



**CENTER FOR  
CHARTER SCHOOLS**

CENTRAL MICHIGAN UNIVERSITY

# 2022 ANNUAL CONFERENCE

Engaging Minds,  
Cultivating Success

**AUGUST 23 / NOVI, MI**

**Board Members Who  
Make a Difference**

# TODAY'S LOGISTICS



60 Minute Session



Materials/Handouts



Cell Phone Use



Questions



# VANESSA GULLEY

GOVERNANCE CONSULTANT



Korn Ferry  
Certifications  
Leadership Architect™



“

A GOOD SYSTEM SHORTENS THE ROAD  
TO THE GOAL.

”

Orison Swett Marden



Use the QR Code  
or  
Search app store for: **GEM strategicboards**



“ HE WHO LOVES PRACTICE WITHOUT  
THEORY IS LIKE THE SAILOR WHO  
BOARDS SHIP WITHOUT A RUDDER AND  
COMPASS AND NEVER KNOWS WHERE ”  
HE MAY CAST.

Leonardo Da Vinci

# Be \* Know \* Do



Character



Competence



Action

# Member Development Plan

3  
months

6  
months

9  
months

1 year





GEMpower

MODEL™

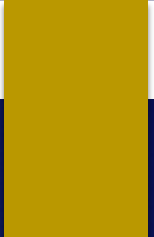
**5 CORE AREAS**



# PURPOSE







“ INEXPERIENCED LEADERS ARE QUICK TO  
LEAD BEFORE KNOWING ANYTHING ABOUT  
THE PEOPLE [ORGANIZATION] THEY INTEND  
TO LEAD. BUT EXPERIENCED LEADERS  
LISTEN, LEARN, AND THEN LEAD. ”

John C. Maxwell

# Your Purpose

$$\begin{array}{c} \text{Values} \\ + \\ \text{Mental and Emotional Attributes} \\ = \\ \text{Character} \end{array}$$

# Academy Purpose

- ▶ **Mission/Vision**
- ▶ **Values**
- ▶ **Charter Contract**



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# PEOPLE

“

THE BEST TEAMWORK COMES FROM MEN  
[PEOPLE] WHO ARE WORKING  
INDEPENDENTLY TOWARD ONE GOAL IN  
UNISON.

”

James Cash Penney

# Yourself

- ▶ **Leadership Skills**
  - ▶ **Time Management**
- ▶ **Understanding Role/Responsibility**
  - ▶ **Annual Member Agreement**
  - ▶ **Board Member Job Descriptions**
- ▶ **Continuous Learning**



# Others

- ▶ **Officer Roles**
  - ▶ **Officer Job Descriptions**
  - ▶ **Board team**
- ▶ **School Leadership team**
  - ▶ **Management Agreement**
  - ▶ **Superintendent Description**

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# PLANNING

“

WITHOUT GOALS, AND PLANS TO REACH  
THEM, WE ARE LIKE A SHIP THAT HAS SET  
SAIL WITH NO DESTINATION.

”

Fitzhugh Dodson



# Where to begin with Strategic Planning

- ▶ Understand the academy's School Improvement Plan
  - ▶ Listen for improvement needs
- ▶ Understand school's strategic planning process/timeline
- ▶ Understand strategic measures and reporting

# PROCESS



“

ANY DESIGN, WHETHER ITS FOR A SHIP  
OR AN AIRPLANE, MUST BE DONE IN  
ANTICIPATION OF POTENTIAL FAILURES.

”

Henry Petroski



# PROCESS

- ▶ **Operational Framework**
  - ▶ **Policies/Bylaws**
- ▶ **Board Culture and Traditions**
- ▶ **Decision Making**

“

SHIPS DON'T SINK BECAUSE OF THE  
WATER AROUND THEM, SHIPS SINK  
BECAUSE OF THE WATER THAT GETS IN  
THEM.

”

Anonymous

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# PERFORMANCE





“

TO REACH A PORT, WE MUST SAIL  
SOMETIMES WITH THE WIND, AND  
SOMETIMES AGAINST IT. BUT WE MUST  
NOT DRIFT OR LIE THE ANCHOR.

”

Oliver Wendell Holmes

# PERFORMANCE

- ▶ MEETING EVALUATION
- ▶ INDIVIDUAL MEMBER EVALUATION
  - ▶ Development needs
- ▶ WHOLE BOARD EVALUATION
  - ▶ Governance and Operations
- ▶ MANAGEMENT/SUPERINTENDENT
- ▶ ACADEMIC PERFORMANCE



# QUESTIONS



# Citations and Resources

Dept. of the Army. *Army Leadership: Be, Know, Do. Headquarters.* (1999)

Michigan Association of School Boards. *A School Board Member's Resource Guide: First-Year Orientation.*

Bruce A. Ryan. *For the New Board Member: An Orientation to Board Governance in the Not-For-Profit Sector* (2017).