

# Why?

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# Keys to the successful supervision of fellow students

- University of Iowa Telefund facts and history
- Gen Y
- Generation: Why?
- Acting vs. reacting
- “One Minute Manager” by Kenneth Blanchard
- Fitting the square peg in the round hole
- Active student managers

# Why do you do this job?

Every man without passion has within him no principle of action, nor motive of act.  
---Claude Helvetius

# University of Iowa Telefund Facts and History

- Automated in 1997 with 12 stations and 5 shifts
- Expanded to 24 stations and 6 shifts in 1999
- Maintained number of shifts and size of call center since that time
- Employees 75 students at maximum capacity
- One full time staff member, 7 – 8 student supervisors, 2 student clerks, 65 student callers

# University of Iowa Telefund Facts and History (cont.)

	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002 (Iowa)</b>	<b>FY2003 (Michigan)</b>
<b>Contacts</b>	<b>45,821</b>	<b>65,325</b>	<b>79,000</b>	<b>87,043</b>	<b>78,463</b>
<b>Pledges</b>	<b>8,864</b>	<b>12,233</b>	<b>17,250</b>	<b>20,255</b>	<b>33,910</b>
<b>Pledged Dollars</b>	<b>\$1,079,174</b>	<b>\$1,171,295</b>	<b>\$1,500,000</b>	<b>\$1,666,747</b>	<b>\$3,567,450</b>
<b>Attendance Percentage</b>	<b>70%</b>	<b>73%</b>	<b>83%</b>	<b>90%</b>	<b>??</b>

# Generation Y ~ Demographics

- Born between 1980 and 1996
- 70 million total ~ largest group of teenagers in history (including the baby boomers)
- In the next decade, Gen Y will encompass 41% of the population

# Generation Y ~ Motivation

- Goals
  - They need very specific obtainable goals
  - Goal-oriented
  - Want to know what the reward is for reaching the goals
- Needs
  - They want to know how the work they do impacts the world around them
  - It is essential they feel important to the system

# Generation: Why?

- The most important question to answer when working in a management position is why
- It is even more important when dealing with peer management as the natural reaction of a peer is to automatically say that you have gone on a “power trip” when things are not explained thoroughly

## Generation: Why? (cont)

- Every time you perform a function as a manager you need to be prepared to explain why
- Answering the question why also results in a well informed staff who understands the goals of your program
- When staff is kept informed they feel more involved in the achievement of the goals which can help to improve the retention of your program

# Acting vs. Reacting

- You should always act to receive a specific reaction
- Understanding what works with different members of your staff is important when thinking about acting vs. reacting
- When you understand how to receive a specific reaction from a caller it makes it easier to motivate them to succeed

# Acting vs. Reacting (cont)

- When a student acts out you should not react to their actions but act to get them to behave in a certain manner
- Reactions are typically an emotional response to someone else's action which is not where you want to be coming from when attempting to manage a situation
- Attempt to rise above it!

# One Minute Managing

- One Minute Manager by Ken Blanchard
- Covers some of the most important principles of management
- 3 Basic Ideas of Manager/Employee Interactions
  - Set goals and make the caller responsible for how to reach those goals
  - Praise should be in a quick and consistent manner immediately after the behavior that deserves praise

# One Minute Managing (cont)

- Reprimands should also be quick and immediate but do not dwell
  - Confirm what happened and always offer an opportunity to hear their side
  - Reprimand and express how their failure makes you feel
  - Then praise them as people and express faith that they will improve
  - There is no need to make someone dread criticism as it can become counter productive to your goals

# One Minute Managing (cont)

- **One Minute Manager by Ken Blanchard**
  - People who feel good about themselves produce good results
  - Help people reach their full potential; catch them doing something right
  - The best minute I spend is the one I invest in people
  - Everyone is a potential winner; some people are disguised as losers; don't let their appearance fool you

# One Minute Managing (cont)

- **One Minute Manager by Ken Blanchard**
  - Take a minute; look at your goals; look at your performance; see if your behavior matches your goals
  - We are not just our behaviors; we are the person managing out behavior
  - Goals begin behaviors; consequences maintain behaviors

# Making the square peg fit in the round hole

- Identify the strengths of the people you work with and help develop their skills so that they are allowed to play to their strengths
- When people are allowed to develop their strengths it makes them happier as people which increases job satisfaction and can have a positive impact on retention
- Not all calls or callers are the same so there is no need to try and make them fit a particular pattern as long as they achieve the goals we are setting for them

# The active student manager is the difference maker

- Active student supervisors result in a better run call center
  - Student supervisors moving among the callers allows questions to be easily and quickly answered
  - Callers are more engaged when student supervisors are actively circulating among them
  - When callers are managed this way it makes them feel more invested in the program assisting with retention.

# Students are why we all have jobs!

- Your attitude about the work you do can create respect
- The work we all do is only as important as we make it
- Our ability to achieve our goals is directly related to the work you do
- Unless managed a raging river is energy wasted!

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