

# Board Leadership to Achieve School Growth

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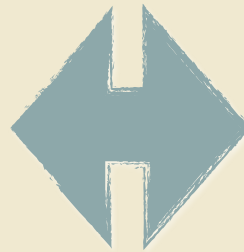
## Session 4



# Board & Trustee Goals

## Resolutions

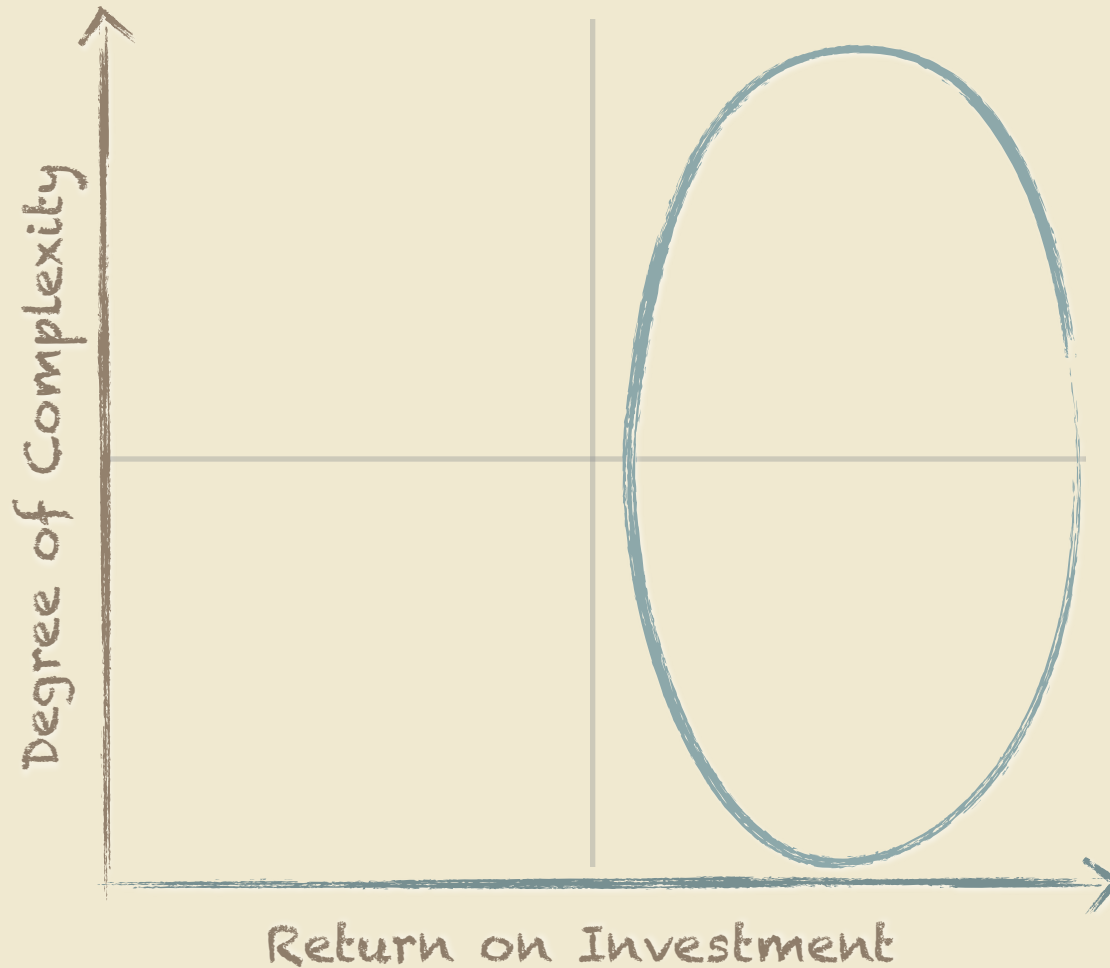
Ambiguous  
Marketable  
Emotional  
Bravado  
Ageless



## Goals

Specific  
Measurable  
Achievable  
Relevant  
Timely

# Opportunities



## Strategic Analysis

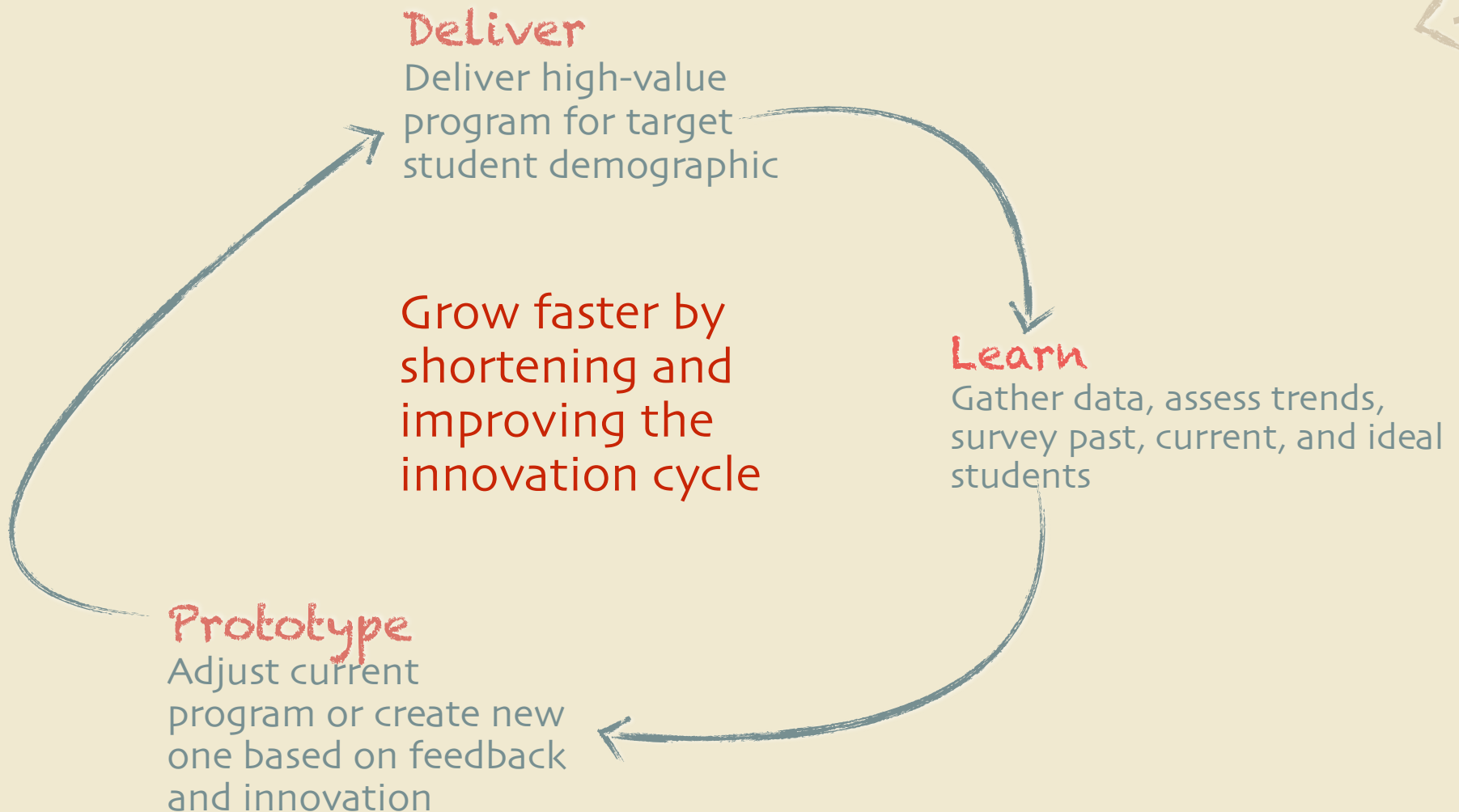
- Complexity

Money, Energy, Influence,  
Time, Opportunity Cost

- ROI

Net Revenue, Fundraising,  
Valuable Relationships,  
Public Relations

# School Growth Innovation Cycle



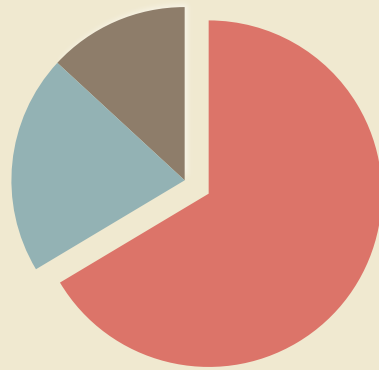
# Board & Trustee Goals

What adjustments could be made to improve the school's capacity to innovate?

# Board & Trustee Goals

How will you measure the effectiveness of your delivery on the mission?

# Board & Trustee Goals



What does your board expect  
enough of its members?  
Enough?

Board Goals are for the  
organization to achieve

Trustee Goals are for  
each member to achieve



75%

51%



● Decide: Make it known

● Commit: how & where

● Execute: Make it happen

Motivated, effective  
boards are not the  
result of low  
expectations

# Board & Trustee Goals

## Board Goals

- Increase cash reserves
- Increase salaries & benefits
- Provide Board Training
- Increase to X members
- Create a chief coaching team and resources
- Board assessment
- Strategic Plan Goals
- Capital Campaign Goal

# Board & Trustee Goals

## Potential Goals for Your Board

# Board & Trustee Goals

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## The Ultimate Board Goal

Be the best board in the world  
for which to work

# Board & Trustee Goals

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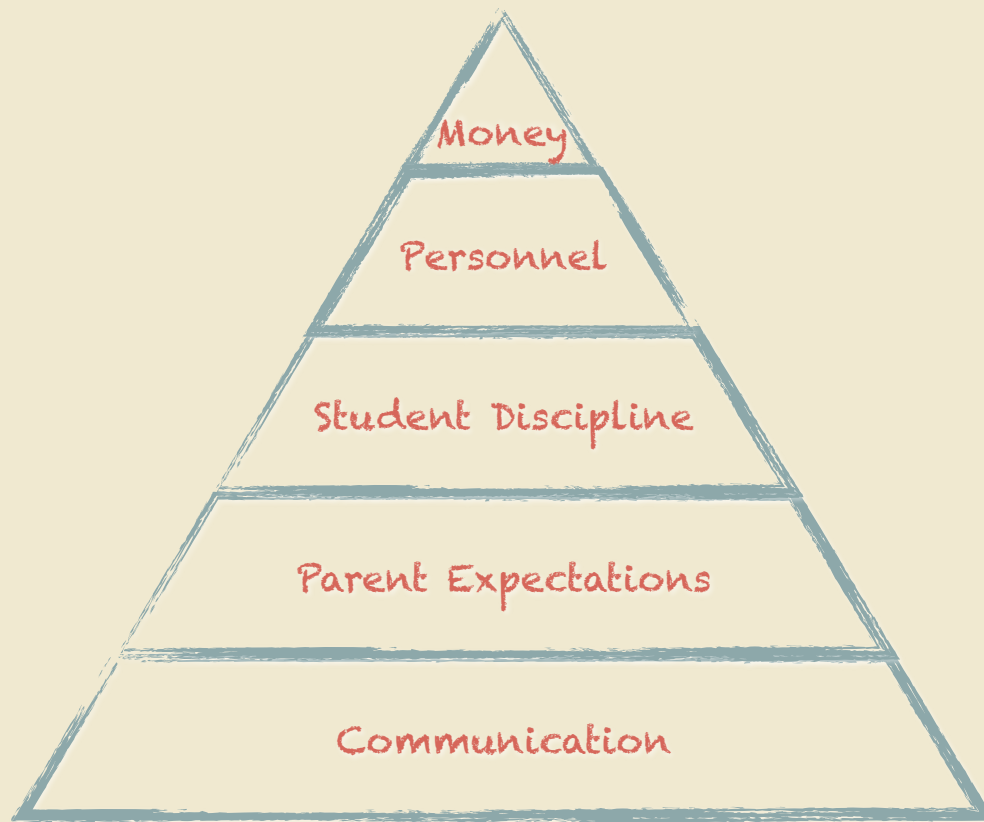
## Trustee Goals

- Take an admission tour
- Give to the campaign
- Tour Another School
- Connect with the Chief
- Read a related book
- Participate in training
- Recruit another trustee
- Participate in 3 events

# Board & Trustee Goals

## Potential Goals for Your Trustees

# Sources of Conflict



5%

Tuition/Fees, Fundraising, Allocation, Affluence

10%

Interaction, Behavior, Consistency, Communication

20%

Dress code, Behavior, Consistency, Consequences

30%

Grading, Homework, Syllabus, Authority, Influence, Attendance

35%

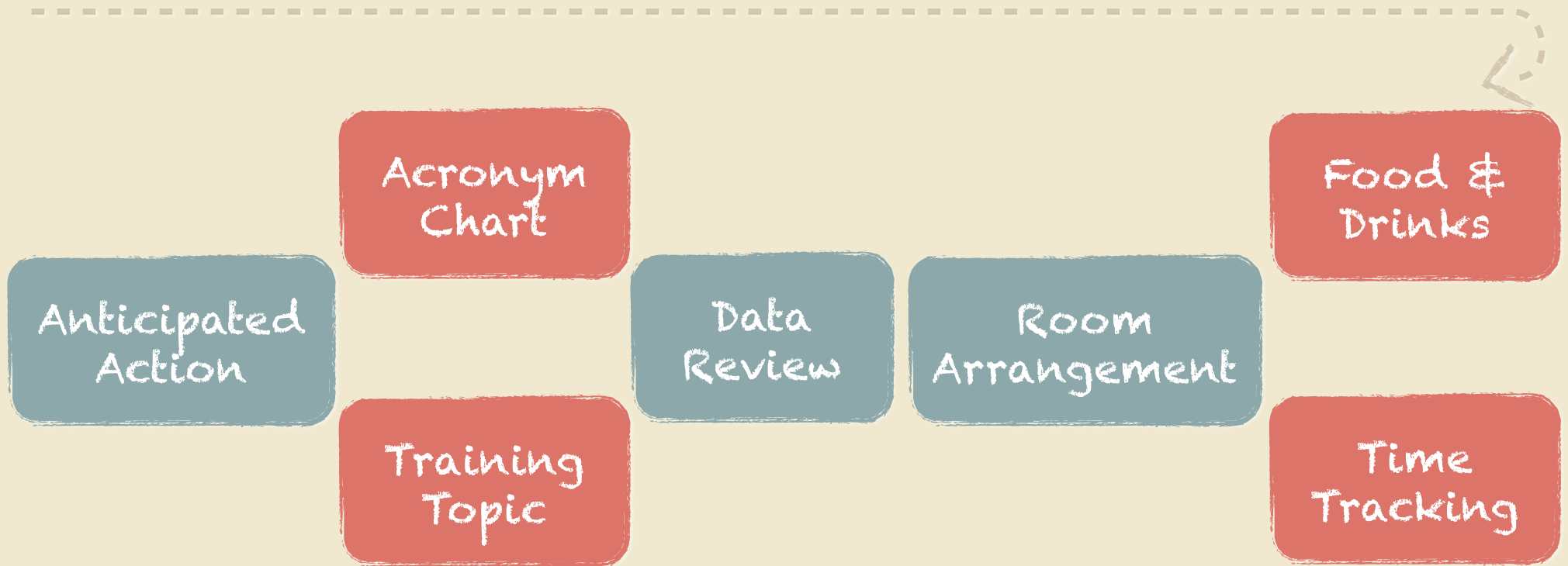
Why didn't we know about this?  
Who's making these decisions?  
Where are we going?

# Sources of Conflict

Communication • Parent Expectations • Student Discipline • Personnel • Money

What steps can be taken to be prepared?

# Board Meetings

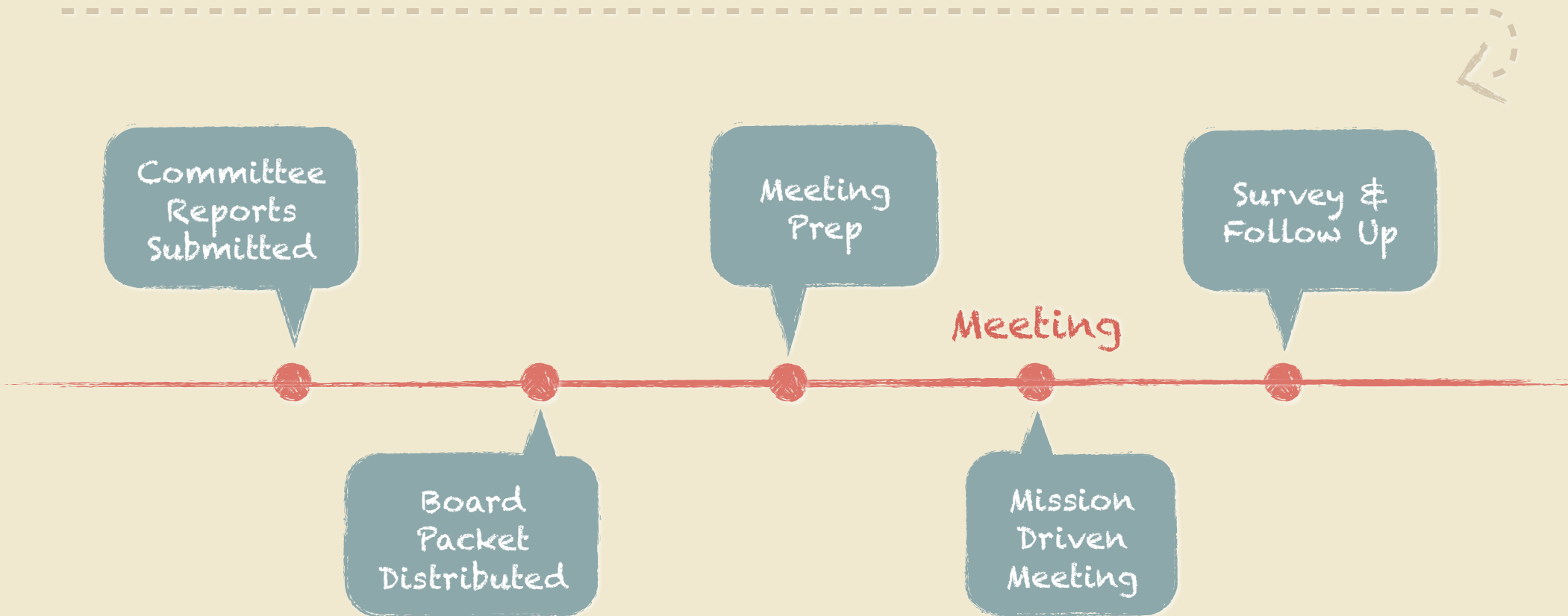


Encourage “dumb” questions, respectful dissent, authentic disagreements. Find a chance to be encouraging, at every meeting. Provide a “Parking Lot” where board members can write notes to express questions that may be addressed at a specified time or in a post-meeting conversation.

# Board Meetings

What would absolutely, positively enable the mission as a result of this meeting?

# Board Meeting: Schedule



Report formats with max length, Meeting reminder sequence (phone, email, etc.), Steps for Preparation, Consent Agenda

# Trustee Cultivation

## Board Profile

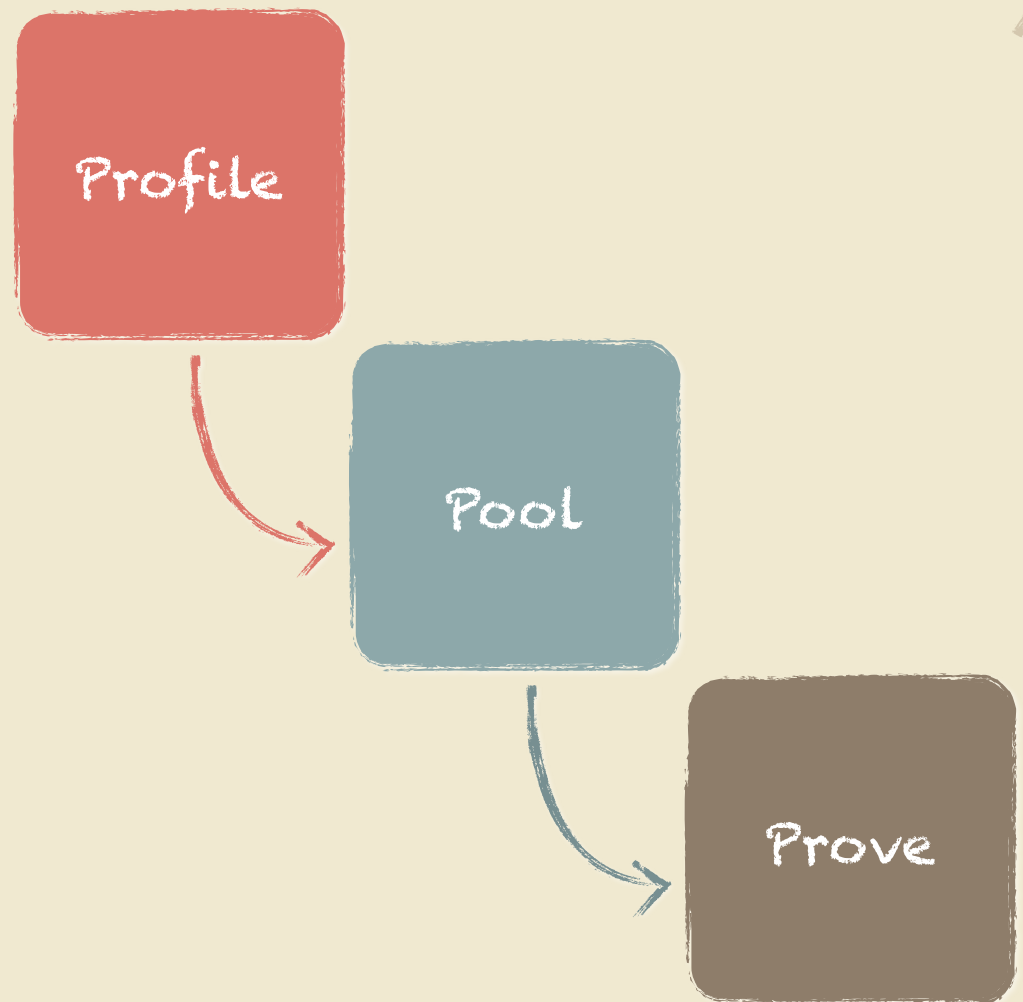
Requirements, skills, education, interests, connections, career, expertise, traits

## Prospect Engagement

Giving, volunteering, advisor, training, committee

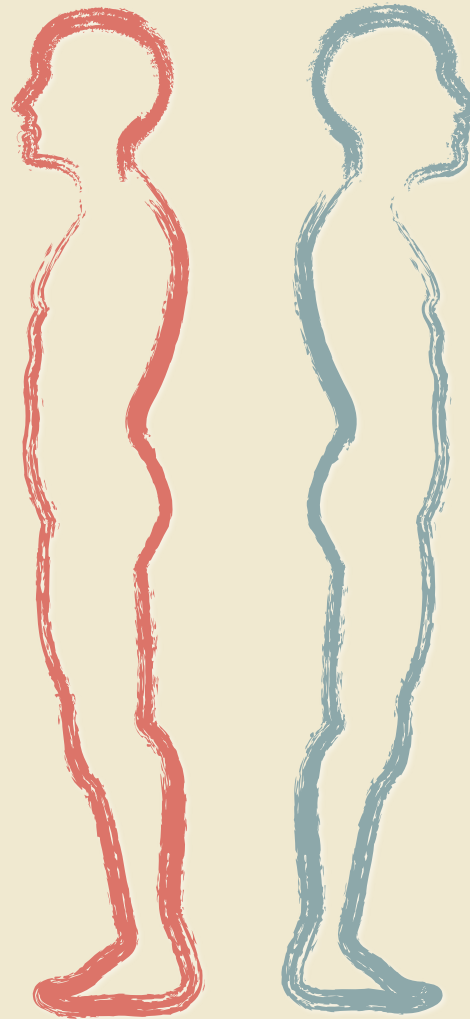
## Screening

Invitation, application, reference check, alignment interviews, background check, on-boarding



# Trustee Cultivation

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Mission  
Culture  
Strategies  
Role

# Board Profile

Requirements

Traits

Skills

Attitude

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