunteers helped restock and organize facilities that provide temporary housing for pediatric cancer patients and their families.

Last but not least, New York chapter members also participated in a discussion forum regarding public performance measurement and management and had a presence during the International Young Leaders Assembly 2017 Global Summit at the United Nations last summer. Members learned about the current state of geopolitics and had the opportunity to network with their counterparts around the world.

Leadership aims for continued success in 2018 through increased outreach and encouraging participation from board members.





# SAN ANTONIO

## THE ALAMO YOUNG GOVERNMENT LEADERS (AYL)

The Alamo Young Government Leaders (AYL) chapter began their year by establishing their leadership team. Led by president, Oscar Magaa and vice president, Tameka Cunningham-Preyer, chapter leadership worked together to organized networking events and collaborated with other organizations such as UMAST (Urban Management Association of South Texas) and LOOP (Leadership Organization of Professionals) to create awareness of AYGL's mission and to seek for new members. The group also participated in FIESTA, a local San Antonio holiday, to increase their presence within the local community.

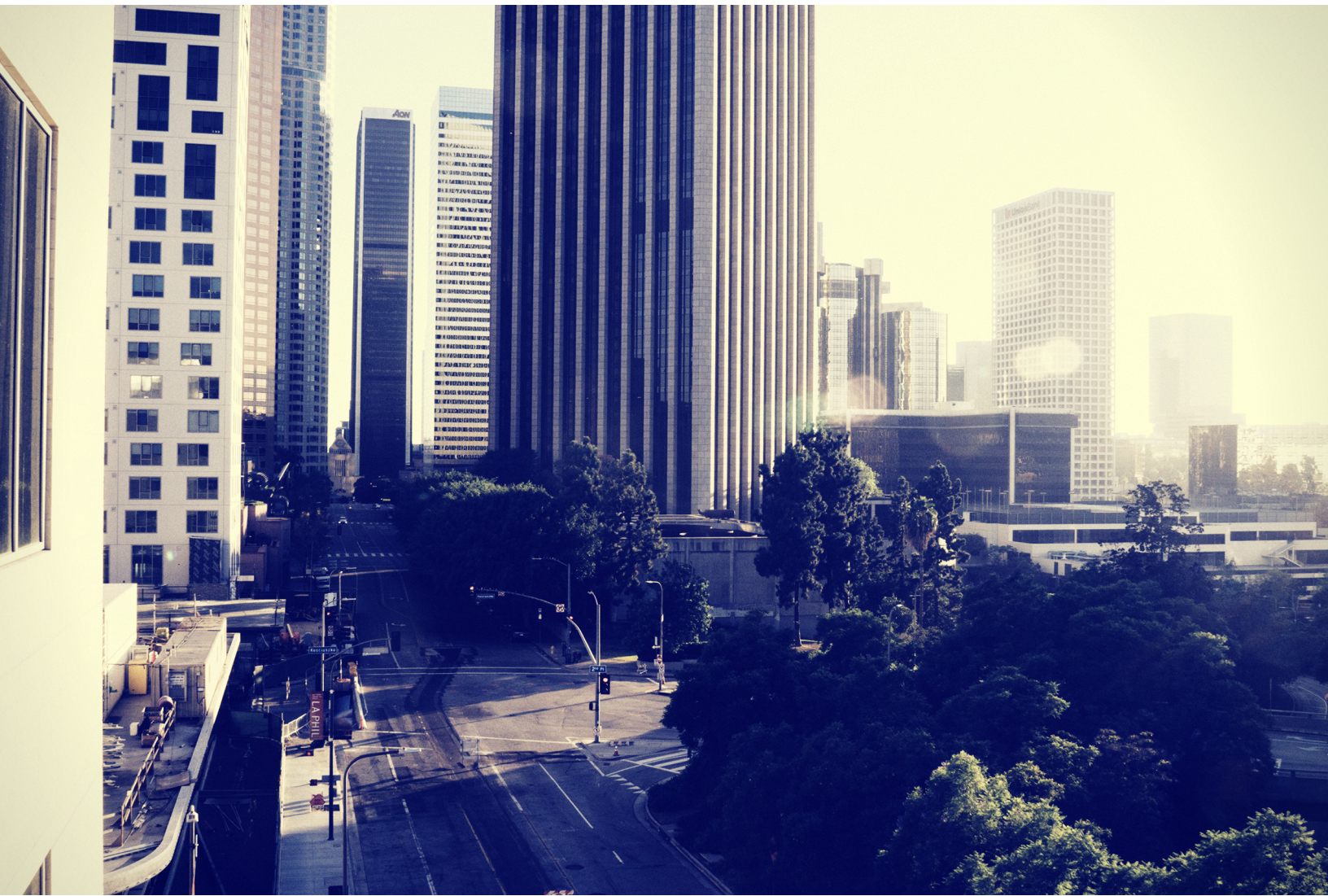
Other community event highlights that AYGL participated in included the Texas Valero Open, a local golf tournament where over 100 members registered as volunteers! Afterwards, AYGL Leadership team hosted a social to thank volunteers for helping with the event. Chief Learning Officer Jewell Hicks (past officer) presented a "True Colors Workshop", based on the Myers-Briggs personality test.

Around 20+ members attended and were very satisfied with the event.

When Hurricane Harvey hit Texas, AYGL members donated their time to support relief efforts and provided monetary donations to the local Red Cross. They also gave donations to those affected by the Sutherland Springs (just south of San Antonio). Finally, the AYGL chapter pledged their year-round support for the Wreaths Across America organization. AYGL members started the year assisting with the wreath pick up from the previous holiday season and began fundraising for this upcoming season.

AYGL's goals for 2018 will center on brand recognition and promoting their mission through various community outreach efforts. They also aim to increase their presence nationally through collaboration with other YGL chapters and increased engagement with the YGL National leadership team.





# LOS ANGELES

Young Government Leaders Los Angeles (YGL LA) succeeded in its efforts to become a world-class leadership development and community service organization in 2017.

Focusing on the development of young leaders in the greater Los Angeles community, YGL LA hosted events that included teaching business basics and economics to a local elementary school and a resume-writing workshop.

YGL LA also participated in the Senior Executives Association's Senior Leaders Roundtable and Rising Leaders Conference held last September. YGL LA's President, Tayo Agboke, discussed ways on how to progress one's career in government. He also talked about the challenges young people face when climbing the ladder.

Finally, he gave the examples of how YGL LA assists the growing network of young leaders to achieve their career goals.



## MARKETING & COMMUNICATIONS

Over the past year, the Young Government Leaders' (YGL) Communications group added a Marketing component and continued to enhance YGL's digital engagement.

Highlights for 2017 included the expansion of YGL outreach through participation in a variety of speaking engagements including NextGen and "Careers in the Federal Government" panels in partnership with the Washington Center. YGL also increased their original content contributions through various federal government publications.

# BLOGS

Young Government Leaders (YGL) continued their partnership with FedManager and the Association for Talent Development in 2017. YGL members contributed more than two-dozen blogs encompassing a wide variety of topics that emerging leaders in government care about.

## TOP 3 BLOG POSTS OF 2017



### WHAT DOES THE TRANSITION MEAN FOR MILLENNIAL FEDS?

The most widely read article last year dealt with the topic of government transition.



### GOVERNMENT EMPLOYEES—HIGH QUALITY?

Followed by, an article about government employees themselves.



### AMERICA'S TRUSTED AGENCIES: WHAT CAN WE LEARN FROM THEM?

Rounding up the top three was a piece on public trust.

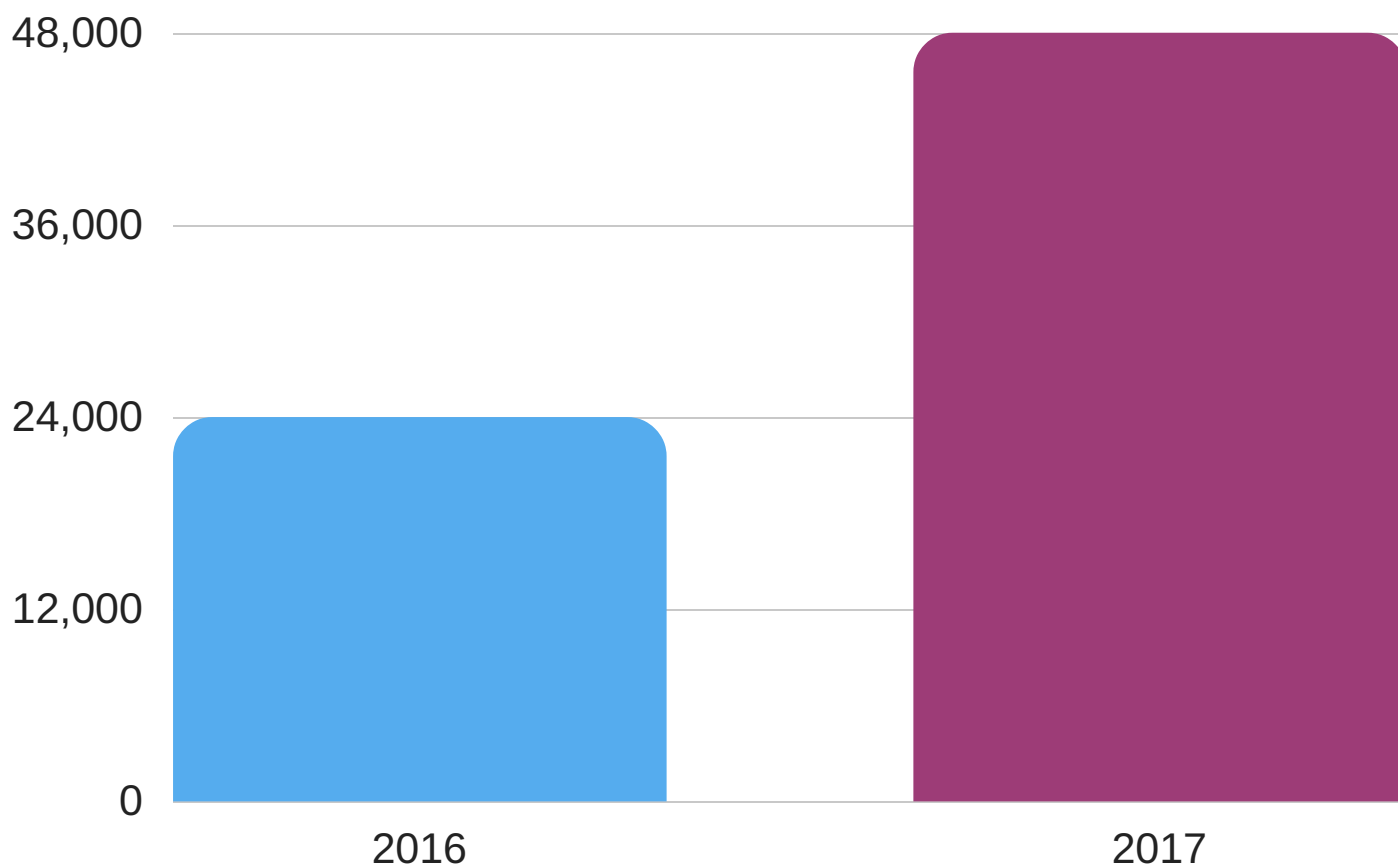


# SOCIAL MEDIA

Young Government Leaders' (YGL) overall social media presence was consistent in 2017

YGL's Twitter presence **grew 100%** from **24,000** impressions in 2016 to **48,000** impressions in 2017 thanks to increased engagement from the National Leadership Team and members from around the country.

**IMPRESSIVE  
TWITTER  
PERFORMANCE**

YGL also increased quadrupled their Twitter following, ending the year with **over 1,500 followers**.

# SOCIAL MEDIA

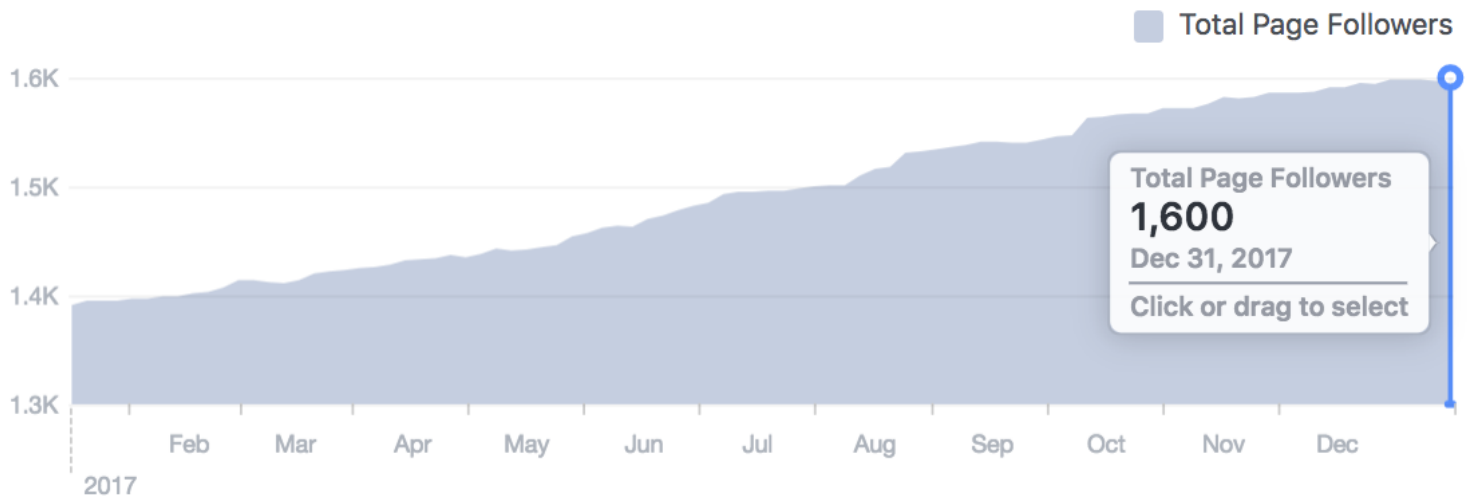
Young Government Leaders' (YGL) overall social media presence was consistent in 2017

## FACEBOOK & INSTAGRAM PERFORMANCE

On Facebook, YGL's fan page had close to **200 new likes** and reached roughly an average of **1,300** people on a weekly basis.



Total Page Followers as of Today: 1,600



YGL also increased its utilization of Instagram, resulting in a gain of almost **100 new followers** in 2017.





**LIKES**

New: ..... 198  
 Total: ..... 1,554

**PAGE VIEWS**

Apr. 6, 2017  
 Aug. 30, 2017

- Weekly Page Engaged Users: ..... 122
- Weekly Total Reach: ..... 1,284
- Daily Organic Reach: ..... 190



Oct. 2016 -  
 Aug. 2017

Impressions: ..... 47,866  
 Tweets: ..... 108  
 Profile Visits: .... 4,722  
 Mentions: ..... 225  
 New followers: ... 1,590



Followers: ..... 193  
 Posts: ..... 152

**SOCIAL BY THE NUMBERS**

YoungGov.Org  
 @YGLnational





# COMMUNITY SERVICE

In 2017, Young Government Leaders in the National Capital Region organized several community service projects to engage our members in work that improves the quality of life for others. Volunteers developed new skills, made new contacts, and positively impacted the community as a result of their participation. Moreover, these events broadened YGL’s exposure and resulted in new membership and volunteer corps enrollments.

**HIGHLIGHTS:**

- 10/29/16 ..... PACKING AND SORTING FOOD AT CAPITAL AREA FOOD BANK
- 11/29/16..... SOCK COLLECTION DRIVE (JOINT PROJECT WITH THE P.E.A.R.L.S INC AND SO OTHERS CAN KEEP STRIDING)
- 12/3/16 ..... SOCK DISTRIBUTION SERVICE EVENT AT FRANKLIN SQUARE PARK (JOINT PROJECT WITH THE P.E.A.R.L.S INC AND SO OTHERS CAN KEEP STRIDING)
- 12/16/16 AND 1/16/17...FOOD PREPARATION AND MERCHANDISING AT MARTHA’S TABLE AND MARTHA’S OUTFITTERS (JOINT PROJECT WITH THE DEPARTMENT OF ENERGY YOUNG PROFESSIONAL GROUP).

# PROFESSIONAL DEVELOPMENT

2017 was a truly exciting year for Young Government Leaders (YGL) and the professional development team. Last year, YGL expanded their professional development offerings and improved upon the current programs already in place.

YGL partnered with American University to deliver the “Leading Without Authority Professional Development” event last June. Attendees learned how to wield influence more effectively, independent of their title or organizational position. This event had over 30 live attendees and was viewed by 147 people on Periscope.

The Professional Development team also implemented a project management process that helps with tracking projects across the organization. The new procedures have already contributed to improved communications and engagement and increased the level of transparency among the various leadership teams.







## RESEARCH

The Research Team of Young Government Leaders (YGL) in 2017 focused on what diversity means to young leaders in government and whether there are notable differences between generations.

Their goal was to have findings that YGL could possibly share with the broader government management community that might inform their decisions on how to effectively manage diversity and diversity programs.

The multi-stage research project involved dozens of interviews and multiple surveys of the federal workforce. The sample population consisted mostly of Millennials. YGL, in collaboration with Emerging Local Government Leaders, conducted the same survey with a sample of young leaders within the state and local government workforce. The results are forthcoming.



# MEMBER EXPERIENCE TEAM

The Young Government Leaders (YGL) Member Experience team had a fulfilling year focused on improving participation and engagement of our members through a number of different events. A total of seven events were planned and executed during FY17. The team also increased participation of virtual members by adding a live streaming component to learning and professional development events. Finally, the team led an initiative to fill short-term positions within the National Leadership Team to fulfill special projects and/or help with the execution of events. They were able to gather a substantial list of interested members through a survey that was socialized with the entire YGL membership.

# MEMBER EXPERIENCE TEAM 2017 HIGHLIGHTS

FEB

YGL hosted the professional development workshop titled “Rebels at Work” with author and speaker Carmen Medina. YGL members benefited from Carmen’s experience and learned that organizations would benefit from listening more to the ideas of their employees-- the heretics, mavericks and rebels at work who care enough about their organization to speak up even when the safer path is to keep quiet.

MAY

YGL, in partnership with BIG NOW and Management Concepts, held a webinar entitled “Build Resiliency and Thrive in Times of Change”. Through this webinar YGL members had the opportunity to hear from Debbie Eshelman, Managing Director of the Human Capital and Talent Management Practice, on how to rebound from setbacks and adversity thus allowing them to become productive and committed employees.

JUL

YGL held the professional development event “Leading without Authority” where Patrick S. Malone, Phd Director, Key Executive Leadership Programs at American University demonstrated that leadership exists even the lowest levels of authority. Our participants learned how to develop necessary tools to exert influence more effectively and challenged them to examine the complexity of power in the workplace.

AUG

YGL, along with in partnership with BIG NOW and Management Concepts held a Networking Meet and Greet at Lost Society. This event allowed our YGL members to socialize while learning about Resiliency through a dynamic icebreaker exercise facilitated by Debbie Eshelman.

OCT

YGL, in partnership with BIG NOW and Management Concepts held the “Millennials on the Rise” breakfast panel at the DC City Club. This panel featured expert panelists and special guest, Chad Sheridan, Chief Information Officer at USDA, who shared some of his own career trials and tribulations.

# 2018 NATIONAL LEADERSHIP

**Jovanka Balac**  
PRESIDENT

**Kyle Regan**  
CHIEF HUMAN CAPITAL OFFICER

**Elizabeth Fischer Laurie**  
CHIEF FINANCIAL OFFICER

**Raymond Jackson**  
CHIEF OPERATIONS OFFICER

**Rebecca Rose**  
CHIEF RELATIONSHIP OFFICER

**Brian Whitaker**  
CHIEF TECHNOLOGY OFFICER

**Iris Alon**  
EDITOR IN CHIEF

**Arlene Peña**  
CHIEF MARKETING OFFICER

**Joe Maltby**  
CHIEF OUTREACH OFFICER

**Michelle Rosa**  
CHIEF MEMBER  
EXPERIENCE OFFICER

**Ayoka Perkins Knox**  
CHIEF EVENTS OFFICER

**Lenka Koss**  
CHIEF LEARNING OFFICER

**EDUCATE  
INSPIRE  
TRANSFORM**