

2025 Department of Washington
Summer Convention - July 9-12, 2025

2024-2025 ALA ACADEMY CHALLENGE

Who: Let's participate in the ALA Academy Challenge!

What: Select any of these 7 self-paced courses:

- ALA 101: Member Orientation
- ALA Diversity, Equity & Inclusion
- ALA Branding
- ALA Communication Methods
- Unit Fundraising and American Legion Auxiliary Foundation Grants
- Introduction to Conflict Resolution
- ALA Leadership: Living Our Motto of Service Not Self

Where: National ALA Website:

<https://member.legion-aux.org/member/online-training>

When: Courses are designed for you to take whenever you have the time. No need to pre-register.

Why: You will receive a ***Certificate of Course Completion*** to enter into a drawing for ALA prizes at the Department's *2025 Summer Convention*. The more certificates you bring the more chances to win!



ALA 101: Member Orientation — Provides a history and overview of the ALA. Explains who we are, what we do, and why we matter. You'll learn how the ALA has a significant impact on our country through service to veterans and their families and how your dedication and commitment will contribute to the ALA's mission.

ALA Diversity, Equity & Inclusion — *ALA Diversity, Equity, and Inclusion* was created to help our members recognize biased language and performance bias and implement strategies to overcome them; identify and properly use interrupters to create a more inclusive and welcoming environment for all; and demonstrate the ability to coach others on the importance of inclusion and equity within ALA.

ALA Branding — Provides an overview of branding and explains how the Auxiliary's brand impacts the reputation and overall mission of the ALA. You'll learn why brand loyalty is critical to the ALA's future and discover ways to build brand loyalty.

ALA Communication Methods — Explains how ALA National Headquarters uses various electronic communication methods to provide your department (state) and unit with information and resources to help carry out the Auxiliary's mission. Discover how various social media platforms can be used to promote awareness about the ALA.

Unit Fundraising and American Legion Auxiliary Foundation Grants — Provides an overview of planning, marketing, and executing a successful fundraiser for your unit. You'll also learn about the four types of grants awarded by the ALA Foundation and become familiar with the application process.

Introduction to Conflict Resolution — Examines the benefits and costs of conflict and explains common causes of conflict. You'll learn the difference between conflicts and complaints and identify effective strategies to minimize complaining and resolve conflict in a professional, positive, and proactive manner.

ALA Leadership: Living Our Motto of Service Not Self — Defines leadership as a mission mindset and explains core competencies of effective ALA leaders. Gives an overview of how to develop your own personal leadership proficiencies. You'll create a personal leadership development plan that will help you grow as a leader who works toward the ALA mission and inspires others to help move the mission forward.

The Academy also has a course specifically designed for Junior Members:

ALA Juniors E-Learning Course is designed with younger members in mind. Juniors will learn about the purpose of the program, how to excel as leaders, tips for speaking to groups, and much more.