

ALL MEETINGS will be conducted using Roberts Rules of Order.

Class Program

Class 1: Board Governance

September 7, 2010 – Location: Myrtle Beach Area Chamber of Commerce

- a. Non profit verses business boards
- b. General board responsibilities / Job Description
- c. Legal Structure (i.e. tax codes / by-laws)
- d. Trust



Class 2: Financial Management and Stewardship

October 5, 2010 – Location TBD

- a. Reading the 990 PF
- b. Reading financials/P&L
- c. Financial resources

Class 3: Operational Planning and Evaluation

November 2, 2010 – Location TBD

- a. Endowment building and planned giving
- b. Statistical Measures / Cost Effectiveness
- c. Campaigning for capital
- d. Solicitation of Public and Private Resources
- e. Grant seeking
- f. Board minutes
- g. Documentation and things that require documentation
- h. Strategic planning

Class 4: Marketing and Public Relations

December 7, 2010 – Location TBD

- a. Legal and ethical consideration
- b. External relations: media, constituencies, public and political, government entities
- c. Public Speaking
- d. Effective Marketing / “Elevator Speech”(15second commercial)
- e. Dealing with positive and negative public relation matters
- f. Effective written / verbal communication with staff, peers and volunteers

Class 5: Human Resources and “Parking Lot” Discussion

January 4, 2011 – Location TBD

- a. Community Influence / Volunteer influence
- b. Board Members and organizational staff support
- c. Motivation
- d. Cultural Diversity
- e. Effective Leadership
- f. Conflict Resolution
- g. Grievances and conflict resolution
- h. Board Giving

Class 6: Choosing your Board / Graduation

February 1, 2011 – Location: Prestwick Country Club

- a. Questions to ask with choosing a board
- b. Class discussion of experience of board(s)
- c. Graduation