

**Program Agenda, Class II**  
**August 2011-April 2012**



**Class Program**

**Class 1: Orientation and Meet & Greet Reception**

*August 23, 2011, 2-5 p.m., reception immediately following from 5-7 p.m.*

*Sponsored by Elliott Davis*

Location: MBACC Boardroom, 1200 N. Oak Street



- a) Introductions
- b) Class Policies
- c) Ice breaking
- d) Trust
- e) Non-profit board visitations
- f) Roberts Rules
- g) Class formats

**Class 2: Board Governance**

*September 13, 2011, 9 a.m., Location: TBD*

Guest Speakers- TBD

- a) Non-profit verses corporate boards
- b) General board responsibilities/Board Books
- c) By-Laws
- d) PRACTICE: Agenda, Committee meetings and reports

**Class 3: Financial Management & Stewardship, Part I**

*October 11, 2011, 9 a.m.-Location: TBD*

Guest Speakers- TBD

- a) Reading financials/P&L
- b) Financial Resources
- c) Financial reporting
- d) How to engage an accountant/CPA
- e) When to have an audit
- f) PRACTICE: Treasurer's Report; Finance Committee Report

**Class 4: Financial Management & Stewardship, Part II**

*November 8, 2011, 9 a.m.-Location: TBD*

Guest Speaker-TBD

- a) Reading the 990 PF
- b) Financial Resources
- c) Staff salaries and benefits
- d) Resources
- e) PRACTICE: Old Business



### **Class 5: Operational Planning & Evaluation**

*December 13, 2011, 9.a.m., lunch immediately follows from 12-1p.m.*

Location: TBD

Guest Speaker- TBD

- a) Endowment building and planned giving
- b) Statistical Measures/Cost Effectiveness
- c) Capital Campaign
- d) Public and Private Resources
- e) Grant seeking
- f) Grievances and conflict resolution
- g) Strategic planning
- h) Documentation and things that require documentation
- i) Board Minutes
- j) PRACTICE: New Business

### **Class 6: Marketing & Public Relations**

*January 6, 2012, 9 a.m.-Location: TBD*

Guest Speaker- TBD

- a) Legal and Ethical considerations
- b) External relations: Media, constituencies, public, political, governmental entities
- c) Public Speaking
- d) Effective Marketing/Elevator Speech
- e) Dealing with positive and negative public relations matters
- f) Effective written/verbal communications with staff, peers, and volunteers
- g) PRACTICE: PR issue about the organization/board; elevator speeches

### **Class 7: Human Resources**

*February 14, 2012, 9 a.m. , Location: TBD*

Guest Speakers- 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
- i) PRACTICE: Executive Session for Personnel Review



**Class 8: Choosing a Board**

*March 13, 9 a.m., Location: TBD*

Guest Speakers- TBD

- a) Burning questions
- b) PRACTICE: Do an entire Board Meeting. (Each member will have a role to prepare and report to make.)

**Class 9: Wrap Up & Graduation**

*April 10, 2012, 9 a.m., graduation and lunch immediately following from 12-1:30 p.m.*

Location: TBD

- a) Discussion of Class II experiences
- b) Sharing board visitation experiences
- c) Graduation