

# Nick Block

Digital designer specialized in user experience and brand / business strategy

## Portfolio Samples

Mountaineers Gala 2019	Print media, graphic design
Mountain Education Alliance	Branding, writing sample
The Mountaineers	Writing samples
Kaf Adventures	Branding, marketing, design
Bothell Psychiatric	Responsive web and branding

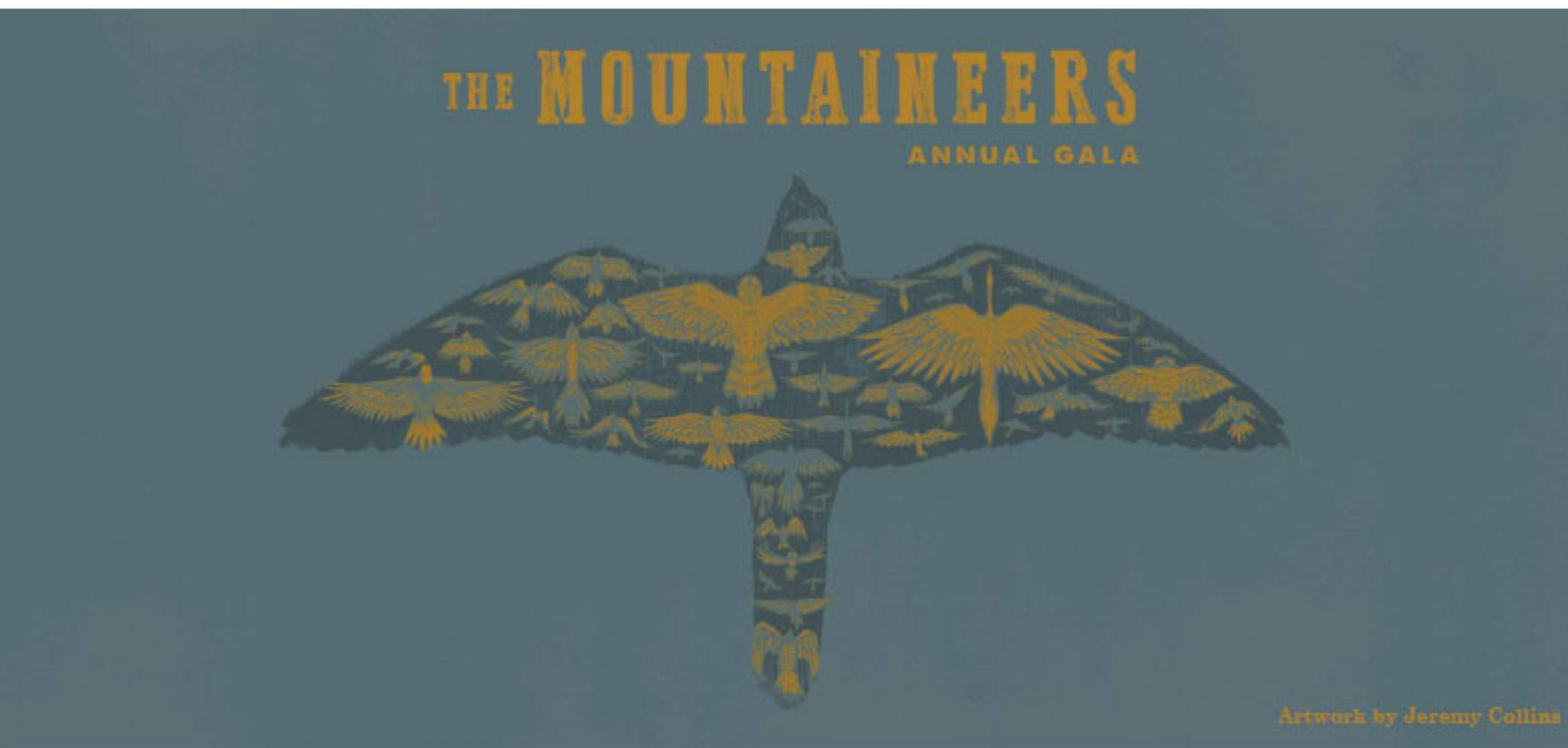
## Contact

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# The Mountaineers Gala 2019



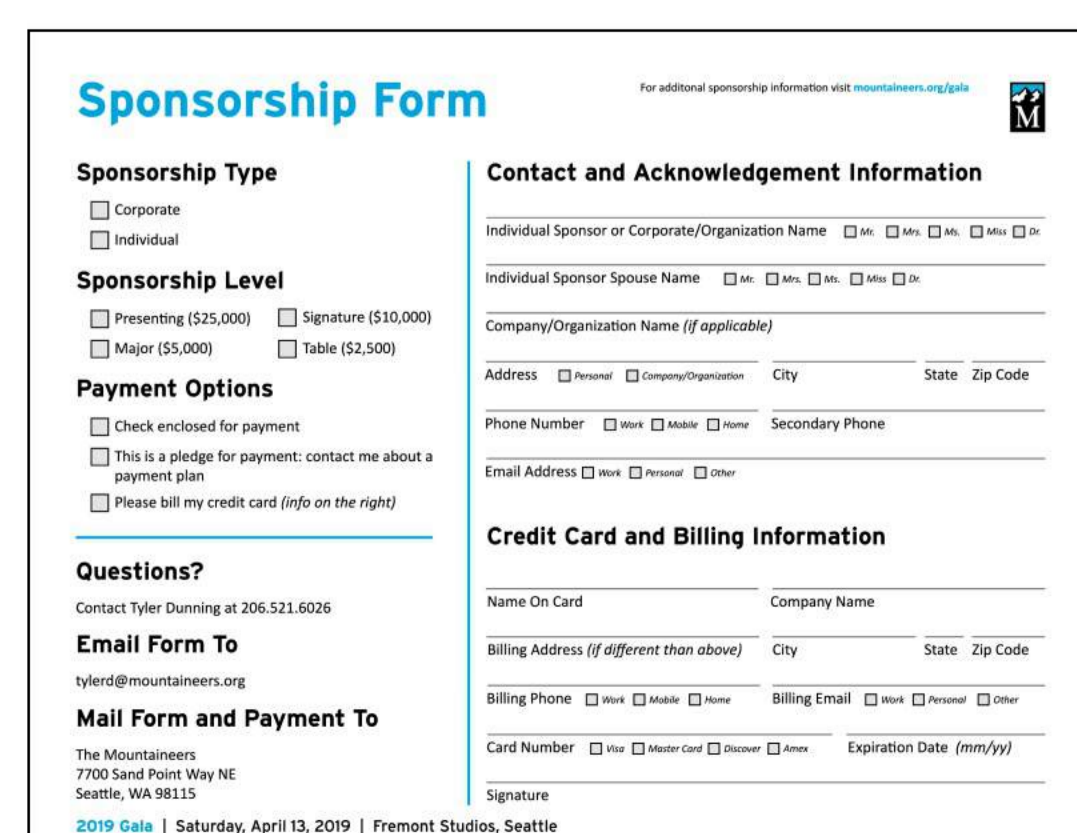
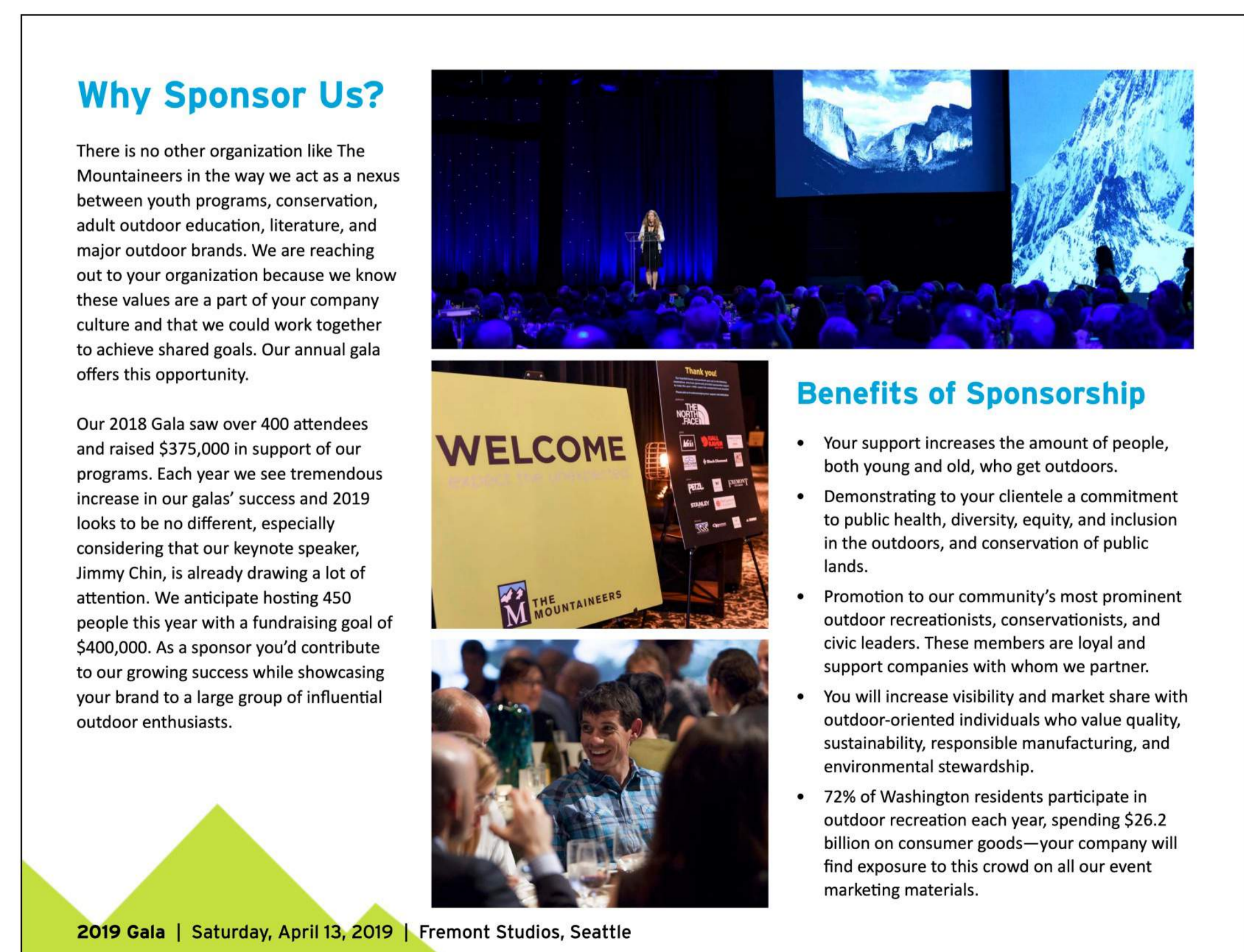
## Event signage and graphic design

Created signs and graphics (print and digital) for annual fundraising event based on a featured artists work.



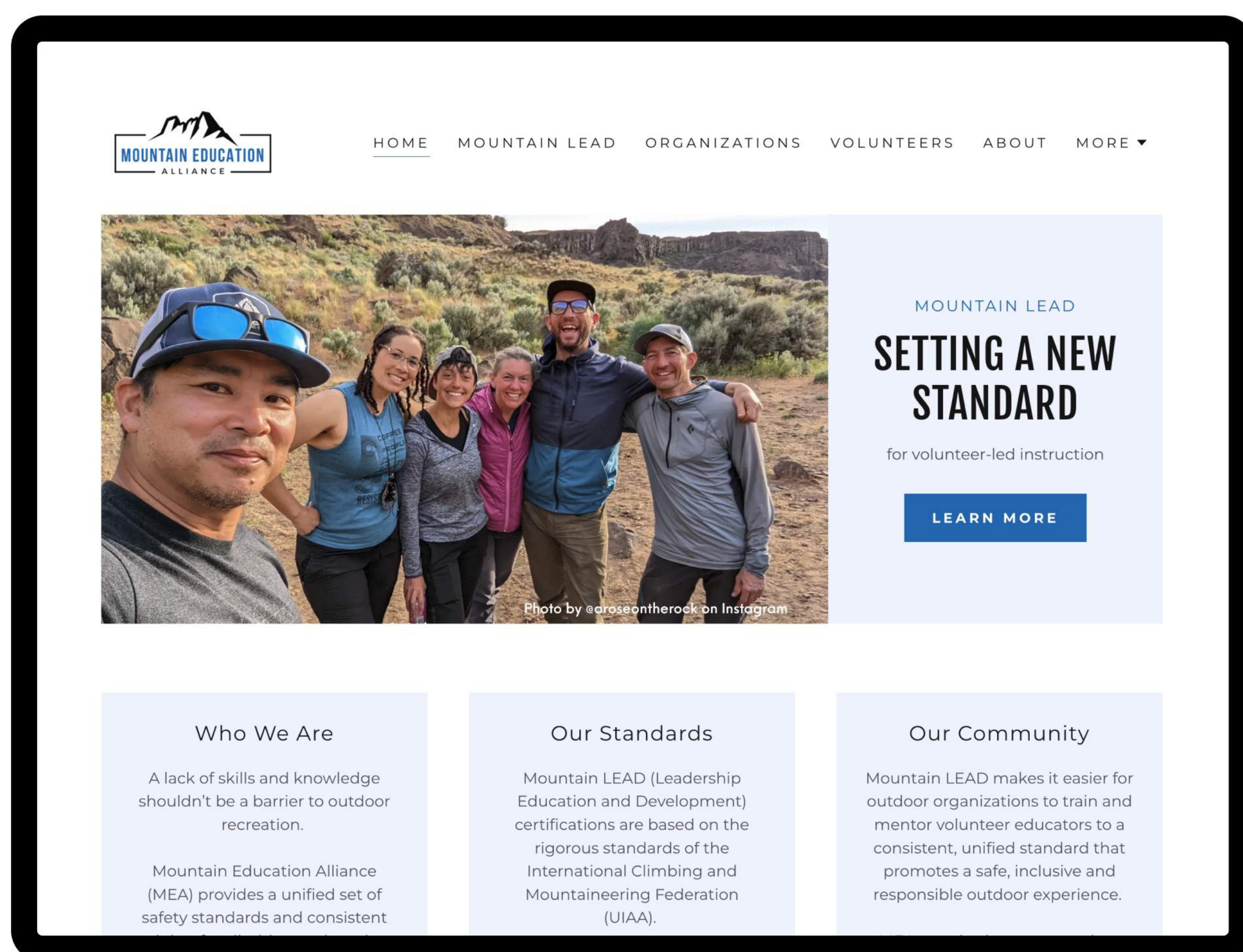
## Sponsorship deck design

Designed a sponsorship deck sent to major donors and corporations (featured artist theme not yet established).



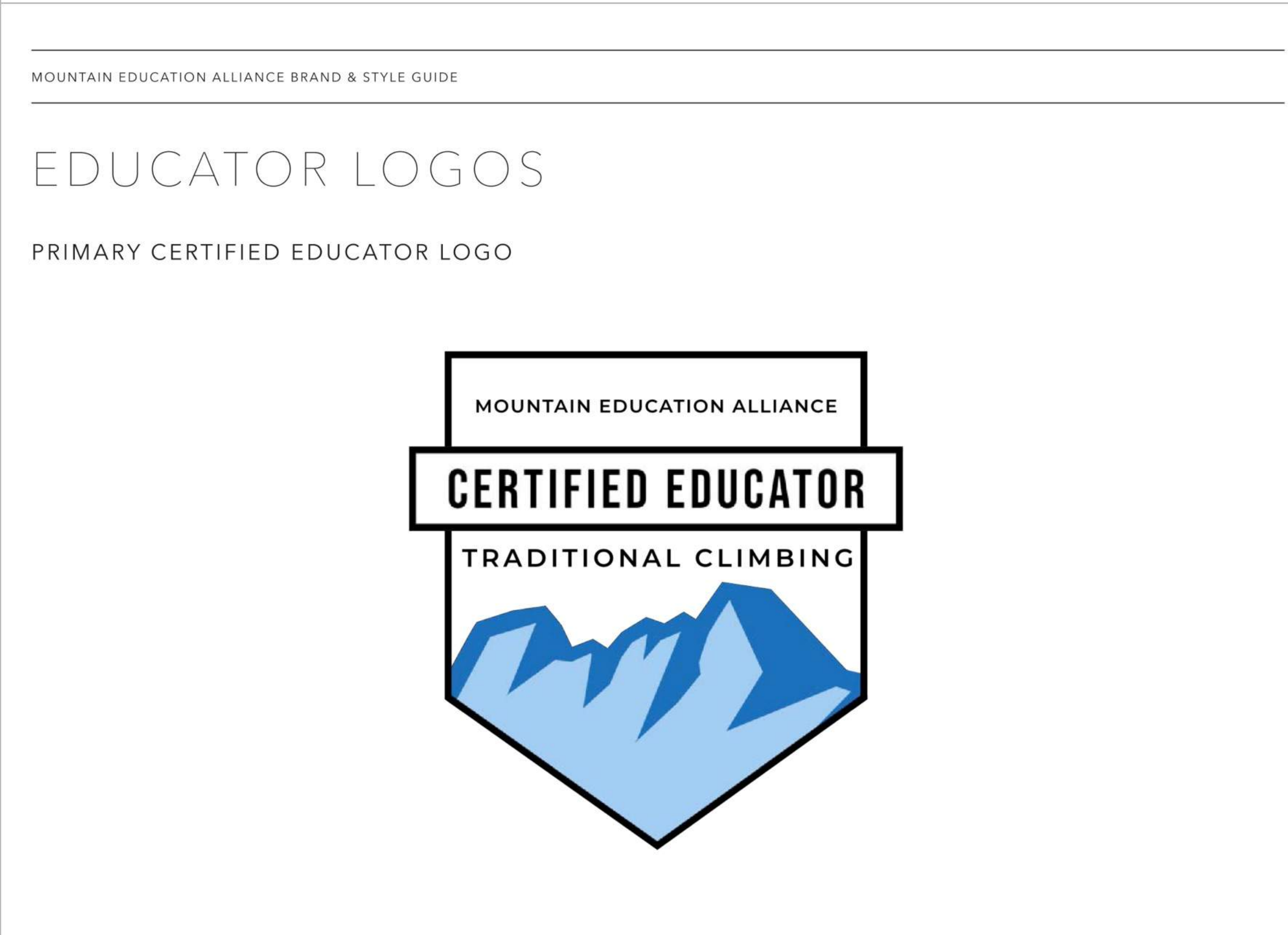
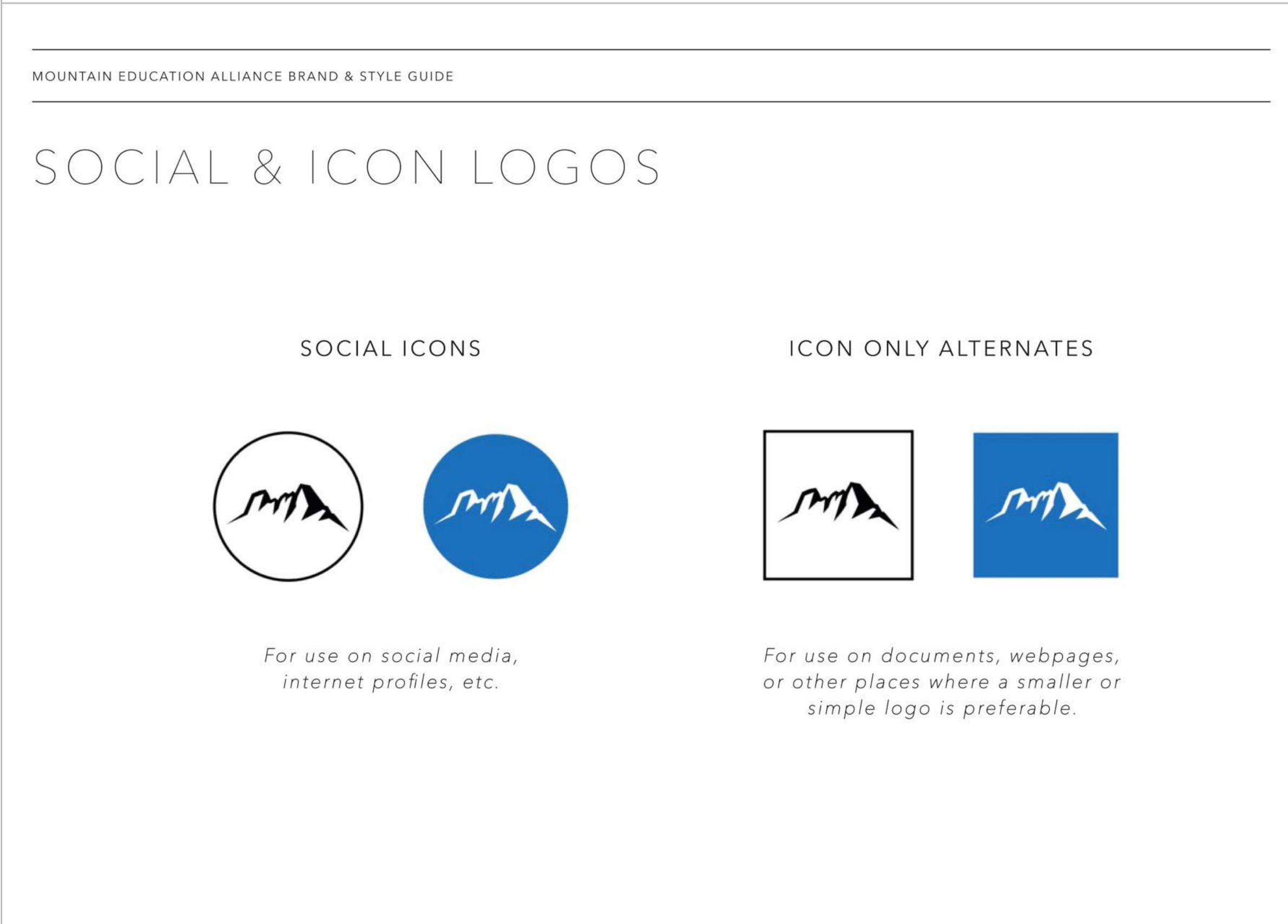
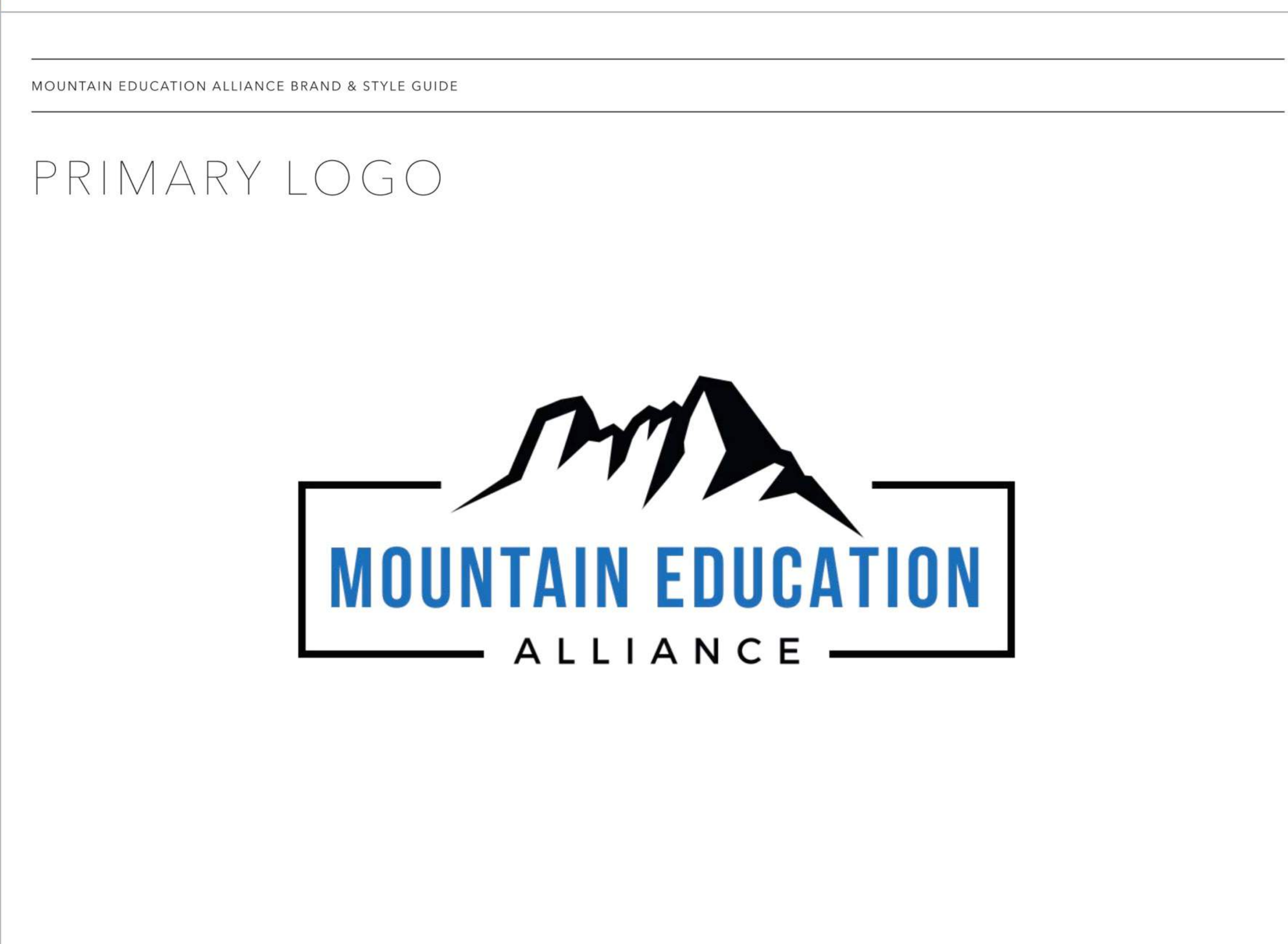
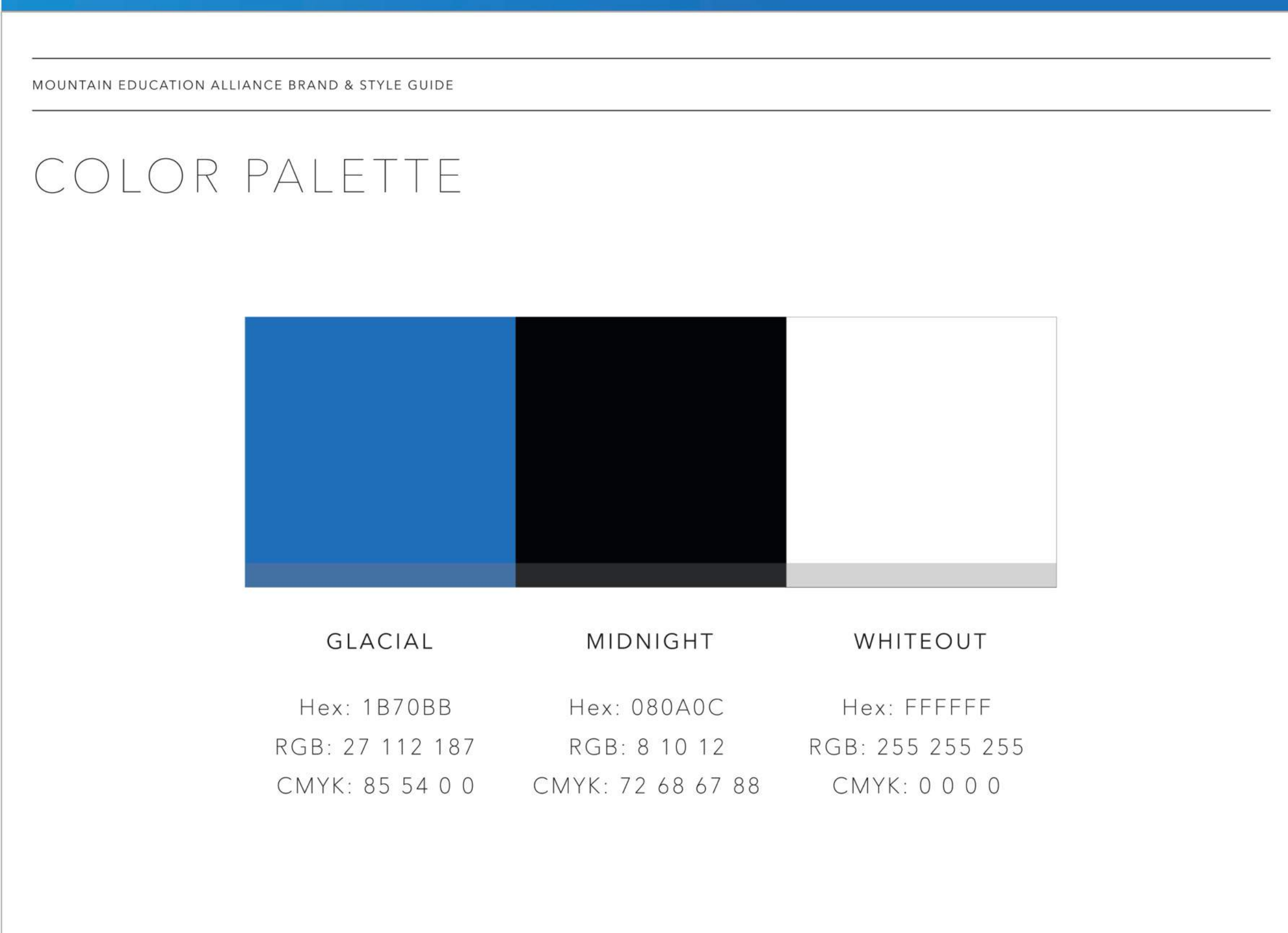
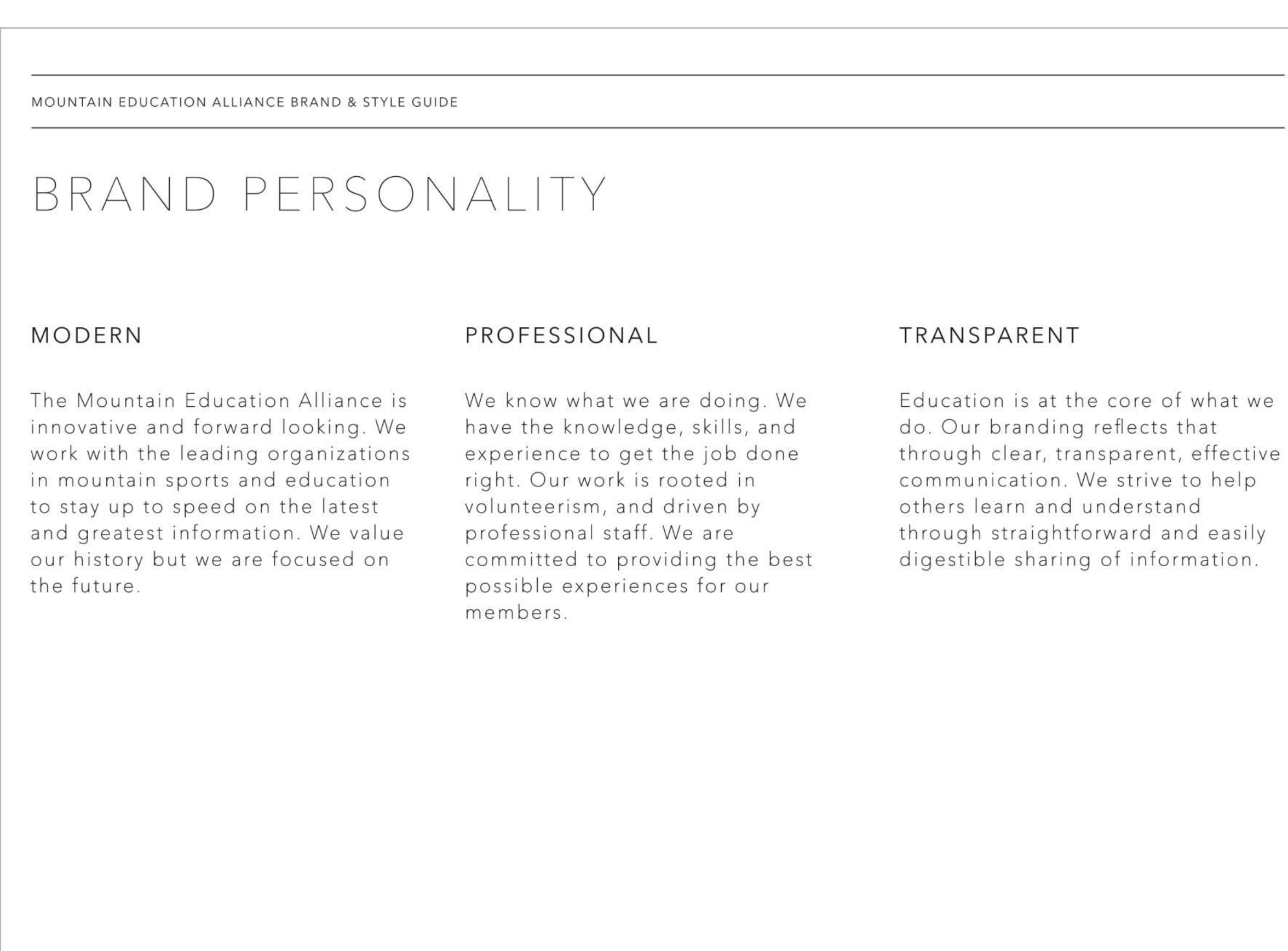
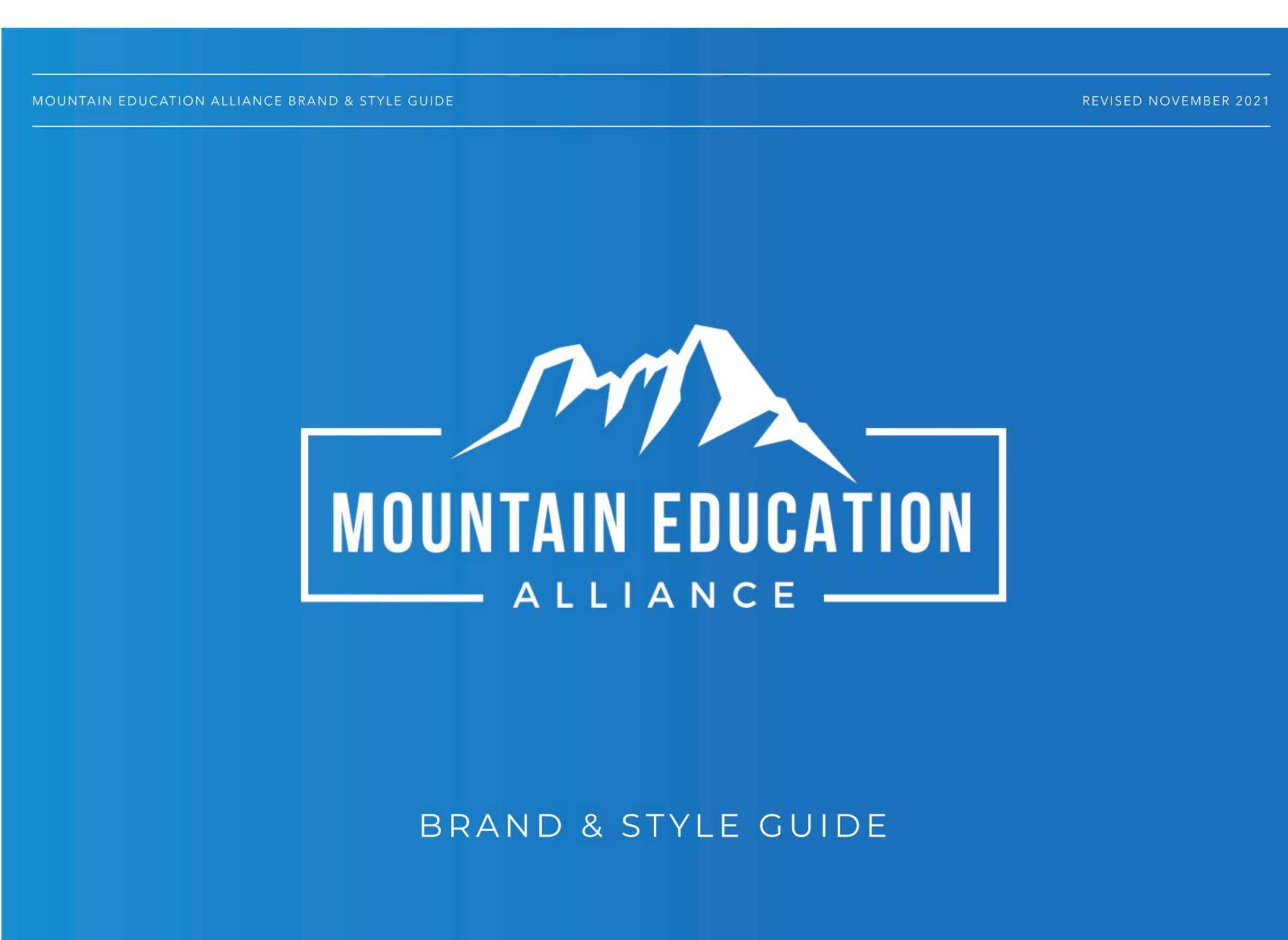
# MOUNTAIN EDUCATION ALLIANCE

Branding, strategy, and communications for a coalition of outdoor clubs.

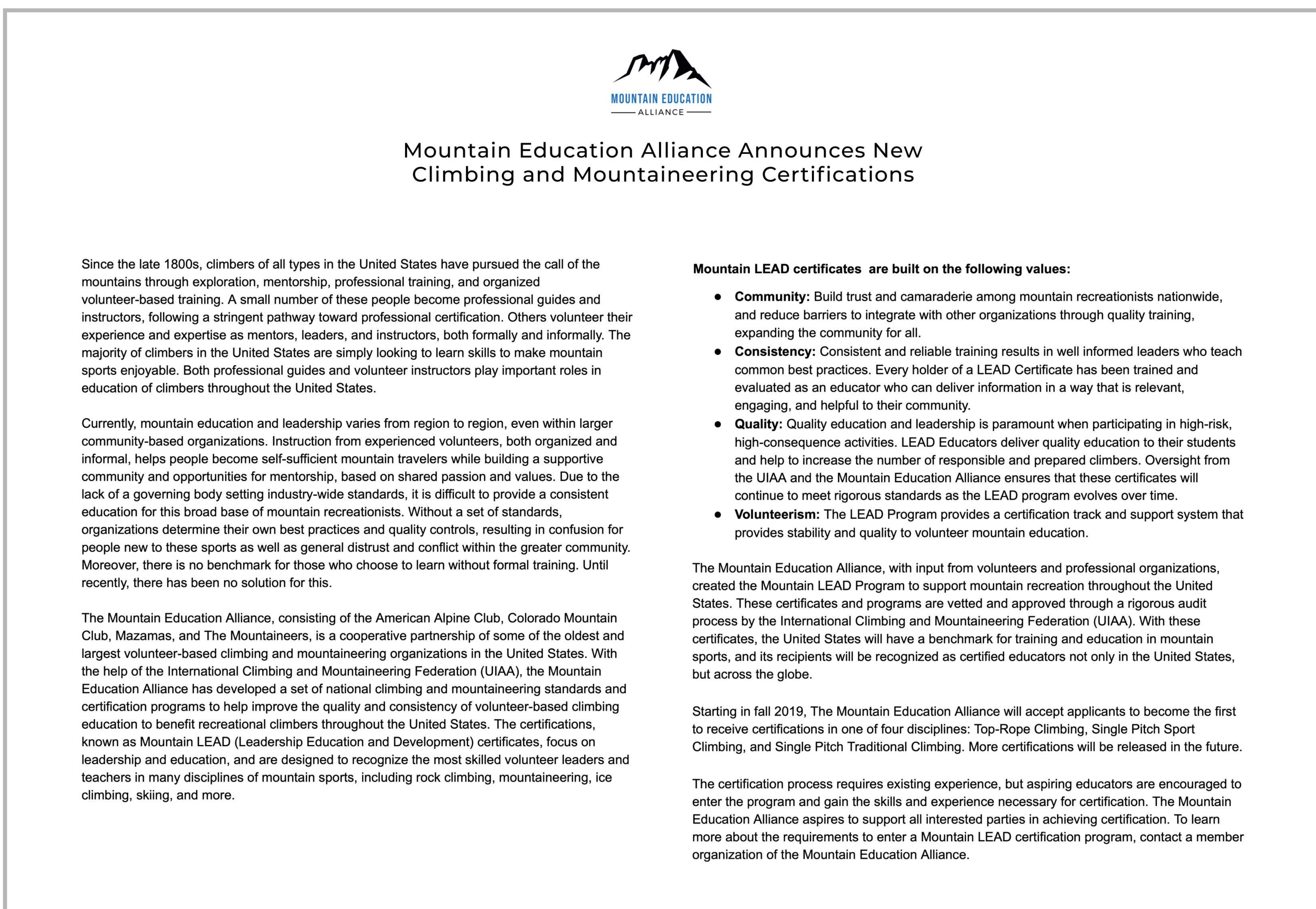


## BRAND & STYLE GUIDE

Includes mission statement, values, brand identity, and more.



## COMMUNICATIONS SAMPLE



# Writing Samples - The Mountaineers

## Magazine publication

Article focused on updating and educating general membership on complex project work

outsideinsights



### Fostering Clear Pathways to Leadership

By Nick Block, Volunteer Collaborations Manager

Near White Pass on the approach to Glacier Peak. Photo by Nick Block.

The Mountaineers is an organization that lives and breathes through the hard work and dedication of our talented volunteers. For 115 years, our programs have taught the next generation of hikers, climbers, paddlers, and more, and these students have chosen to contribute back to the programs they came from, sustaining our community. Yet, as demand for our programs continues to grow, recruiting a sufficient number of leaders to run programs is a constant challenge for volunteers within the organization.

Under the current system, aspiring leaders in many of our activities find it challenging to understand and navigate the requirements to become a leader in their activity. One strength of our programs is that they're tailored to local branch communities, but when the process of becoming a leader varies by activity and branch, it can create confusion. Transparency about the process is necessary to encourage those who are interested in leadership opportunities, and a lack of it creates a perception of needing to "know the right people and make the right connections" to have a role as a leader in The Mountaineers.

A well-documented and accessible leader pathway is a critical step towards inviting new volunteers into the club. It also helps volunteers and staff point aspiring leaders in the right direction, and is an important step towards increasing equity and inclusion. Representation matters, and as we aspire to be a club where everyone truly feels welcome in the outdoors, our leadership pathways need to be open to new voices.

So how can volunteers make their leadership pathway more transparent? Let's look at a few examples already in place.

#### Climbing modular leadership

The Climbing Leadership Development Committee (LDC) is a group that represents all branches to tackle challenges related to leadership within climbing. This committee, with the guidance of the Climbing Summit group, has been working for several years to overhaul their leadership structure to a modular format. This format allows leaders of varying skill levels and backgrounds to work their way into a leadership position, lowering the initial barrier of entry and distributing leadership across a wider pool of volunteers. Additionally, each role has its own requirements and prerequisites, and the process to obtain leader status is documented on the website.

For example, the original leadership structure offered one role: Climb Leader. This position required years of training and experience, and for good reason. A Climb Leader takes students and members on trips into all types of technical climbing terrain. Alpine rock, glacier, ice, or single-pitch climbing at the crag; the Climb Leader was responsible for doing it all. As such, the process to get the qualification was daunting. The documentation to become a Climb Leader was also different between branches, and the information limited. This not only made things challenging for aspiring leaders to navigate, but it also placed a huge burden on Climb Leaders to be responsible for running every type of climbing activity, as no other types of leaders were able to take on lower-level roles.

Many branches recognized this problem early on. Several had already created their own version of a modular leadership structure, but all leader types were housed under the single "Climb Leader" badge. Because of the single badge system with

multiple branches, different structures, and limited visibility between them, things were hard to track for volunteers. It was even harder for members and aspiring leaders. With more branches wanting to adopt their own version of the tiered system, it became apparent that seven branches, all with their own unique badges and leader structures with varying requirements, would quickly become overwhelming. Thanks to the hard work of the LDC and Climbing Summit group, a unified system is now in place.

With the new structure, there are now 11 leadership positions. While adding this many roles does appear to increase the complexity of leader standards, it is simpler overall than each branch running their own system. Now, our Climb Leaders don't have to shoulder the burden of leading every type of activity. Aspiring leaders can choose pathways that they are most interested in, and barriers to entry are lower. The badges that represent these 11 leadership positions are on the website, and each badge includes the scope of the role as well as how to achieve it. Everyone can see what those roles are and exactly what they need to obtain them.

Another benefit is that the barrier to entry in climbing leadership is much lower. While the high-level leaders still maintain the same rigorous qualifications necessary for the demands of leading climbing trips in the alpine, the entry-level roles make it much less burdensome for someone with less experience to start their leadership journey. For example, the Climbing Conditioner Leader needs a year of hiking experience and to have demonstrated leadership through several Mountaineers outings. This means that someone who has a lot of experience in leadership, mentoring, and maybe even another outdoor activity can get started in climbing leadership, even if their technical climbing skills are not as strong yet.

While climbing is one of our most complex activities to run, this structure sets the climbers up for success by giving current leaders, prospective leaders, and members a clear view into what leadership in climbing looks like. However, other committees will not want or need to implement a structure this complex. So what does a simpler version of a clear pathway to leadership look like?

#### Setting the standard for trail running

In 2019, the Foothills Trail Running Committee worked with other branches interested in this activity to develop the first Trail Running Standards for the club. Through this collaborative process, they created Frontcountry and Backcountry Trail Run Leader types with clearly and thoroughly documented roles and responsibilities, including the process to achieve leader status. Like the Climb Leader roles, the descriptions are with the badge on the website. The Trail Running Activity Overview page lists the leader roles, providing a quick and easy way for anyone interested in getting involved to see how they can become a leader. Offering multiple leader types gives volunteers the flexibility to focus on their interests, not requiring more of leaders than is necessary and being mindful of volunteer bandwidth and time.

The trail runners started as a group that relied on collaboration and differing viewpoints to publish their standards. Now, they have embraced that mindset to the fullest. Most activity committees

meet annually or bi-annually for a summit meeting to facilitate cross-branch communication and discuss important issues. A regular Trail Running Committee meeting includes members from all active branches. Their message to anyone who wants to join? Everyone is welcome - they just want all who are interested to experience the fun of mountain running.

#### Start simple and make it easy

Both the trail runners and the climbers built their leadership pathway through a collaborative, multi-branch effort. Some committees may have slightly different leadership processes. While it's recommended that activity groups align on their standards, we encourage all committees to post their own leader pathways to help those interested become leaders.

Complex leader structures or even badge systems are not the only way. Simply documenting your leader types, the qualifications for each, and the process of obtaining the leadership role on a committee page can go a long way towards bringing in new leaders. Want to take things a step further? Create a subpage on your committee page dedicated to leadership in your activity.

The most important part of Mountaineers leadership pathways is providing all members easy access to get more involved. Having a consistent and well-documented leadership progression might feel like a big undertaking, but it doesn't have to be overwhelming, and it goes a long way towards making our programs more equitable for all.

Are you on an activity committee and want to help your committee better document your leader process? We encourage you to speak with your committee and document your leader process on your activity committee page. The benefits can pay dividends towards the future of your committee by providing a strong pipeline of volunteers and leaders. Our programs depend on it. ▲▲

#### WAYS TO CLEAR THE PATH TO LEADERSHIP


While not all options may be the best fit for your activity committee, we encourage you to see if there are any steps you can take to help clear the path to leadership:

- Document how to become a leader on your activity committee webpage
- Document leader types and qualifications on your activity committee webpage
- Create a subpage on your committee webpage dedicated to pursuing leadership
- Consider working with other branches to develop cross-committee leader standards
- Analyze leadership structures and identify what works, what doesn't, and what can be improved

14 mountaineer | summer 2021 mountaineers.org 15

## Monthly newsletter

Updates for volunteer leaders



### LEADERLINES

monthly e-news for Mountaineers volunteers


Welcome,

With summer just around the corner, and sunshine starting to chase away the grays of winter, it is high time that we celebrate the newest feature of our Seattle Program Center. Solar panels! Last week, we hosted an *Electric Celebration* to commemorate the official launch of our rooftop solar power and to say thank you to all of the donors, Super Volunteers, and Key Leaders in our community. Thanks to everyone who joined us!

In this edition of LeaderLines, we're also excited to share our new [Essential Eligibility Criteria \(EEC\)](#) and [Service Animal Policy](#). We invite you to learn about both documents, and how they are designed to support our programs, leaders, and participants.

Thank you for your ongoing commitment to our programs!


Sara Ramsay & Nick Block  
Education Department



#### Leader Spotlight: Lisa Hayek

Leader Spotlight is a monthly blog to showcase our incredible volunteer leadership at The Mountaineers. Meet this month's featured leader: Lisa Hayek. She is a 3-year member who hikes almost daily with her baby daughter. They hope to see you out on the trail!


[Read More](#)



#### Access & Permits: State Parks

This month, we're highlighting the permit process with Washington State Parks. The Mountaineers hold a Commercial Use Permit with Washington State Parks, and the permit document is available on every State Parks route page in our database for leaders to download and bring on their trips (in print or electronic format). This particular permit is somewhat unique in that all of our organization's use, whether it is course-related or stand-alone, is treated identically by the land manager. Staff reports on our actual usage to State Parks at the end of the calendar year, and we are charged a flat fee per individual, per use day, for all Mountaineers activities that take place on State Park land.

Additionally, we're thrilled to share that the [Simplifying Outdoor Access for Recreation \(SOAR\) Act](#), a bipartisan piece of legislation we've worked on for nearly six years, has been introduced in the U.S. Senate. When passed, it will be easier for more people to experience public lands through outdoor programs by improving recreational permitting systems on federal lands.




#### Lessons Learned: Bear Awareness

Washington is bear country, and as we transition to longer summer days - and overnights - in the backcountry, it's essential to refresh our bear awareness skills. Our friends at Defenders of Wildlife offer a [great presentation](#) about bear biology, how to differentiate between black bears and grizzlies (they do exist in Washington!), and important bear awareness tips.

Want to learn more?

- Watch this [quick bear spray training](#).
- Learn what to do if you're [sprayed with bear spray](#).
- Read about [food storage](#) in bear country.



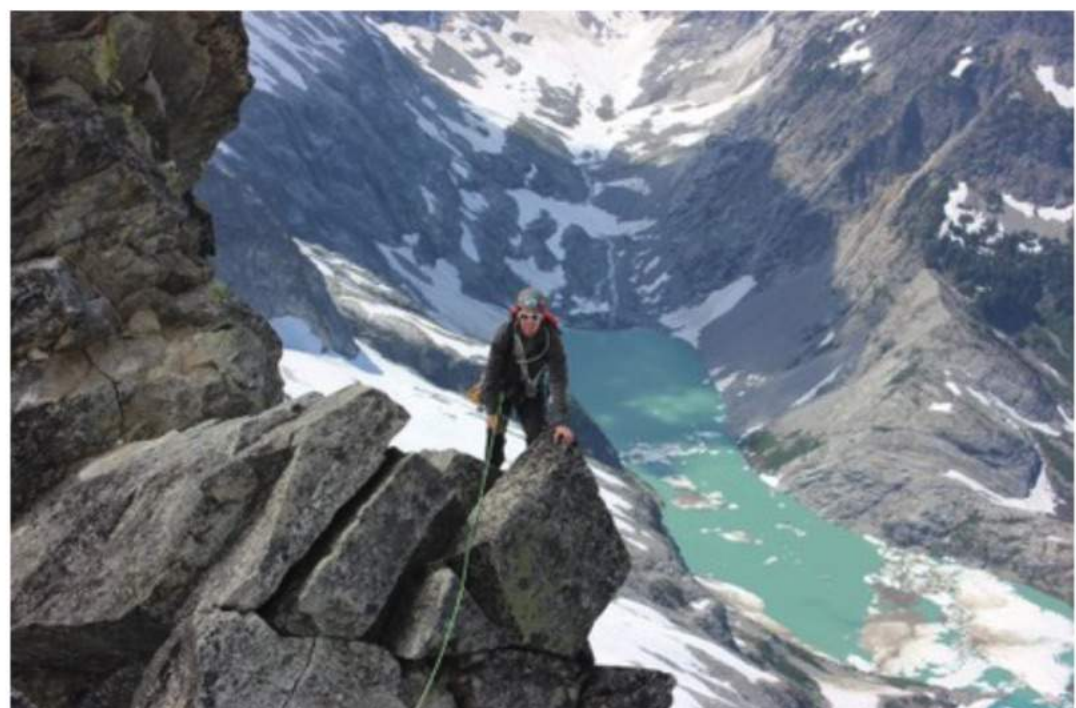
#### Leader Logistics: Essential Eligibility Criteria (EEC) & Service Animal Policy

## Quarterly communications blog

Strategic leader communications to keep key stakeholders and partners engaged and informed in complex projects.

### PCE COMMUNICATIONS QUARTERLY - SUMMER 2019

A quarterly update of what is happening with the Progressive Climbing Education Committees, Alpine Ambassadors, and national climbing standards.



**NICK BLOCK**  
Volunteer Collaborations Manager  
August 26, 2019

2 Comments

#### ALSO IN THE BLOG...

SEARCH all blogs

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#### LATEST POSTS

Top 10 Trip Reports - February 2024

Mountaineer of the Week: Rue Mapp

Adventure Speaker Series: Nigel Foster - Iceland by Kayak, March 6

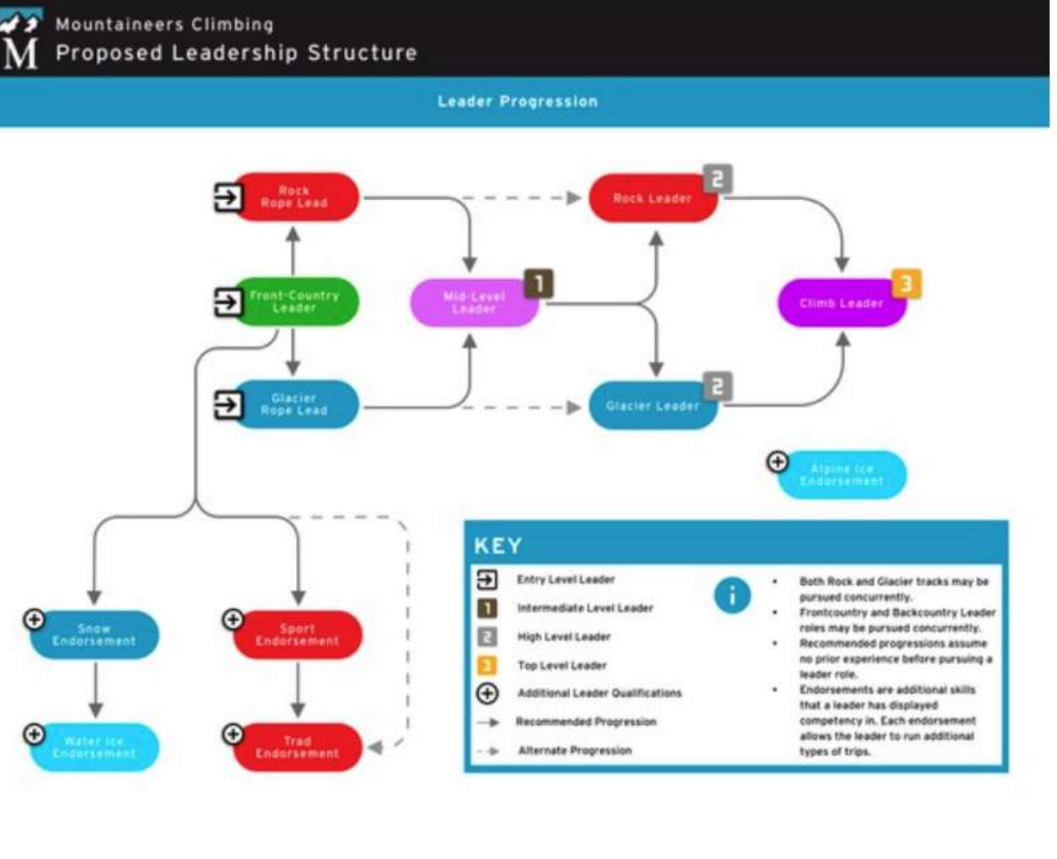
have been very active this summer and some less so. As we move towards the fall climbing summit on October 26th, we'd like everyone to be up to speed on what is happening in the PCE, and be sure you all have a chance to provide inputs and comments ahead of time.

In case you missed it, [read the last PCE update](#) and as always, remember to contact your branch PCE committee representative (listed in the last PCE update blog).

#### LEADERSHIP DEVELOPMENT COMMITTEE (LDC)

All of our climbing committees face a shortage of active climb leaders - some years more than others. One contributing factor is a lack of a transparent processes and description of requirements for our aspiring leaders. We also have an opportunity to create more "entry-level" leadership roles for folks who demonstrate leadership skills but may lack the extensive training and experience that our Climb Leaders have, which would both expand our leader pool and provide a progression for future climb leaders. Most climbing committees currently have multiple layers of climb leadership, and although requirements at each branch differs, we have only one Climb Leader Badge, and committees are left to document the leader level in the roster notes. To address these challenges and capitalize on an opportunity, the LDC has been working very hard on developing a new organization-wide climb leader structure. They have spent countless hours working and re-working a structure that provides a lower barrier to entry for new leaders, and at the same time maintains or improves on quality. The resulting leader progression allows less experienced leaders the opportunity to gain skills and advance to higher level leader roles step by step. This modular leadership structure also allows leaders to focus on the disciplines in which they are most skilled and interested. This work has been driven by the information provided in feedback surveys from our climbing community, as well as feedback from all of the branches about their current successes and challenges.

With a leader progression that has been well-vetted and the committee is happy with, the LDC is in the process of documenting the standard for each level of climbing leader. Their goal is to create a clearly documented "job description" for each leader so prospective and experienced leaders alike can understand exactly what is required of them, and how to become a leader. Committee members will be reaching out to their climbing committee leaders in the coming weeks for input and to answer questions about the work being done.



#### LEARN MORE ABOUT EACH LEADER ROLE

The LDC also plans to integrate any feedback or changes to their work during the months of September and October, with the goal of presenting a highly-vetted new leader progression scenario that will be voted on for approval at the October 26th Climbing summit. Because of the large body of work being done, it is important that anyone who has questions or concerns learn more in advance of the summit meeting, where there will be a vote to implement these standards.

#### TECHNICAL ADVISORY COMMITTEE (CTAC)

The Technical Advisory Committee has been churning out reports! Last time we updated you, they had a new format for vetting and publishing information, and their first report was in

# Kaf Adventures

Marketing, strategy, content creation focused on growing a small company.

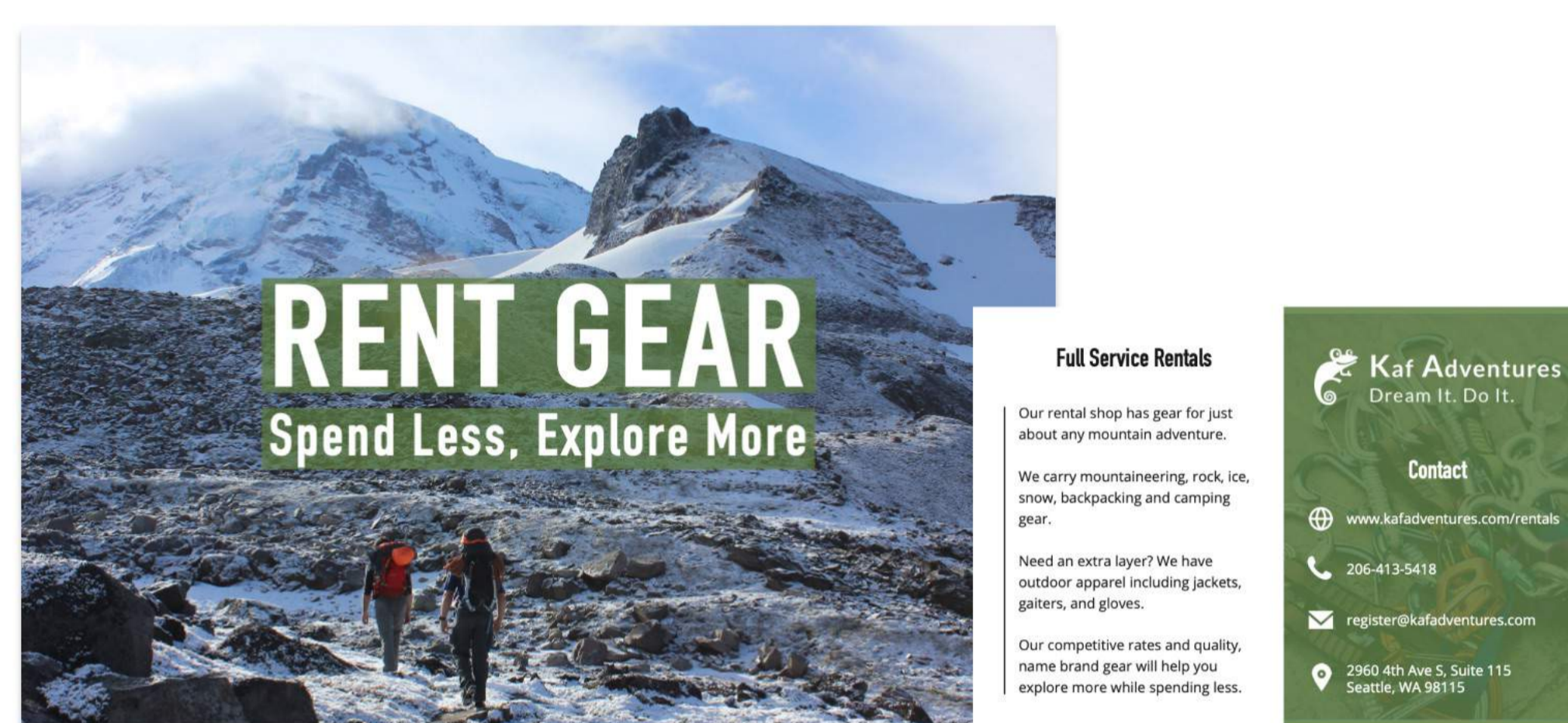
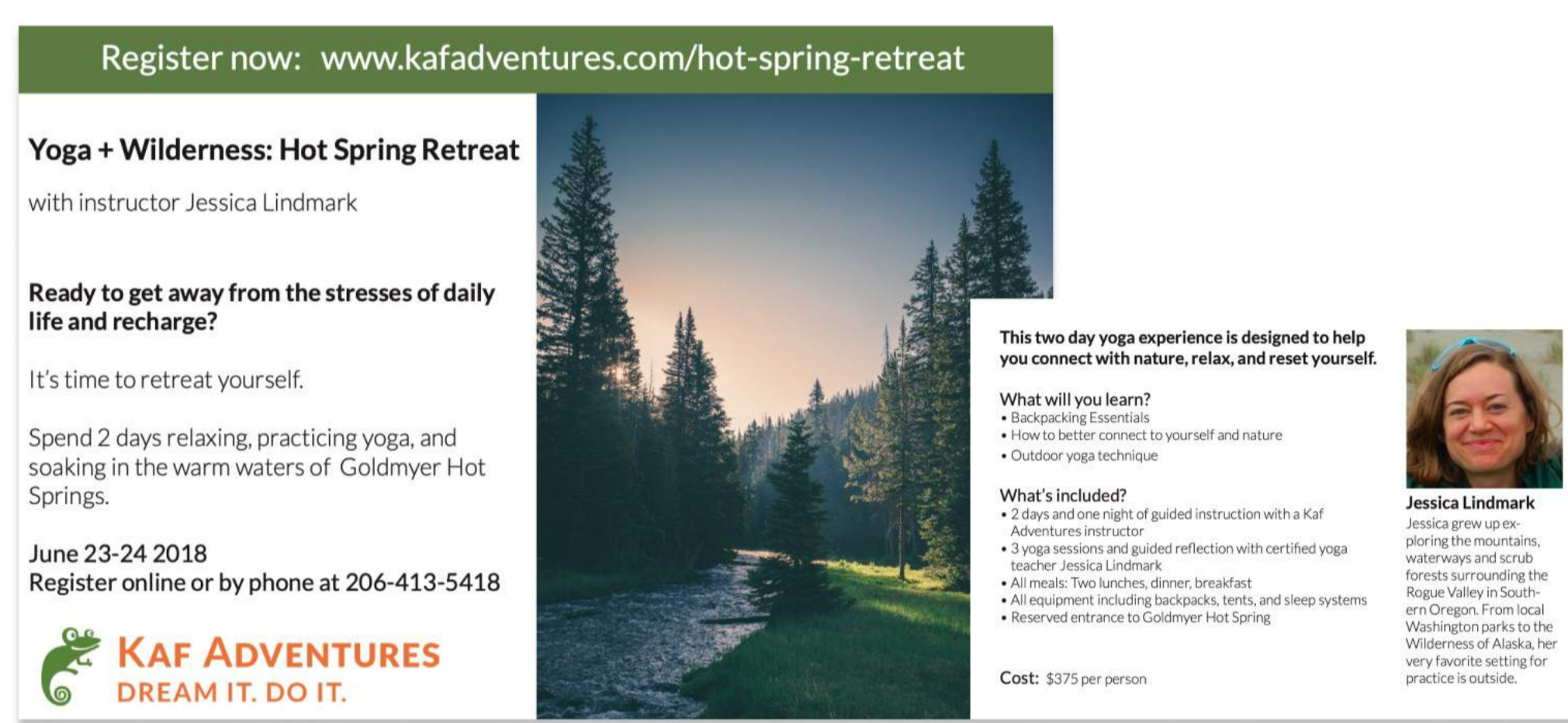
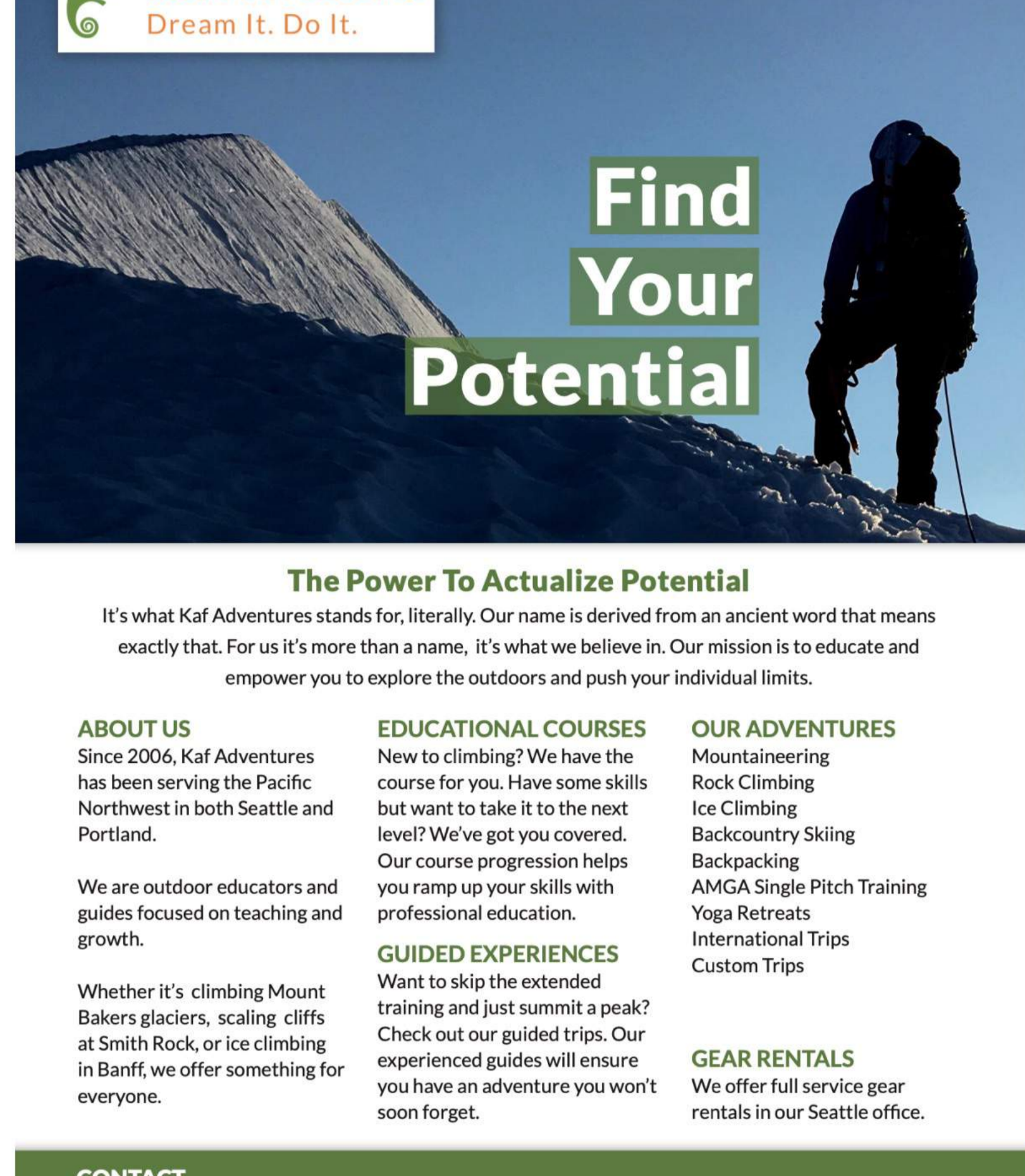
## Social media campaigns

Ads delivered on social platforms.

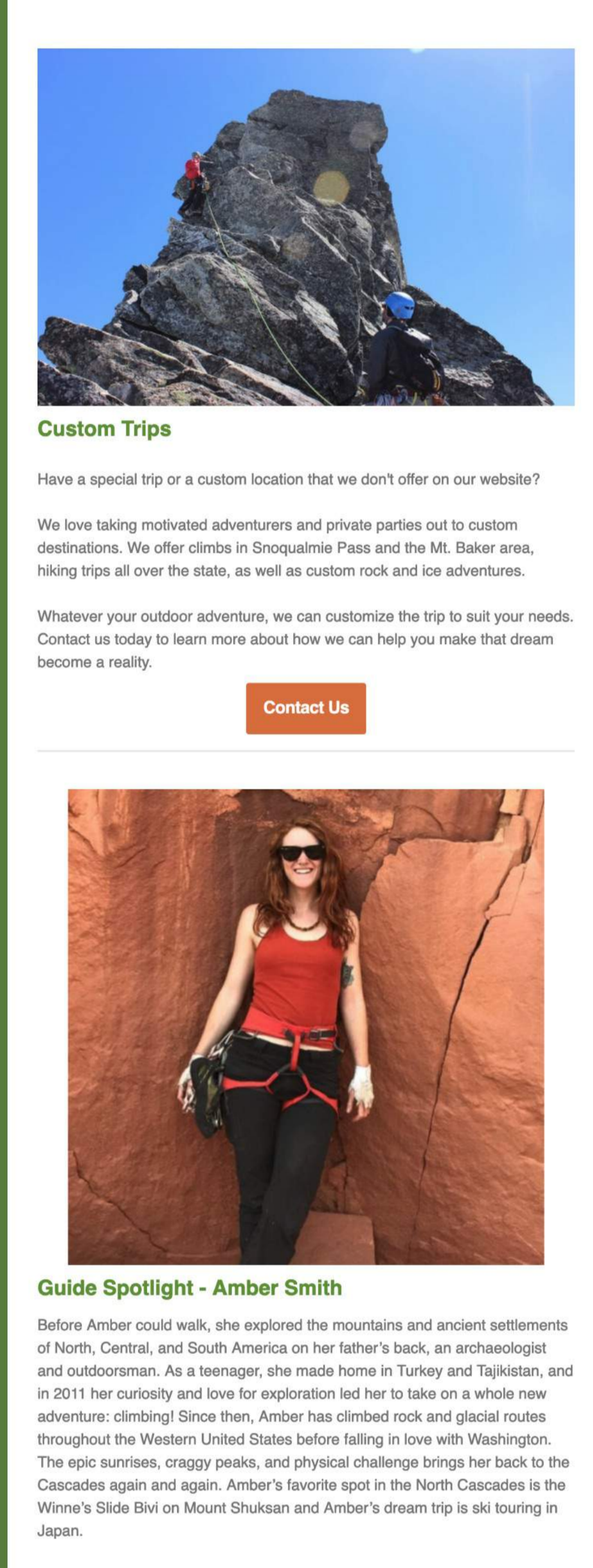
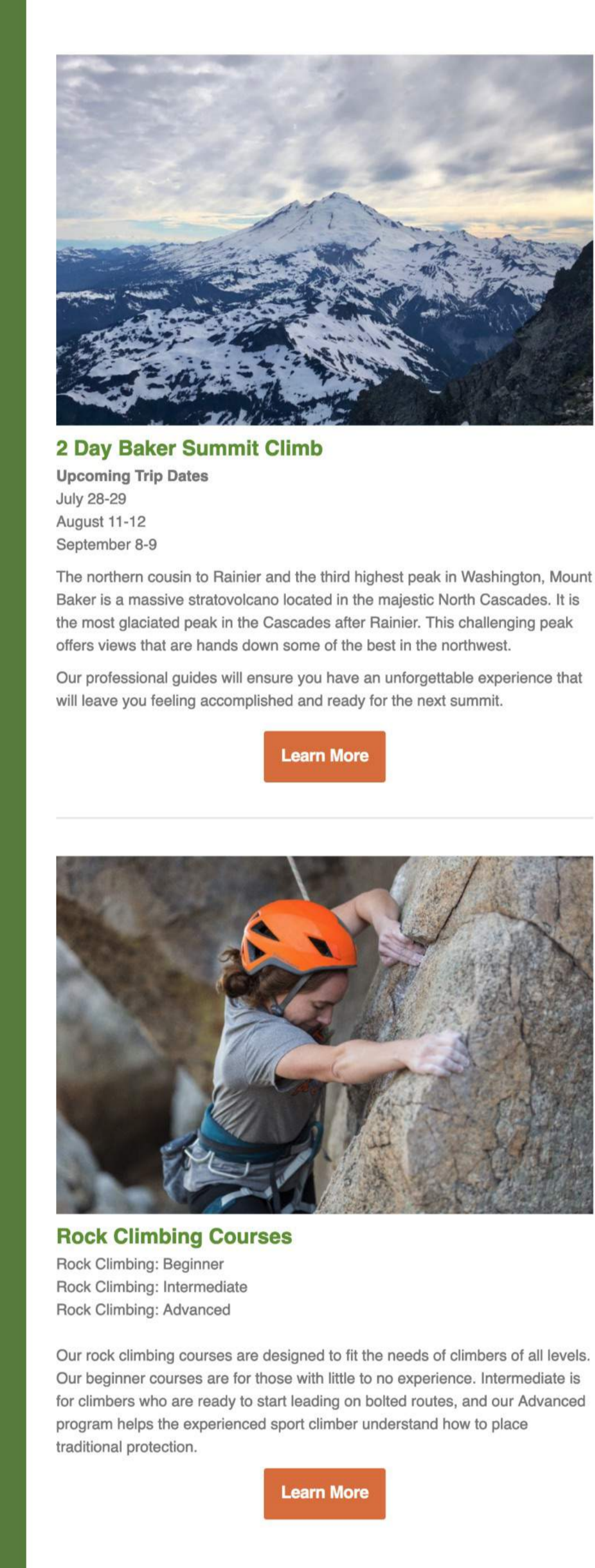
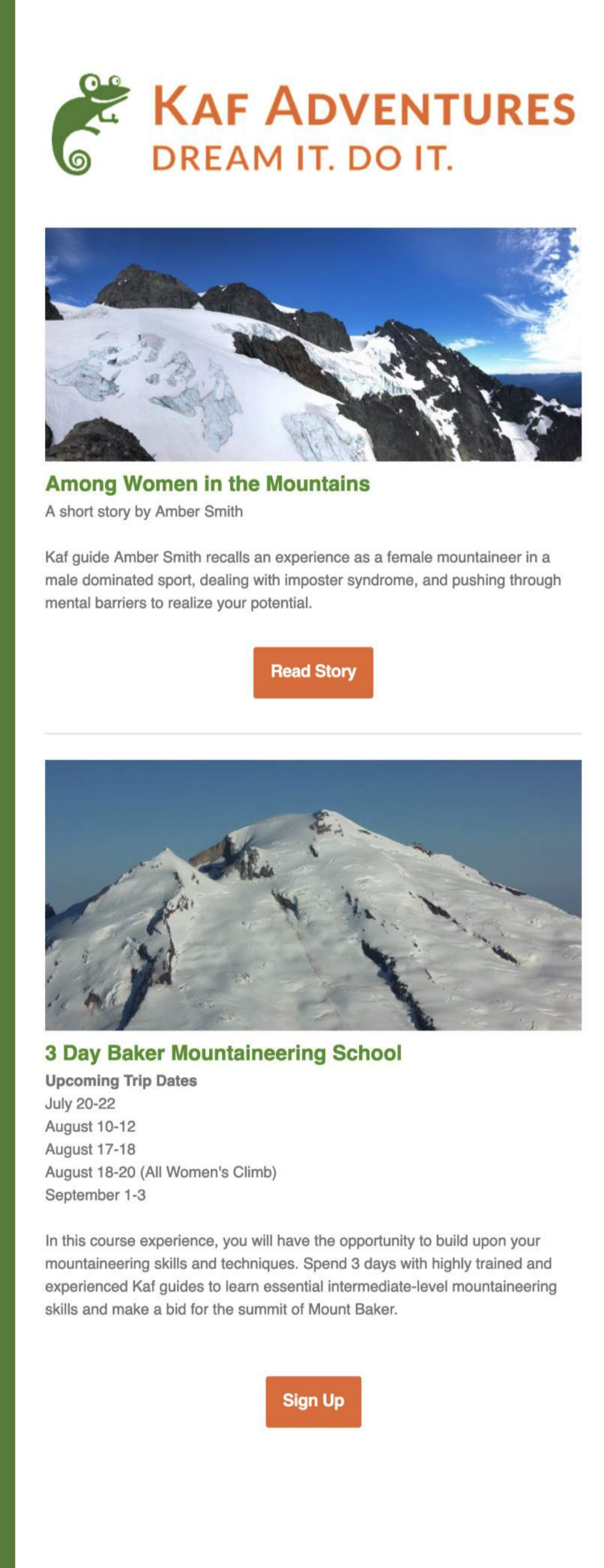


## Print media

Various print marketing materials to promote services.



## Email design



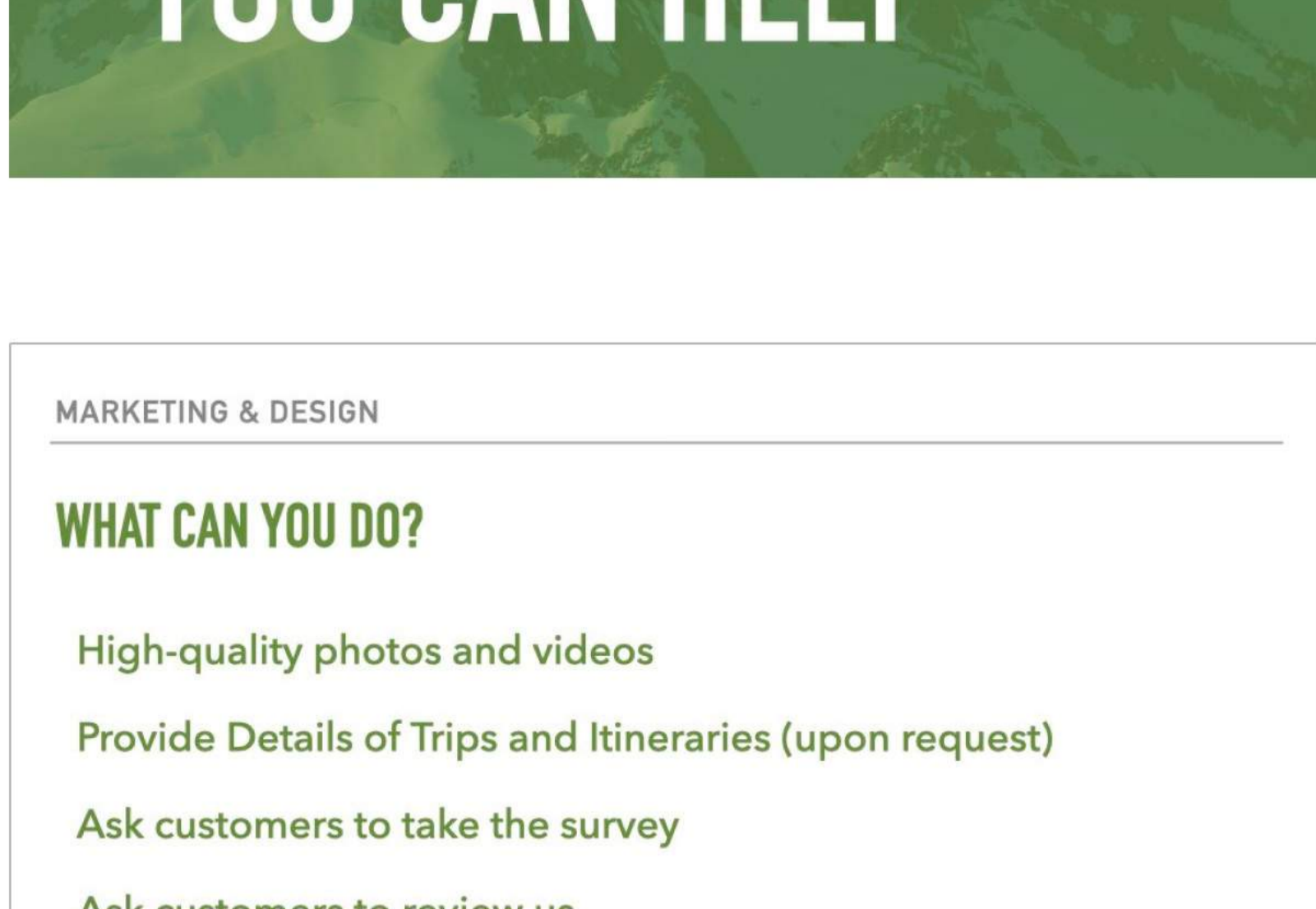
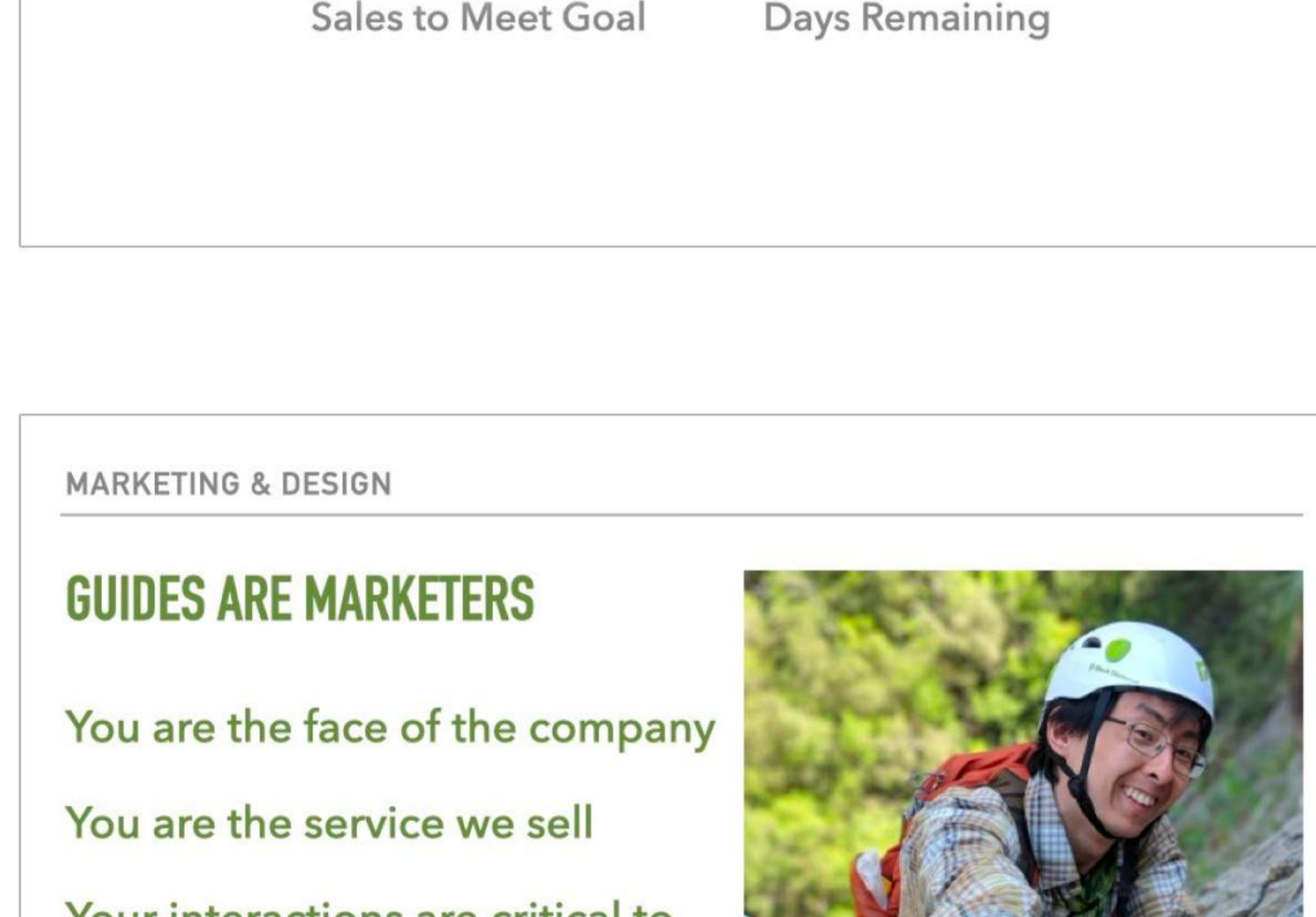
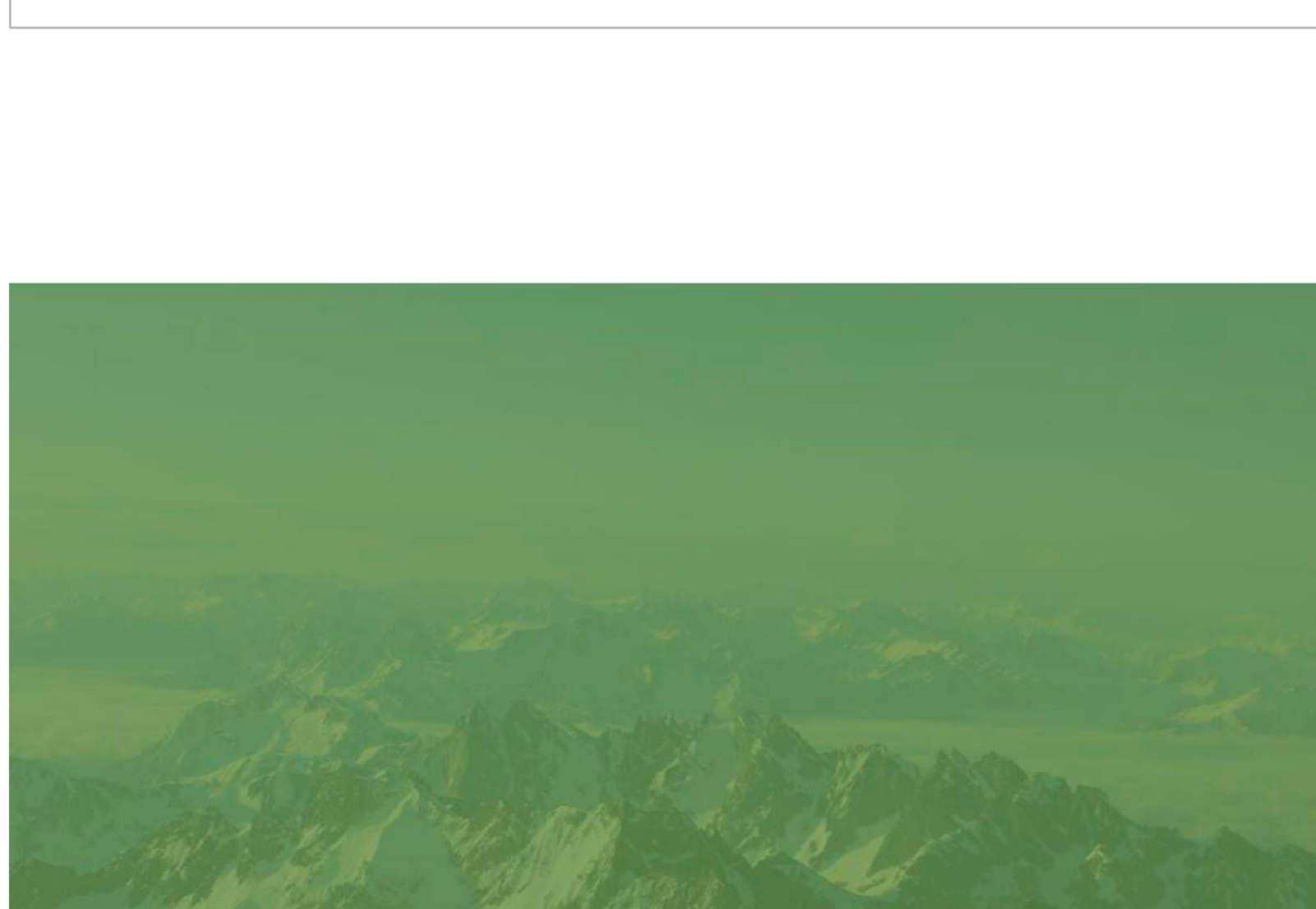
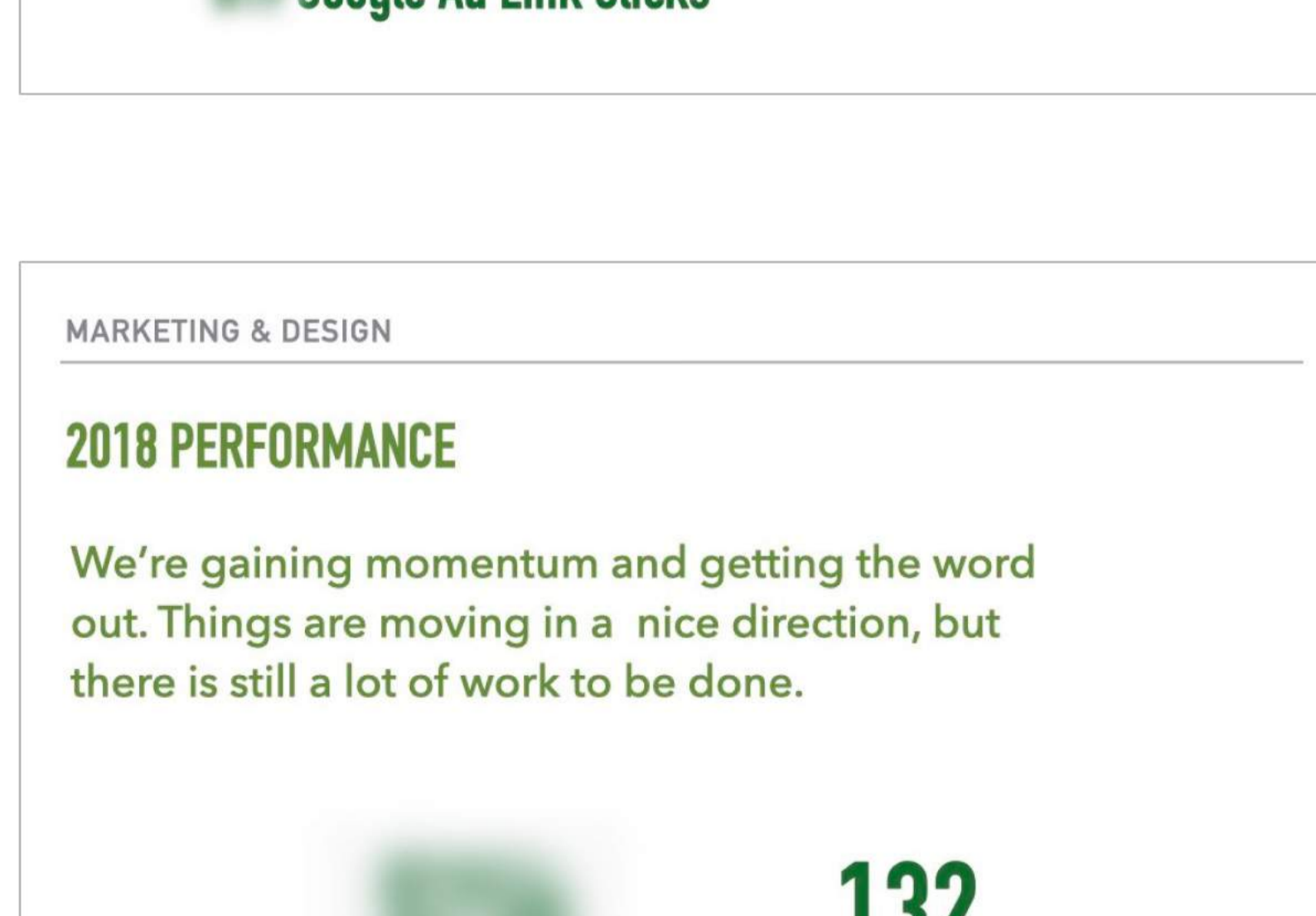
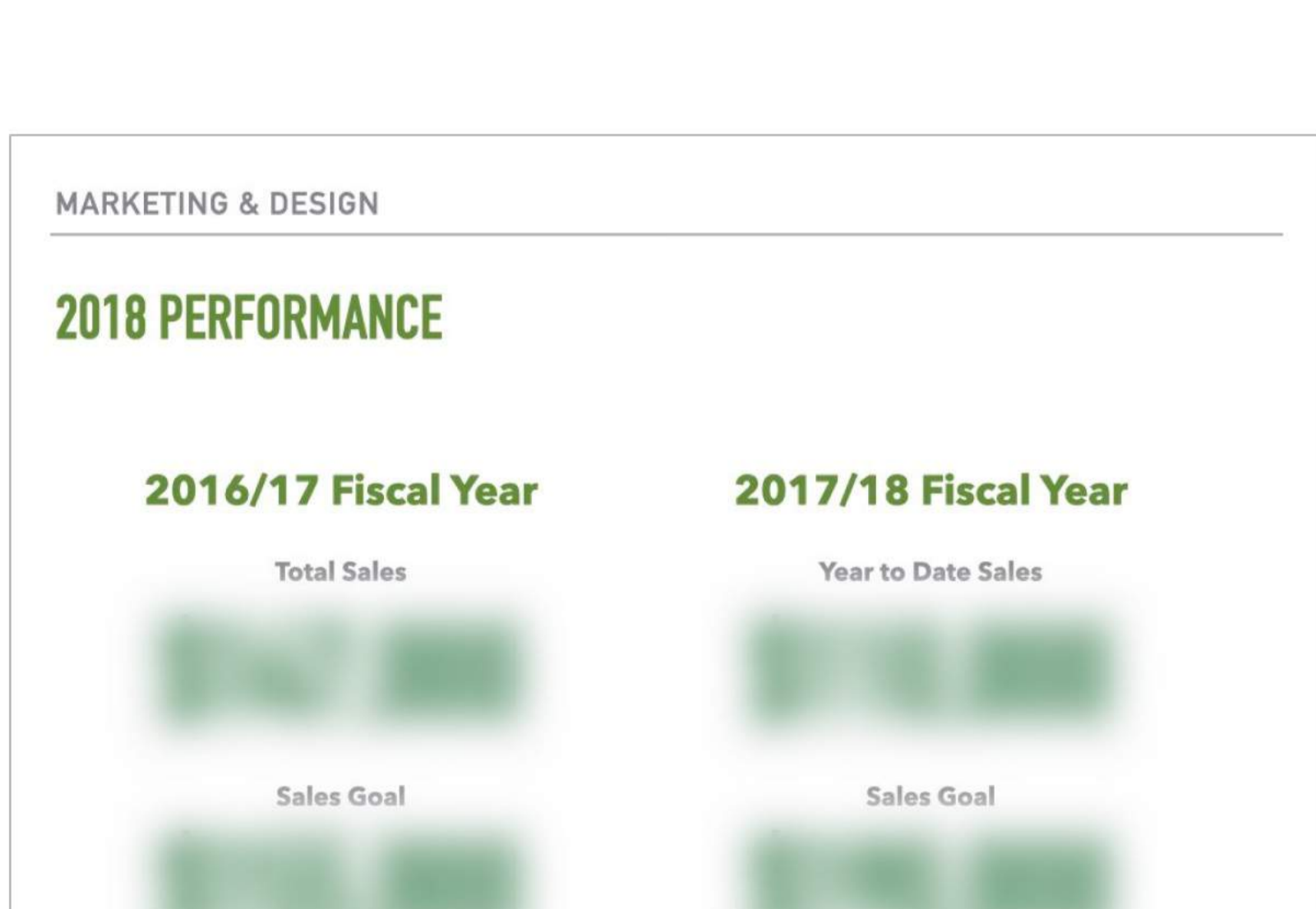
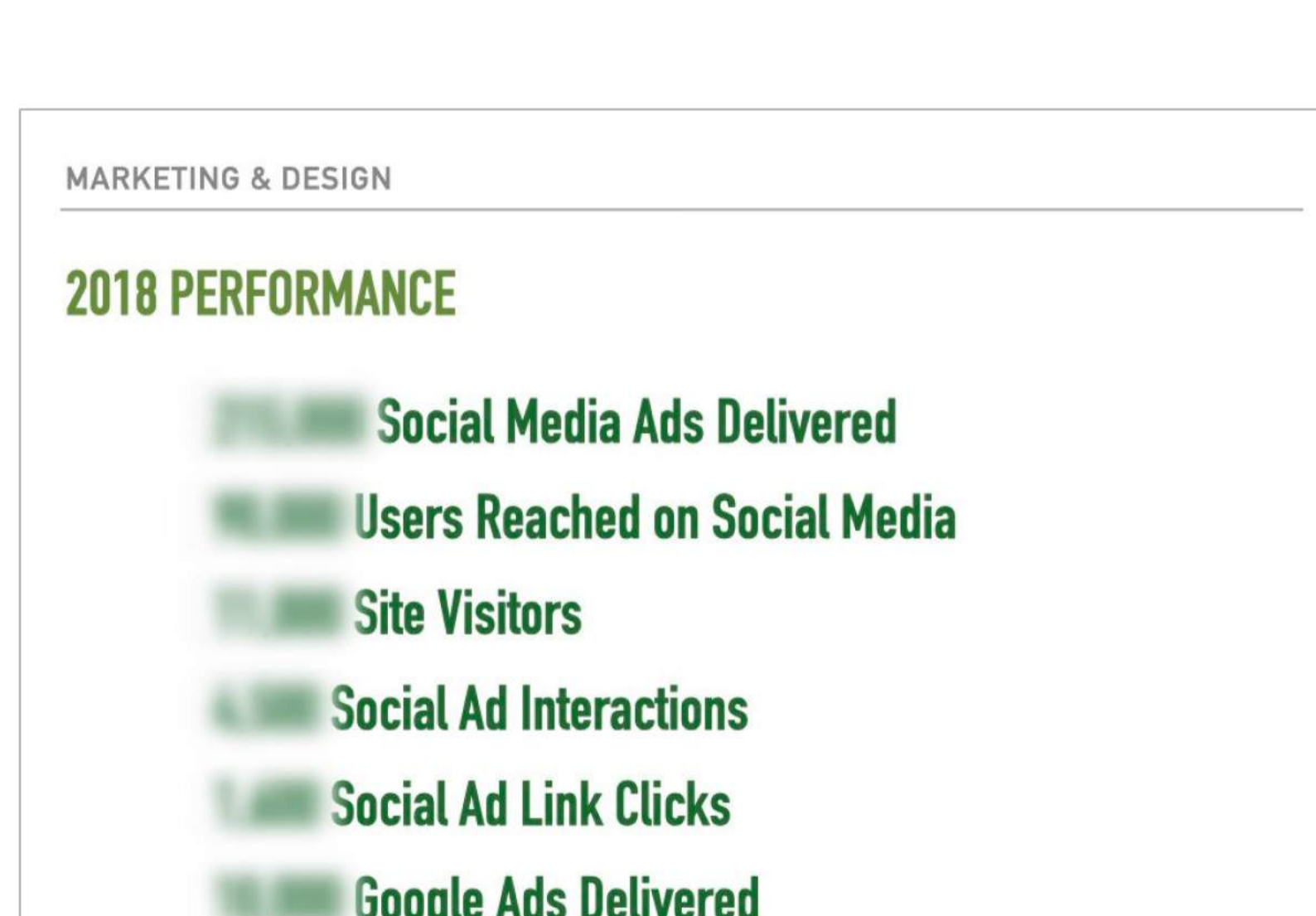
## Marketing reports

Analysis and reporting of marketing campaign results.



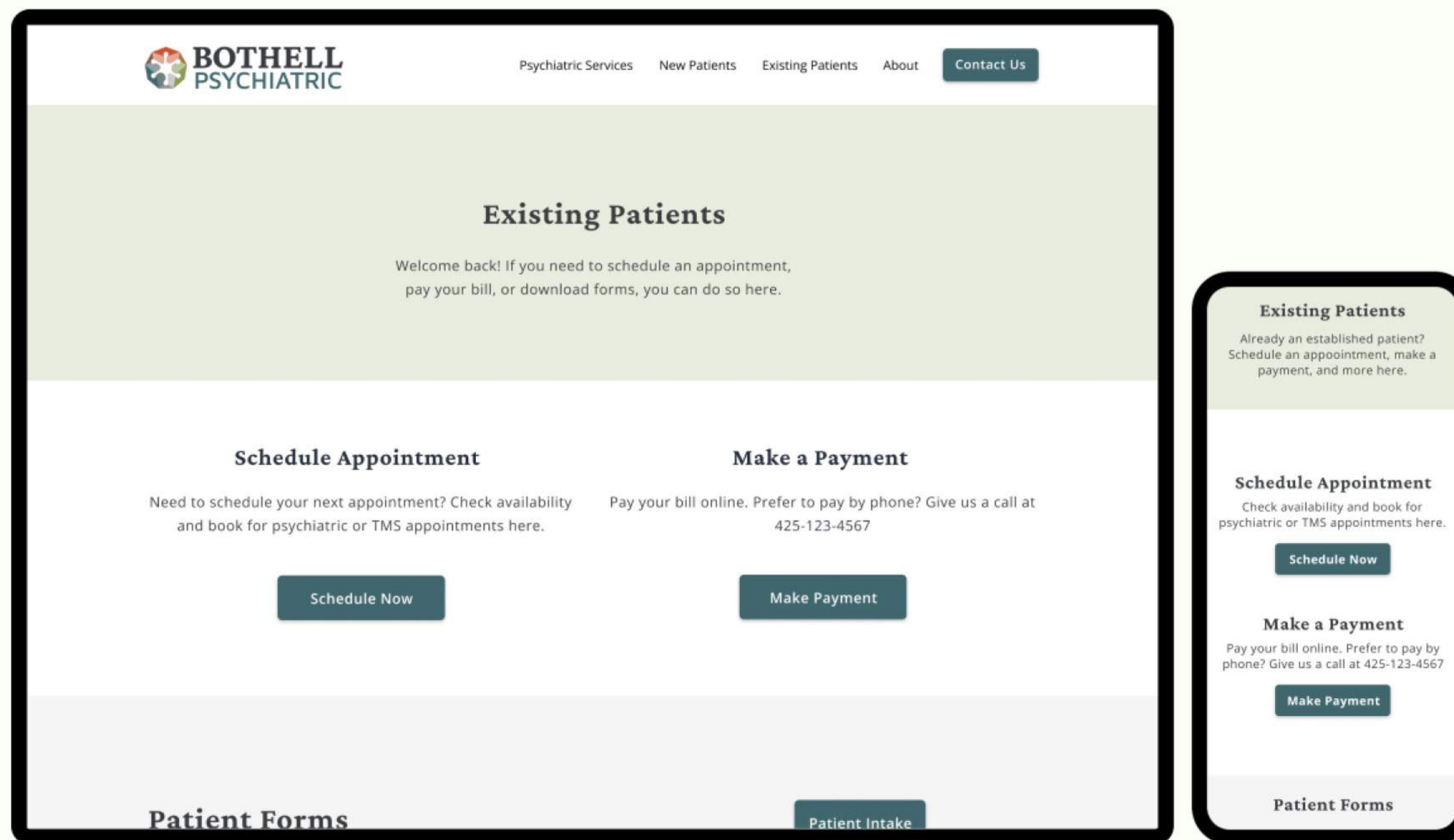
## Presentations & stakeholder engagement

Reporting on marketing efforts while building value and buy-in with internal stakeholders.



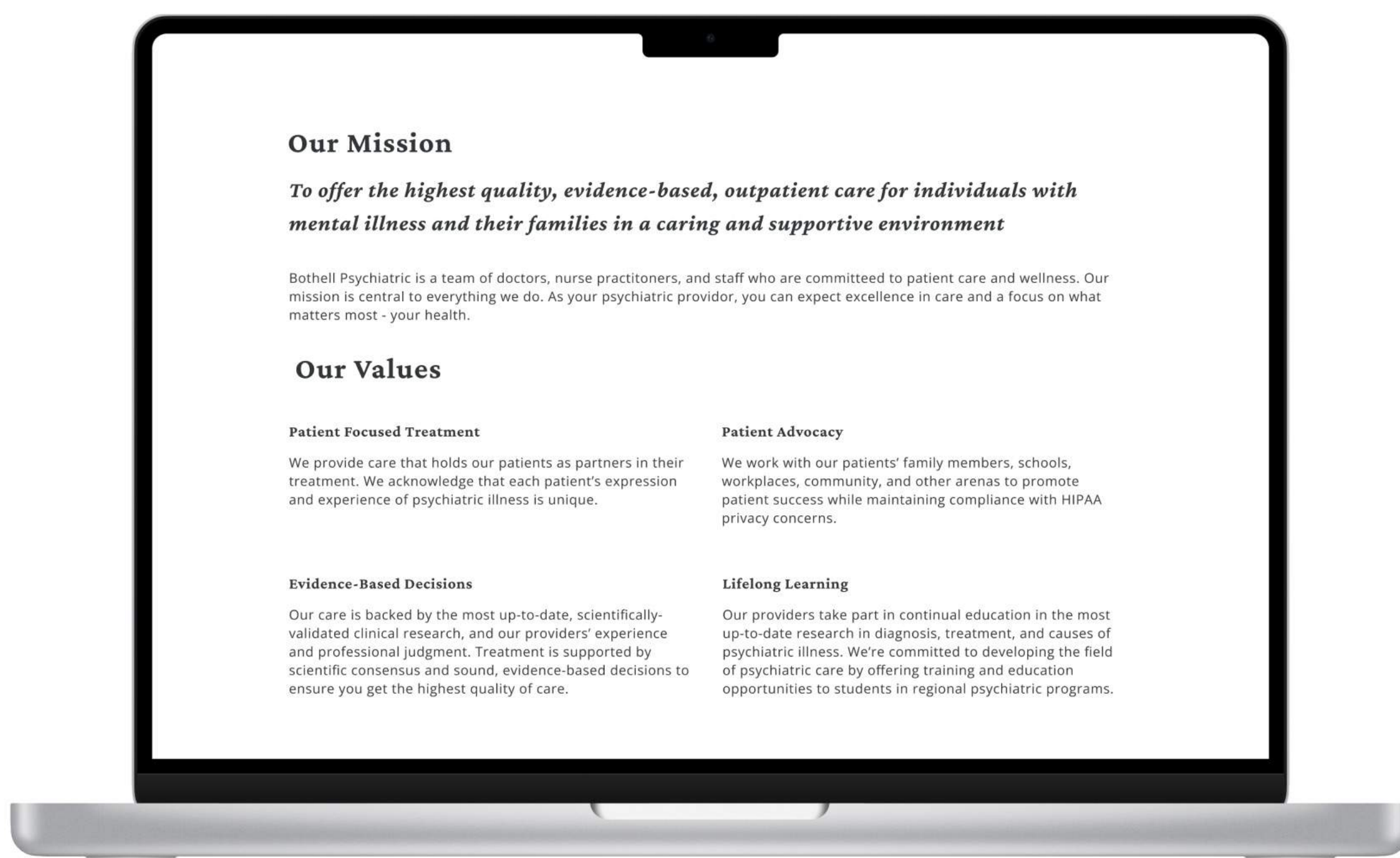
# Bothell Psychiatric

Branding, strategy, responsive web design.



## Brand positioning

Working with the client to develop a brand direction.



## Bothell Psychiatric Mission Statement & Values

### Why a Mission Statement?

A well-crafted mission statement focuses the practice for both employees and the target audience. It serves as a framework, giving everyone involved a launching point to build from when establishing the brand. This is especially important as we are building your new website for a new business. Establishing your mission statement will help keep us focused on what matters most. For patients, it sets you apart from the competition without limiting the practice purpose. A mission statement should tell others why the practice exists and what makes it different.

### The Key Elements of a Mission Statement

Focus your statement on these four elements.

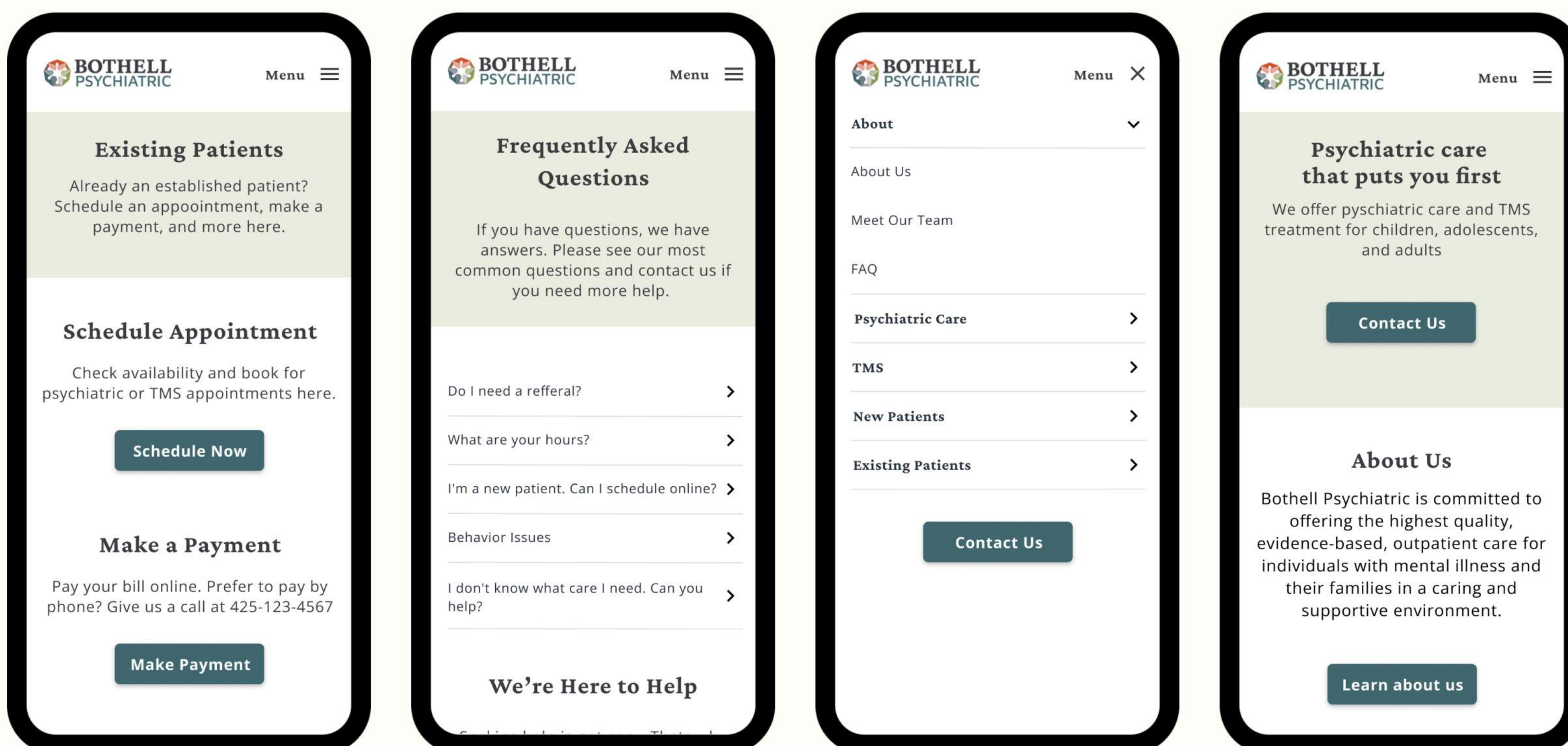
- **Value** – What is the value of the practice to both patients and employees?
- **Inspiration** – Why should people want to work with your practice?
- **Plausibility** – Make it sound reasonable, and keep it simple.
- **Specificity** – Tie it back to the practice

You can [read this article](#) on mission statements if you want more information.

### Values

## Responsive design

Clear display of information across screen sizes.



# Nick Block

Digital designer specialized in user  
experience and brand / business strategy

## Contact

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