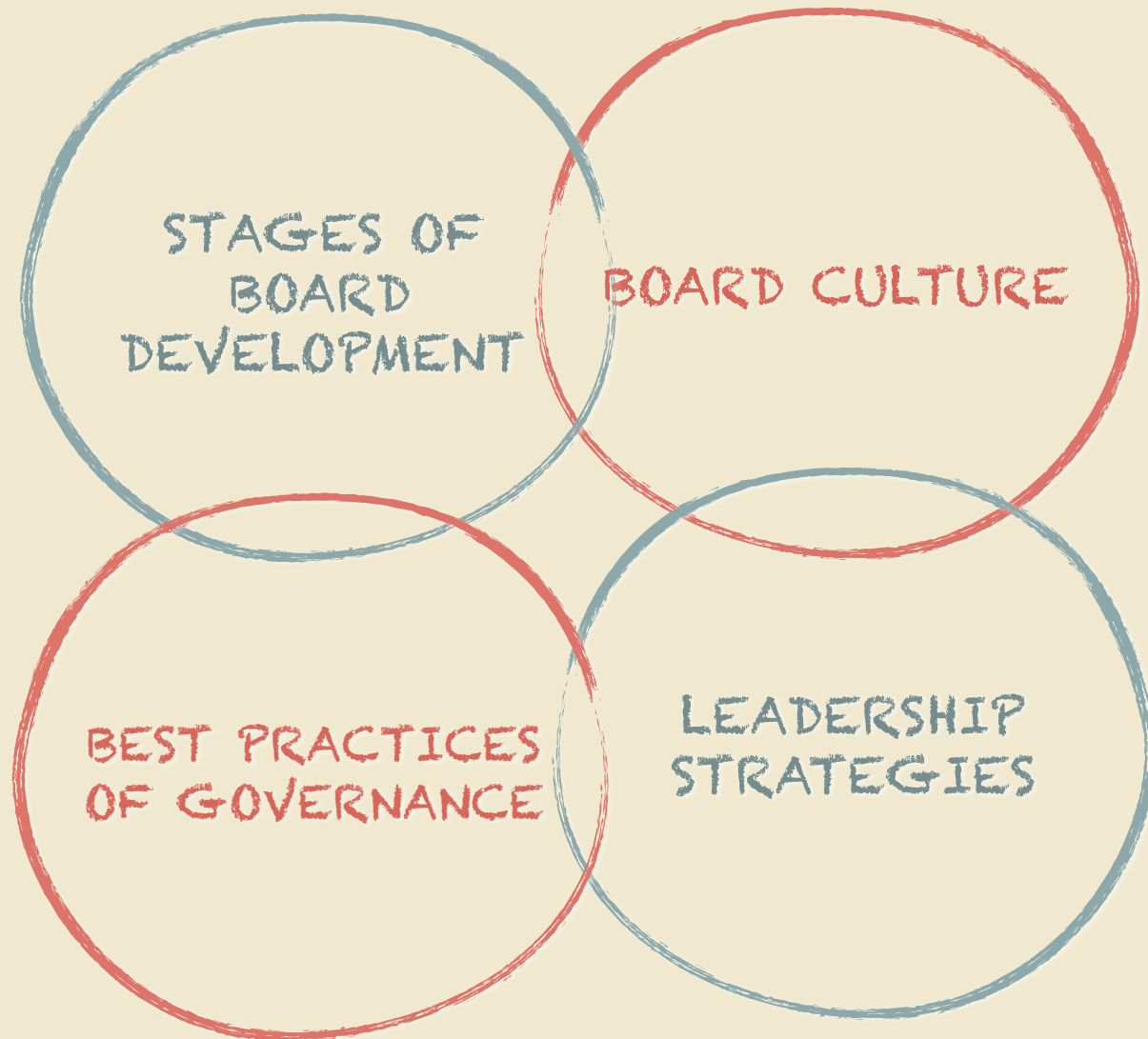


Board Leadership to Achieve School Growth



Board Leadership to Achieve School Growth



Session 2



BOARD CULTURE

School Calendar

1Q of Fiscal Year

July

Close Out & Start Up

Close prior year, finish enrolling, recruiting & repairs, launch annual fund, prepare for teachers & students

Aug

Open Up & Reenroll

Welcome & train employees, HR, engage new & returning families, 1st Day, internal campaign, audit

Sept

Reenforce Culture

Assess faculty & family engagement with mission and culture, finalize budget, learn from enrollment

School Calendar

2Q of Fiscal Year

Oct

Start Enrolling Next Year

Collect data for tuition setting & target market, key messages for brand, marketing campaign, traditions

Nov

Annual Fund & Assess

Emphasize Campaign, assess performance of results from key initiatives and all personnel, open house

Dec

Celebrate & Adjust

Celebrate traditions and achievements from 1st half, make personnel and programming adjustments

School Calendar

3Q of Fiscal Year

Jan

Re-Start & Re-enroll

Kickoff 2nd half and re-enrollment, Finalize next year staffing plans, Assess board goals & culture

Feb

Recruiting & Recruiting

Recruitment of new students and new faculty is top priority, seeking to maximize applications for both

March

Non-renewals & New

Select teachers will be notified of non-renewal, student screening & acceptances, plan on-boarding

School Calendar

4Q of Fiscal Year

April

Spring Fever & Assessments

Keep students & employees focused to the end, standardized testing, communication management

May

Graduate & Celebrate

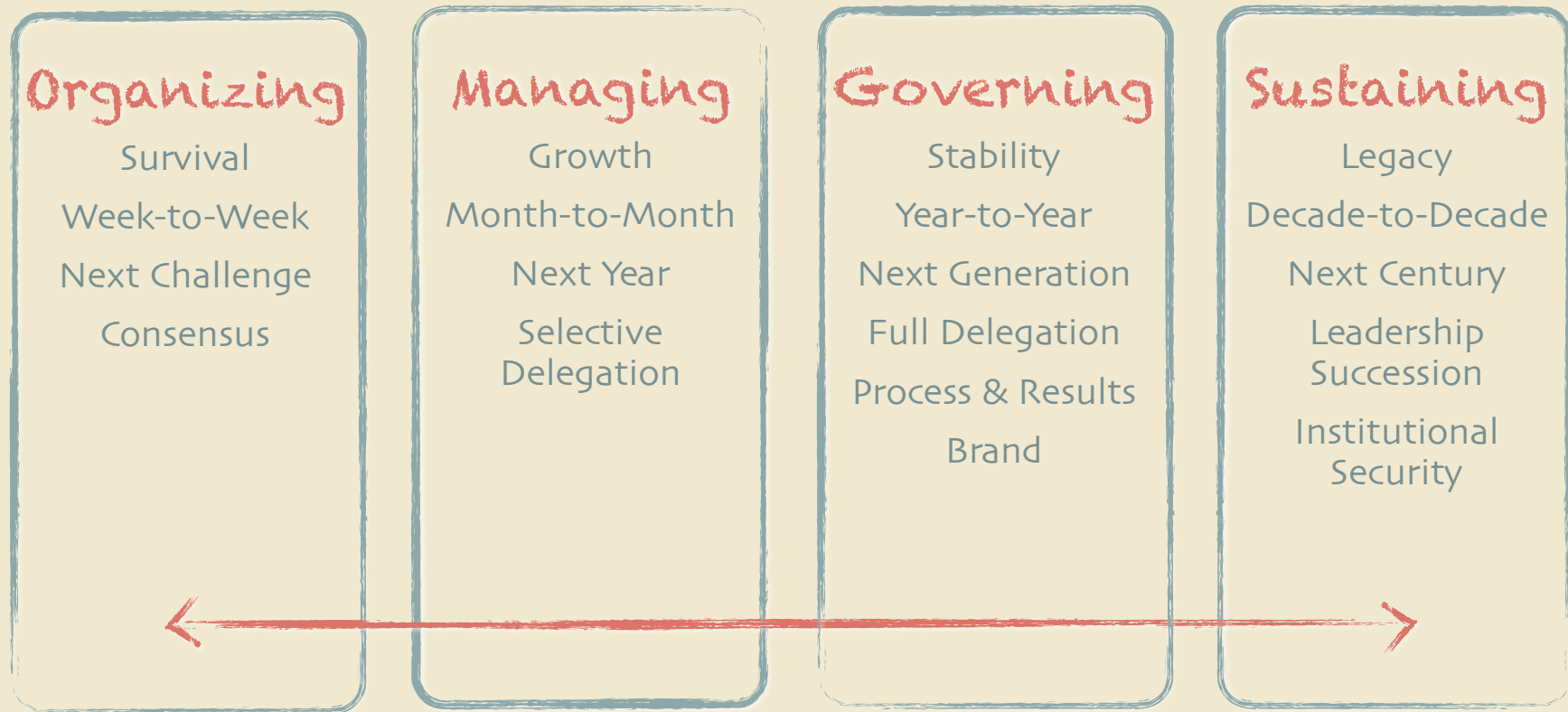
Award ceremonies, field days, graduations, yearbooks, class trips, transcripts & transitions

June

Recover & Reset

Clean up, prepare summer projects & programming, finish actuals, assess the year, make adjustments

School Growth Stages of Board Development



Four Domains of School Design™



Characteristics of Effective School Boards

- VISION
- VALUES
- ACCOUNTABILITY
- COLLABORATIVE
- DATA-DRIVEN
CONTINUOUS
IMPROVEMENT
- RESOURCES
- TRUST
- TEAM

Board Annual Goals Categories

Compliance

Signed Conflict of Interest, Board Conduct Statement, Statement of Mission, Peer Review

Engagement

Gift to Annual Fund, Admission Tour, Attend Events, Tour Similar Organization, Donor Cultivation, Student-for-a-Day

Leadership

Trustee Cultivation, Relationship with Chief Administrator, % of Board/Committee Meetings

Goals not Resolutions

Resolutions are general statements that may feel good but are too vague to be enforceable.

“Add publicity and accountability to a resolution, and you get a goal.”—Chip & Dan Heath

Make it concrete and measurable, then visualize when, where, and how it will be completed, and finally make it known.



Effective
Governance:
Culture
trumps
strategy



The only sustainable
competitive advantage
that is 100% within the
control of your
leadership is the
Board's culture

Board Culture Factors

Communication

PASSION

Compliance

PROFESSIONALISM

Confidentiality

PREPARATION

Contribution

Board Culture Factors

Communication

Board Culture Factors

PASSION

Board Culture Factors

Compliance

Board Culture Factors

PROFESSIONALISM

Board Culture Factors


Confidentiality

Board Culture Factors

PREPARATION

Board Culture Factors

Contribution



Board Culture:
It's someone's job
and it's
everyone's job