

Getting the Right Start- **Build Credibility through High-Quality and Reliability**

Basic to the success of a training and technical assistance resource center is assuring that all services are high-quality, reliable, and relevant. Knowing the needs of the audience is the first step. Putting systems and procedures in place to assure quality is the next step. Specific knowledge of youth development applicability and relevance within and across multiple fields is critical to gaining credibility as well. The center holds a broader, more comprehensive youth development picture than its individual constituents, requiring expertise in resource development that includes training, books, materials, research, speakers, funding sources and access, and knowledge of dissemination techniques. Providing this knowledge transfer in an accessible, reliable and pleasing way is crucial to constituent loyalty.

"I gained my knowledge largely through policy level work and continually working to expand my own understanding of these issues. These efforts have enabled me to be viewed as credible and a reliable source by a variety of stakeholders."

Deliver high-quality services

Center work is often very public, with constant exposure to many people through events and written pieces. Become an expert, build individual credentials, and above all, ensure top quality! This necessitates maintaining focus and understanding the distinct role of the organization while hiring and developing high quality staff and volunteers to build and enhance the resource center's breadth of expertise.

Provide needed resources

People love free resources. Early on, give away the store in resources and expertise. It will build credibility as the reliable resource, and establish a critical personal connection.

Develop easy to use materials

Time and convenience are essential in today's business environment. Easily read and deciphered materials, an electronic list-serve, useful and clutter-free website, and training and materials worthy of their cost are ways to develop good will and be sought out and utilized. Be reliable, including the rate and pace of delivery and a consistent look to materials, their templates, and processes for resource access.

Build a resource base

In order to provide high-quality services consistently, it is imperative that the organization remain knowledgeable about a broad array of information and be able to instantly access relevant resources. As a result, when reviewing and researching training and toolkits a priority is how these can be shared and utilized in the most useable and applicable way possible.

"Funders and the public increasingly demand 'results' and accountability. Being able to analyze and communicate data (both quantitative and qualitative) is essential to survival. This does not mean becoming a statistical genius—quite the contrary; it requires taking the complex and communicating the data in a way that everyone can understand."