



YOUTH LEADERSHIP COUNCIL

LEARNING OBJECTIVES

The YLC learning journey equips delegates with skills in leadership, advocacy, teamwork and collaboration and communication through a year-long progression. Each stage builds on the last, preparing delegates to showcase their growth by networking with co-op leaders, demonstrating leadership presence, and delivering polished advocacy messages on a national stage.

LEADERSHIP DEVELOPMENT

Delegates will explore and identify their personal leadership styles, learning how to adapt to diverse groups and situations. Through workshops, reflections, and hands-on activities, they will build confidence in their ability to guide peers, take initiative and motivate others. This progression ensures they return to their communities prepared to serve as emerging leaders in both school and co-op settings.

ADVOCACY SKILLS

Delegates will gain a deep understanding of how cooperatives advocate at the local, state and national levels, beginning with exposure to NRECA's Government Relations team and real conversations on Capitol Hill. Over the course of the year, they will learn how to translate complex issues into relatable messages and practice delivering them with clarity and confidence. By PowerXchange, they will be able to effectively represent the cooperative voice in both formal and informal settings.

TEAMWORK AND COLLABORATION

Delegates will learn to collaborate across regions, perspectives and personalities to achieve common goals. From interactive workshops to group service projects, they will practice problem-solving, conflict resolution and peer-to-peer accountability. These experiences prepare them to thrive in team environments and reinforce the cooperative principle of working together for mutual benefit.

COMMUNICATION MASTERY

Delegates will strengthen their communication skills through speech development, small group discussions, professional writing, and digital presence-building. The year-long speech project serves as a capstone for this competency, beginning with speech structure and delivery workshops in Washington, refined through practice and peer feedback during virtual meetings, and culminating in presentations at PowerXchange. Each stage of the program reinforces clarity, professionalism, and authenticity, helping delegates adapt their voice for different audiences and demonstrate confidence as national representatives of the cooperative network.

PROFESSIONAL GROWTH AND NETWORKING

Delegates will develop critical professional skills such as business meal etiquette, resume and LinkedIn development, and networking with cooperative leaders. These experiences prepare them for future academic, career, and leadership opportunities by connecting classroom learning to real-world professional environments. PowerXchange serves as the capstone, where they apply these skills in a national networking setting.

SERVICE AND COOPERATIVE IDENTITY

Delegates will design and implement service projects that celebrate the cooperative difference and make a tangible impact in their communities. In doing so, they will practice project management skills such as goal setting, planning, delegation, and evaluation, learning how to bring an idea from concept to completion. These projects not only reinforce their skills in advocacy, communication, and teamwork but also deepen their understanding of cooperative principles and values. This ensures that graduates of the program leave with both practical leadership skills and a strong sense of cooperative identity.

YOUTH LEADERSHIP COUNCIL

COMPETENCIES

CORE COMPETENCIES

CAPSTONE PROJECTS

National Spokesperson Address

- Coordinating with local, statewide and national co-op staff to present their project to co-op staff.
- Drafting a speech that resonates with key co-op audience using key messaging points.
- Presenting speeches to local co-op boards, annual meeting and statewide partners.

Community Service Project

- Project management skills by coordinating with key stakeholders at all levels.
- Communication skills by meeting and organizing their service projects with partners.
- Issue research to determine key community issues.

Leadership

Summer Program

- The Spectrum of Leadership workshop is aimed at help delegates uncover leadership styles through True Colors.
- All Together Now Workshop is focused on building trust, accountability and shared goals.
- The Escape Room Challenge is about leading and following under pressure.
- Closing reflections are setting the stage for year-long leadership growth, led and designed by delegates.
- Coordinating travel arrangements with NRECA, the local co-op and the statewide.

Virtual Meetings

- Peer roundtables with co-op leaders focused on real world examples
- Project ownership through Service Project and in their reports.
- These projects also add direct leadership and communication skills in their communities.

PowerXchange

- Leadership skills workshops on confidence, presence and motivating others.
- Direct interaction with co-op leaders.
- Directly led breakout sessions and PowerXchange activities.
- Coordinating travel arrangements with local co-op and the statewide.

Advocacy

Summer Program

- Briefing on NRECA Advocacy efforts and how delegates play a role.
- Building a Strong Pitch how to craft a personal advocacy messages.
- Direct engagement with elected officials to practice public speaking and engagement.
- Strategic lesson in hands-on activity on building advocacy plan.
- Meeting with elected and appointed officials and asking questions about key policy issues.

Virtual Program

- Putting advocacy skills and tactics in action by working with key partners to implement service projects.

PowerXchange

- Delegates put their advocacy skills into action by having direct conversations with co-op leaders and NRECA officials.
- During their time at PowerXchange, delegates work on connecting about future opportunities after their time on the council.
- Delegates will make final advocacy pitches about community issues during PowerXchange working together as a team to draft solutions to co-op and rural issues.

Teamwork and Collaboration

Summer Program

- Parade of NRECA — Observing collaboration across departments.
- Keys to Collaboration Workshop — Exploring group dynamics and conflict resolution.
- All Together Now — Practicing teamwork through interactive challenges.
- Escape Room — Real-time collaboration and problem-solving.
- Navigating the DC metro in small groups and with each other.

Virtual Program

- Working together to brainstorm and provide solutions to the challenges around their speech and community service projects.
- Working directly with co-op staff to plan, coordinate and implement their community service project.
- Work with co-op staff at the local, state and national level to present their speeches to co-op staff.
- Working with their partners to check-in on key projects and provide support when needed.

PowerXchange

- Working alongside NRECA staff to lead breakout sessions and other activities while on-site.
- Working together in policy workshop to craft real solutions.
- Workshop on motivating and supporting others.

Communication

Summer Program

- Workshop on drafting and delivering speeches and personal pitches.
- Question panels with senior co-op leaders, practicing personal pitches and question crafting.
- Drafting and building out nightly reflections to fellow delegates using materials from the week to craft content.
- Communicating with co-op partners and statewide stakeholders about their travel to DC.
- Speaking with staff and key leaders during their time in DC and beyond.
- Communicating with stakeholders about their involvement in the program.

Virtual Program

- Working with NRECA editorial staff to highlight their community service projects.
- Drafting communication to local co-op, statewide and NRECA staff about project updates.
- Drafting their National Spokesperson address.
- Resume and LinkedIn drafting and planning.

PowerXchange

- Introductions to over 10,000 attendees
- Working with NRECA staff to direct attendees
- Communicating travel and engagement plans with key stakeholders
- Dinner with co-op leaders
- Policy presentations
- Networking workshop and practice.

TIME LINE

National Spokesperson Speech Project

Service Project

June

July

August

September

October

November

December

January

February

March

Youth Tour

Summer Program

Virtual Program

PowerXchange