



## Governance Webinar #3

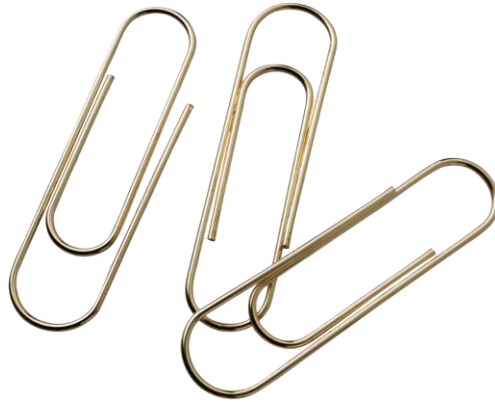
LSC Leadership:  
Proper Preparation  
Prevents Poor Performance

## Welcome/Introductions



Jane Grosser  
USA Swimming LSC Governance Consultant  
USA Swimming volunteer  
LSC Volunteer  
Swim Parent  
Coach  
Swimmer

## Strategic Thinking



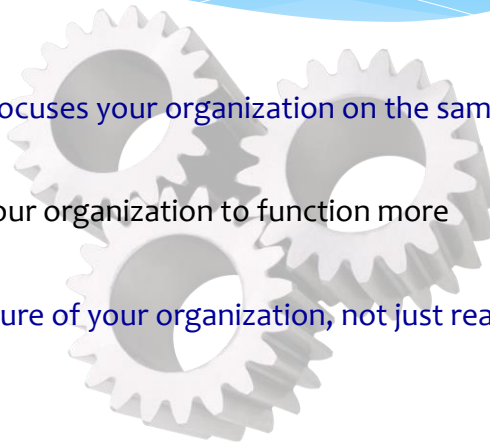
## When an organization thinks strategically...

### The Board of Directors:

Provides leadership that focuses your organization on the same goals.

Utilizes tools that allow your organization to function more effectively.

Can actually shape the future of your organization, not just react to it.





## 10 Basic Responsibilities of Nonprofit Boards

Basic Responsibility	How It's Carried Out
1. Determine the organization's mission and purpose.	Write mission as a group; review annually, post prominently
2. Select the chief executive	Job description; careful search, pre-employment screening
3. Support the chief executive and review his or her performance	Annual written review; frequent informal feedback
4. Plan for the future.	Annual retreat/planning sessions, written strategic plan
5. Determine, monitor, and strengthen the programs and services	Tie programming to mission, frequent review of programs, add new as needed, evaluate/eliminate underperforming programs
6. Ensure adequate resources.	Examine fees as related to budget, fundraising as needed
7. Protect assets and provided financial oversight.	Written policies and procedures, audit procedures, budget approval process, invested reserves
8. Build competent leadership	Recruit and orient new members; rotate, term limits
9. Ensure legal and ethical integrity and maintain accountability.	Follow legal and USA Swimming requirements, file necessary paperwork, follow written policies
10. Enhance the organization's public standing.	Be a public advocate for the organization, communicate clearly through various methods

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THE CHRISTIAN SCIENCE MONITOR *Bennett*



### Elements of *Proper Planning* for the Board (Which *Prevent Poor Performance*)

- \* Annual Calendar
- \* Board Self-Assessment
  - \* Annual Retreat
- \* Strategic Planning
  - \* Written Plan

## Annual Calendar

- Insurance review
  - **Mission statement**
  - Nominations for elected positions
  - **Board evaluation**
  - Budget development/presentation
  - **Budget approval**
  - Program and Services evaluation
  - **Staff evaluations**
  - Communication review
  - **Strategic Plan/Leadership Retreat**
  - Bylaws and legal document review
  - **Wrap-up**
- January  
 February  
 March  
 April  
 May  
 June  
 July  
 August  
 September  
 October  
 November  
 December

## Board Self-Assessment

	Does Well	Needs Work	Consensus
LSC's Mission			
Relationship with Permanent Office Staff			
Program Evaluation			
Fund Raising			
Financial Oversight			
Strategic Planning			
Selection and Orientation of Board			
Public Relations and Advocacy			
Board Operations			
Board Liability and Risk Management			

## Annual Retreat/ Planning session

Annually- plan into the calendar, same weekend every year

Time allowed- ½ day, all day, overnight

Focus- no other business

Location- away from distractions

Outside facilitator-helps keep you on track

Small group work- divide and conquer

Team building- have some fun, build relationships

## Strategic Planning

Who are we?

Where are we now?

Where do we want to go?

How will we get there?

How are we doing?

What resources do we need?

## Strategic Planning

### The purpose of strategic planning:

- Establishes a commitment to improvement
- Provides clarity, unity, and direction for your LSC
- Improves the effectiveness of organization by setting goals & a plan to achieve them
- Promotes purposeful thinking rather than merely reacting
- Establishes a disciplined approach that focuses on the future

## Strategic Planning

### Success Factors

Commitment from leadership  
 Realistic plan/timetable  
 Commitment of human and financial resources  
 “Big Picture” thinking  
 Teamwork: Buy-in & Engagement from membership  
 Method to assess and monitor plan!

### Potential Obstacles

Cynicism, bickering and negativism  
 Lack of trust  
 Micromanaging  
 Personal agendas  
 Bogged down in details





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