



From Draft Day to Game Day:

Building a Working Board for Lasting Success

Welcome & Introductions

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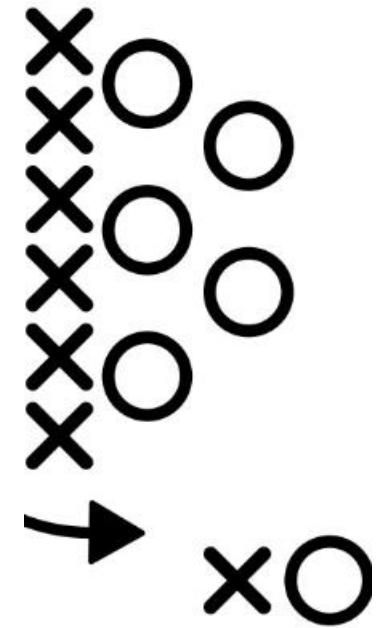
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“On a team, it’s not the strength of the individual players, but it is the strength of the unit and how they all function together.”

– Bill Belichick









Welcome & Introductions

Just like a championship football team, a highly functional board needs the right players, a solid game plan, and well-executed plays.

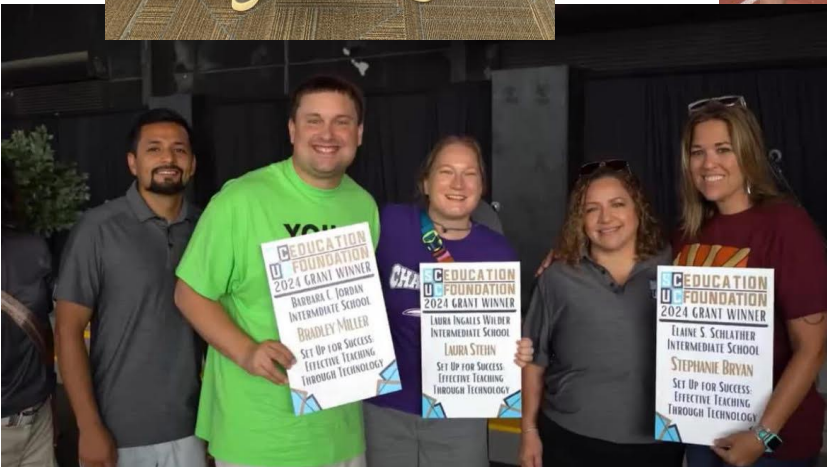
You will get tools and templates to facilitate recruitment, effective communication, onboarding, committee meetings, board meetings, individual committee performance and board effectiveness.



Agenda

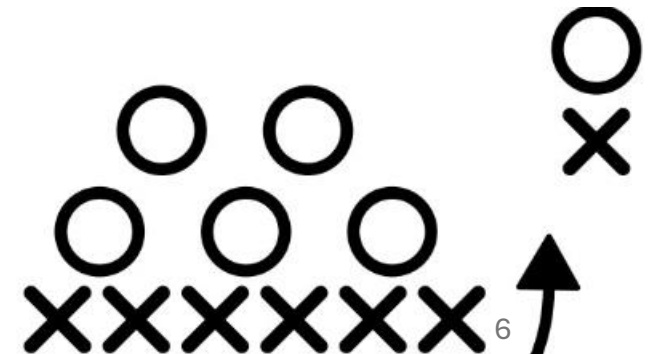
-  Welcome & Introduction
-  Kick Off: Setting the Stage
-  Scouting for Talent: Ideal Board Member Profile
-  Structuring for Success: Building Your Playbook
-  Team Dynamics: Power in Every Player
-  Productivity in Action: Tools for Effective Meetings
-  From Recruitment to Results: The Takeaway
-  Q&A and Closing

Our Story.....



Kickoff: Setting the Stage

- ❑ Importance of clear expectations during recruitment
 - ❑ Explanation of an Education Foundation & Board Member Responsibilities (FI)
 - ❑ Signed Board Agreement (FI)



Kickoff: Setting the Stage

BOARD RECRUITMENT OVERVIEW

The SCUC Education Foundation was formed by a group of caring and committed citizens with a vision to enhance educational opportunities and student success in the SCUC Independent School District. The foundation is a 501 (c) (3) tax-exempt philanthropic organization. A volunteer board of directors will be composed of business, community and educational leaders, governing the foundation.

The SCUC ISD Education Foundation:

- is a 501 (c)(3) nonprofit tax-exempt philanthropic charitable organization,
- cultivates community engagement and involvement to benefit students and staff and enhance the mission of the school district,
- supports activities not funded by tax revenue,
- solicits funding from private and corporate sources,
- and awards funding through a transparent process that is overseen by a review committee, representing local business, community and educational leaders.

PURPOSE

This corporation is organized exclusively for charitable and educational purposes to benefit SCUC Independent School District. To this end, the corporation shall at all times be operated exclusively for charitable purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986, as now enacted or hereafter amended, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under Section 501(c)(3) of the Internal Revenue Code of 1986, as now enacted or hereafter amended. All funds, whether income or principal, and whether acquired by gift or contribution or otherwise, shall be devoted to said purposes.

MISSION

The SCUC Education Foundation will partner with the community to inspire and empower students, staff, and educators while providing opportunities to enhance the quality of education for all.

PROGRAMS

SCUC Education Foundation supports its mission of Innovation, Enrichment and Equity through the main program initiatives:

- Student Scholarships
- Innovative Teaching Grants
- Recognition of Academic Achievement
- Recognition of Teaching Excellence

Printed Name: _____

I understand that as a member of the Board of Directors of SCUC Education Foundation, I have a legal and moral responsibility to ensure that the organization does the best work possible in pursuit of its goals. I believe in the purpose and the mission of the organization, and I will act responsibly and prudently as its steward.

As part of my responsibilities as a board member:

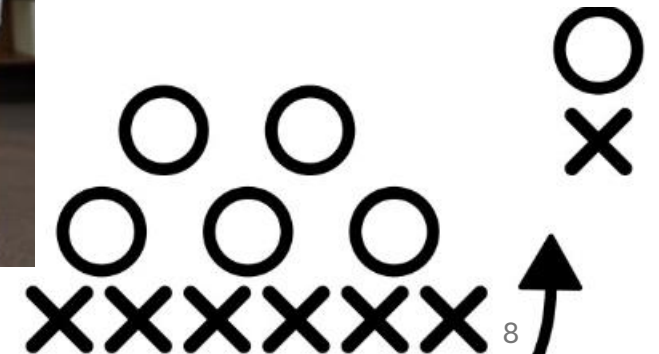
1. I will interpret the organization's work and values to the community, represent the organization and act as an advocate.
2. I will attend board meetings, committee meetings and events. I understand that if three (3) consecutive meetings are missed, the board of directors may remove me as a member of the board.
3. I will make a personal financial contribution at a level that is meaningful to me.
4. I will actively participate in one or more fundraising activities.
5. I will participate on a committee.
6. I will adhere to the policies and guidelines adopted by the SCUC Education Foundation.
7. I will act in the best interests of the organization and excuse myself from discussions and votes where I have a conflict of interest.
8. I will maintain and protect the privacy of donors, prospective donors, alumni and friends of the organization. If I suspect or become aware of any breach of confidentiality, I will notify the organization's leadership.
9. I will stay informed about the organization. I will ask questions and request information. I will participate in and take responsibility for making decisions on issues, policies and other board matters.
10. I will work in good faith with staff and other board members as partners toward the achievement of our goals.
11. If I do not fulfill these commitments to the organization, I will expect the board president to call me and discuss my responsibilities with me.

In turn, the SCUC Education Foundation will be responsible to me in several ways:

1. I will be sent, without request, timely information and reports.

Kickoff: Setting the Stage

- ❑ Balancing skills, strengths, and creating a multifarious organization



Kickoff: Setting the Stage

❑ SCUC Board Analysis (FI)

		Gender	Age Range					Race/Ethnicity					Skill/Expertise								Networks														
First Name	Last Name	M/F	18-25	26-34	35-44	45-60	61+	White	Hispanic/Latino	Asian Pacific Islander	African American	Native American	Other	Finance/Governance	Administration	Leadership	Legal	Fundraising	Public Relations/Marketing	Event Planning	Grant Writing	Community Leaders	Elected Officials	School District	Vendors	Parents	Senior Citizens	Business/Corporate	Relationships Public/Private	Foundations	Other, Please specify	Cibola	New Braunfels	Universal City	Schertz
Fredy	Degollado	M			X				X							X			X			X					X		Christian Brothers, Student Alum					X	
Stephanie	Delagarza	F		X				X						X						X					X		X		SCUC Employee	X					
Sarah	Dietz	F			X			X										X	X	X					X		X		Real Estate Agent, Keller Williams Heritage					X	
Val	Harrison	F			X						X							X										SCUC Retiree	X						
Veronica	Goldhorn	F			X				X						X	X												Student Alum & Retiree		X					
Deanna	Jackson	F			X						X				X	X			X			X			X		X		Foundation Innovation Consultant, Student Alum & Employee	X					
Jessica	Klinge	F			X			X										X		X					X			SCUC Employee						X	
Jason	Mai	M			X			X										X									X		Alamo Architects						
Maddie	Riney	F	X					X											X	X							X		Maddie's Moments, Student Alum				X		

Development Team

The Development Team, a standing Team reporting to the Board of Directors, is established pursuant to Article 5.1 of the Bylaws to consist of no more than six (6) Board members, appointed by the President of the Board. The Executive Director shall serve as staff to the Team. The Team may also include other non-Director persons whose experience and qualifications may assist the Team and the Board in the performance of their oversight responsibilities. A majority of the Team members, present and voting, shall constitute a quorum. However, at all times a majority of the Team, and a majority of a quorum, shall consist of Board members.

The Team shall meet regularly and at the call of the Vice President of Development or the Executive Director, and shall maintain minutes of all meetings, which will be distributed to the Board, preferably in advance of the next regularly scheduled Board meeting.

The purpose of the Team is to provide strategic planning support and policy oversight to ensure focus and direction of Development.

Team Charter:

Acting with the Executive Director, the Development Team is charged to:

- Contribute to and review the fundraising plan to ensure progress toward annual and long-range funding goals.
- Set priorities for fundraising efforts; evaluate plans and strategies; and present outcomes to Board of Directors, as appropriate.
- Work with Executive Director to identify and solicit funds from external sources of support including, but not limited to: foundations, corporations, community organizations, and individuals.
- Support the organization through the planning and implementation of fundraising events and campaigns.
- Encourage participation by the full Board in fundraising efforts.
- Identify and recruit community leaders to serve with the Board members on the Development Team.
- Engage in advocacy and networking.

Team Responsibilities:

Monthly

- Monthly Team meeting, notes to Secretary
- One Foundation or large donor meeting set- coordinate with Exec Director and President
- Private Foundation- continually identify and monitor guidelines of Foundation expectations
- Fall event timeline- coordinate with Events
- Monitor residual giving
- Continual donor appreciation

Other

- Jan-September- Fall Event timeline
- March- Start Fall Party timeline (coordinate with Events)

Scouting for Talent: Ideal Board Member Profile

- ❑ Strategies for identifying and attracting strong candidates.
- ❑ Detailed description of each officer position and committees (FI)
- ❑ Board Analysis (FI)
- ❑ Volunteer/Partner Interest Questionnaire Form
- ❑ Recruitment Questionnaire

Scouting for Talent: Ideal Board Member Profile

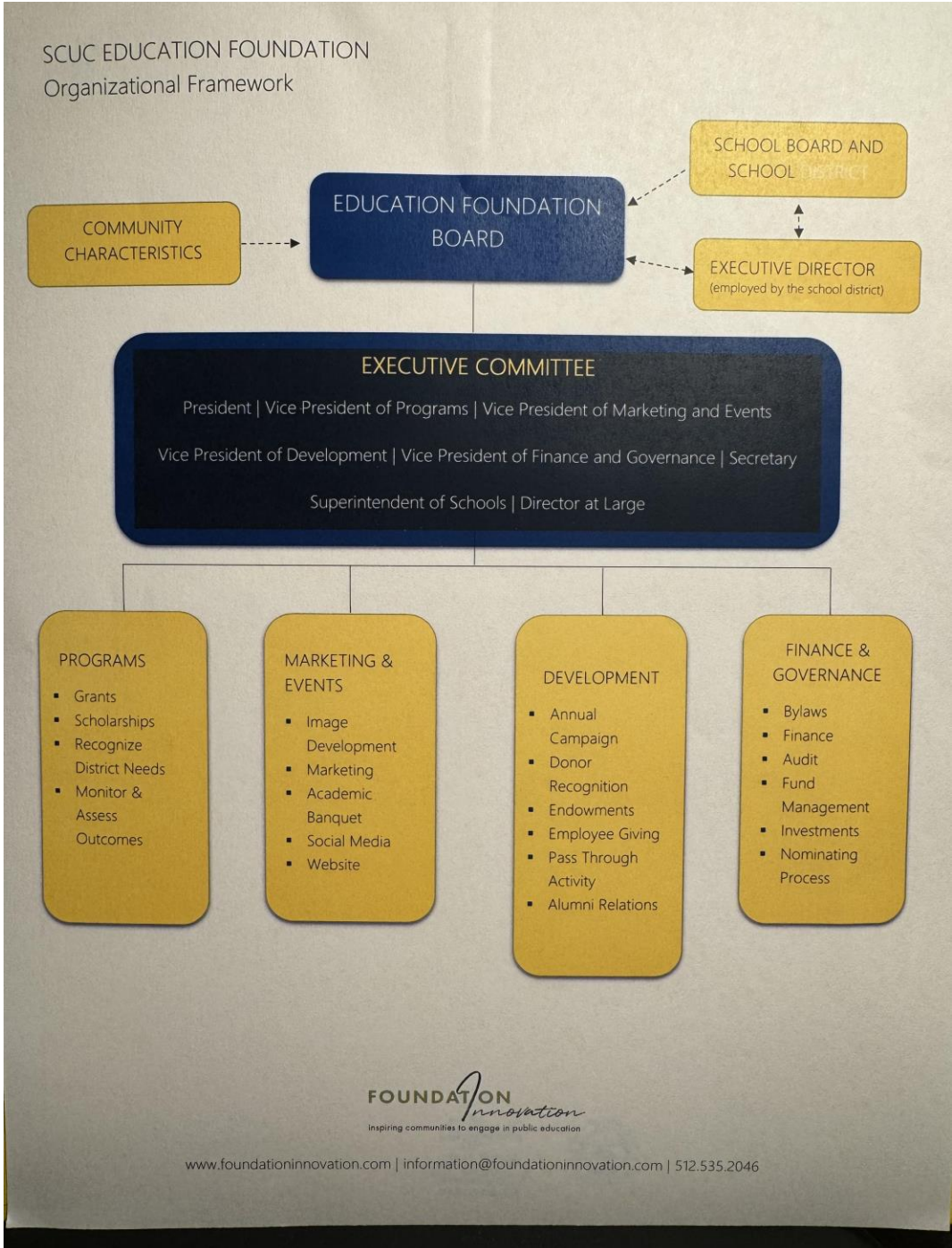
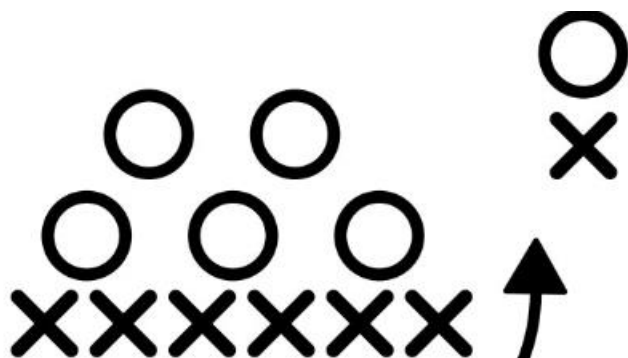
Activity: Where might we find good candidates and develop strategies for outreach?



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Structuring for Success: Building Your Playbook

□ Organizational Framework



Structuring for Success: Building Your Playbook

☐ Establishing clear roles and responsibilities.

☐ Bylaws, Policies & Guidelines, Board Manuals (FI)

☐ VP and committee roles & responsibilities (FI)

☐ SCUC Board Directory - (FI)

☐ Attendance

☐ Executive Committee

☐ Committee Structure

☐ Calendar of Events

☐ VP & Committee

☐ Prospective Board Members & Committee Volunteers

☐ Succession Plan

☐ Past Members



Structuring for Success: Building Your Playbook

Directory: Board Member & Committee (SCUC EF "All the Things")

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A1:B1 BOARD MEMBERS (Profiles)

	A	B	C	D	E	F	G	J	K	L
1	BOARD MEMBERS (Profiles)									
2	First Name	Last Name	Birthday	Shirt Size	Board Term Expires	Agreement FY23-24	Agreement FY24-25	Email	Phone Number	Address
43										
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+ Board Directory Attendance Executive Committee Committee Structure 2024-2025 Calendar of Events VP-Development

Structuring for Success: Building Your Playbook

- ❑ Structuring Committees for maximum efficiency
 - ❑ All Board Members serve on a committee
 - ❑ Board Member Committee Preference Form (FI)
 - ❑ Recruit Volunteers



SCHERTZ-CIBOLO-UNIVERSAL CITY EDUCATION FOUNDATION
Board of Directors Committee Selection Form

Please indicate which committee(s) you would like to participate in on the chart below. Committee descriptions are provided below.

Name _____

Email: _____

	1st Choice	2nd Choice	3rd Choice
Programs			
Marketing/Events			
Development			
Finance/Governance			

The **PROGRAMS COMMITTEE** shall be charged with the duty of reviewing all programs, allocating resources to support critical programs, and developing a long-term philosophy for the allocation of resources in accordance with the purpose of the Corporation as authorized by the Board of Directors. The Program Committee will be chaired by the Vice President of Programs. The Program Committee need not be composed entirely of the members of the Board of Directors; provided, at least a majority of the members of the committee shall be current Directors.

The **MARKETING AND EVENTS COMMITTEE** will be responsible for special events and advise on the marketing materials and ways to advertise and promote the foundation. Members of the Committee may include other members of the Board and individuals from the community who have an interest or expertise in event planning and execution and/or marketing. The Marketing and Events Committee will be chaired by the Vice President of Marketing and Events.

The **DEVELOPMENT COMMITTEE** will guide the fundraising initiatives which include donations, special events, the annual drive and other activities to grow the foundation and receive funding and resources. The Development Committee will be chaired by the Vice President of Development. Members of the Committee may include other members of the Board and individuals from the community who have an interest or expertise in development or fundraising.

The **FINANCE/GOVERNANCE COMMITTEE** will oversee the administration and financial aspects of the Corporation. The Committee will coordinate and/or develop policies and procedures and banking and investment strategies for the Foundation. The Finance and Governance Committee will be chaired by the Vice President of Finance/Governance.

Structuring for Success: Building Your Playbook

Importance of onboarding and ongoing support.

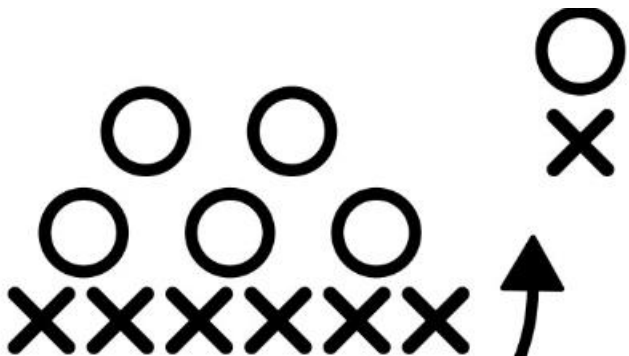
- ❑ Orientation and Packet – Training Camp!

- ❑ Agenda

- ❑ Welcome & Your Why

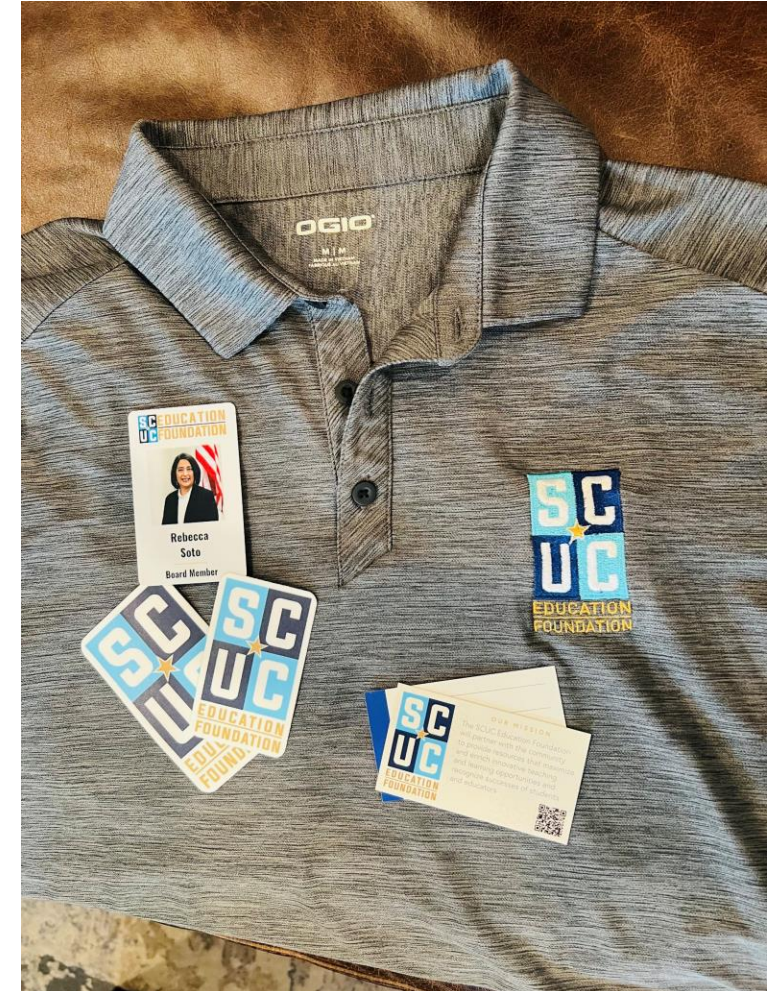
- ❑ Organizational Framework

- ❑ Roles & Responsibilities



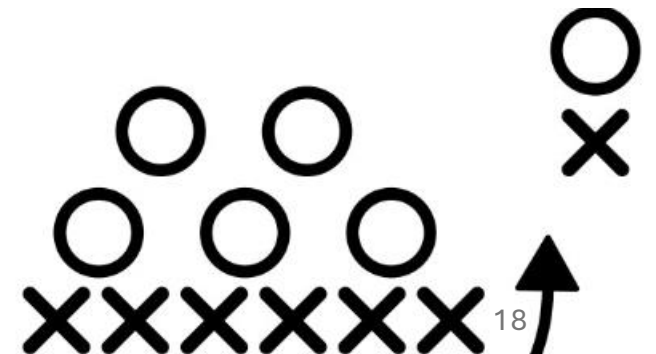
Structuring for Success: Building Your Playbook

- ❑ Overview of Corporate Documents
 - ❑ Certificate of Formation, 1023, MOU, Bylaws
- ❑ Mission, Goals & Funding Priorities
- ❑ Board Member Agreement
- ❑ Donor Prospect Form
- ❑ List of EF Resources
- ❑ Provide Board Polo, Badge, Stickers,



Structuring for Success: Building Your Playbook

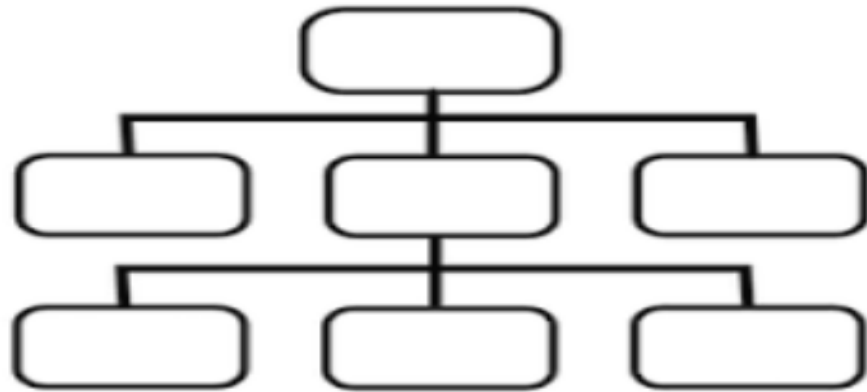
- ❑ Professional Development Opportunities
- ❑ Annual Board Retreat
- ❑ Personal Check In Partner
- ❑ Obtain Feedback & Survey
 - ❑ Example of survey



Structuring for Success: Building Your Playbook

□Activity:

- What is unique about your board's structure with officers and committees?



Team Dynamics: Power in Every Player

Leveraging individual strengths for team success.

- ☐ Time - Treasure – Talent!

 - ☐ Volunteer Interest Questionnaire

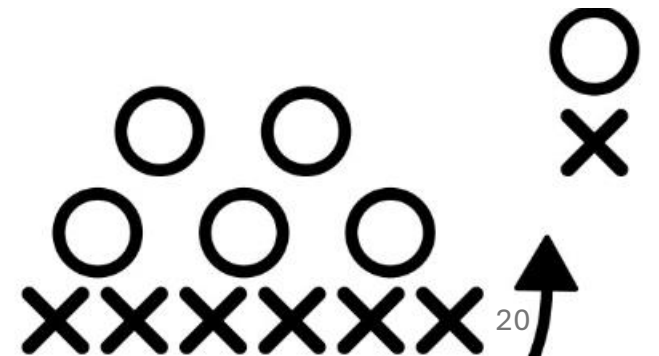
 - ☐ Recruitment Checklist

 - ☐ Personal Check In

- ☐ Collaboration amongst officers and committees

 - ☐ Specific...not generalists

- ☐ Annual Summer Board Retreat: Gallup Strengthsfinder



Team Dynamics: Power in Every Player

- ❑ Encouraging collaboration and communication.

- ❑ Google Workspace, shared drive

- ❑ Group Me

- ❑ Text Groups

- ❑ Phone Calls

- ❑ Video/Facetime Meetings



Team Dynamics: Power in Every Player



- ❑ Building a supportive and productive board culture.

- ❑ Happy Hour/Bingo

- ❑ Holiday Party

- ❑ Connection Time

- ❑ Sending affirmations in meetings

- ❑ Mission Moments celebrations, impact, shout-outs

- ❑ Sending affirmations spontaneously



Team Dynamics: Power in Every Player

What Football Position Are You?

This is your chance to get moving, connect with others, and have a little fun football-style!

Step 1: Look Around the Room

Step 2: Choose Your Position

Step 3: Move to That Corner

Step 4: Share in Your Huddle

- [What Football Position Are You?](#)
- [Football Strengths in Board Postions](#)

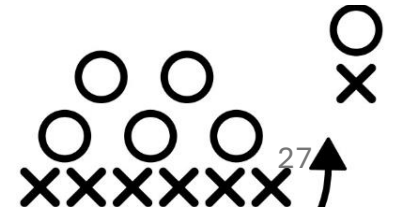


Team Dynamics: Power in Every Player

Board Role	Football Position	Football Role	Boardroom Role
President	Quarterback	Calls plays, leads the team, makes real-time decisions	Sets the vision, leads meetings, ensures all board members work toward the foundation's goals
VP of Finance	Tight End	Blocks to protect the team and catches passes when needed	Manages budget, ensures financial stability, balances cost control and funding strategy
VP of Marketing	Wide Receiver	Makes big plays by catching passes and gaining attention	Builds visibility, develops branding, creates messaging to attract supporters
VP of Events	Running Back	Moves quickly, finds gaps, and executes plays to gain yards	Runs smooth events, adapts as needed to maintain momentum
VP of Development	Linebacker	Versatile defender, anticipates plays, stops the opponent	Leads fundraising and donor relations, ensures long-term sustainability
Board Members	Offensive Line	Protects the quarterback, ensures plays develop successfully	Provides support, guidance, and backing to help President and VPs execute initiatives effectively

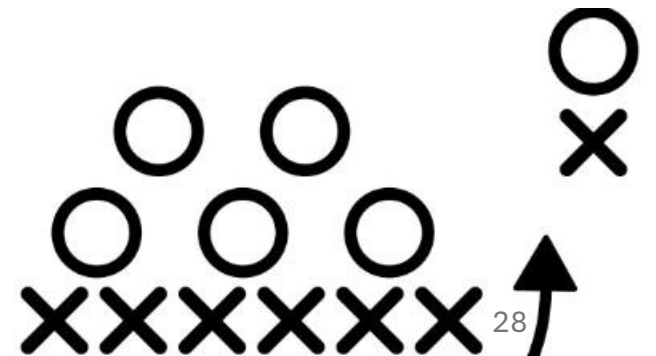
Game Day in Action: Tools for Effective Meetings

- ❑ Tools & Tips for running productive meetings.
 - ❑ Setting agendas and following through on action items. It is the law.
 - ❑ [Board Meeting Agenda Template](#)
 - ❑ [Monthly Committee Summary Review Template](#)
 - ❑ [Committee Meeting Agenda Template](#)
 - ❑ [2024-2025 Agendas & Other Important Information Template](#)
 - ❑ Distribute Materials Early
 - ❑ Send board members necessary documents (reports, financials, proposals) before the meeting
 - ❑ Start on Time, End on Time
 - ❑ Respect everyone's time by adhering to the schedule.



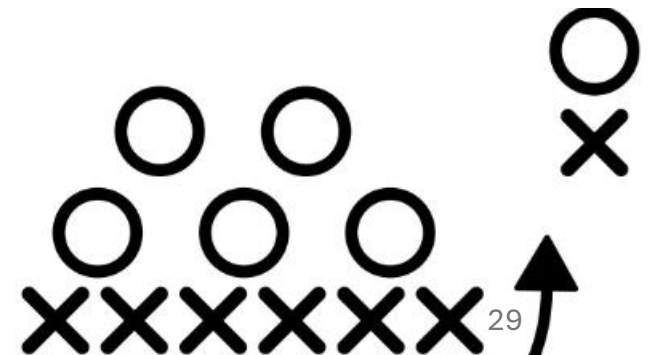
Game Day in Action: Tools for Effective Meetings

- ☐ Greet & Welcome board members & volunteers
- ☐ Facilitate Discussion
 - ☐ Encourage balanced participation and keep discussions focused.
 - ☐ [Planning Document for events/programs](#)
 - ☐ [Budget Sample](#)



Game Day in Action: Tools for Effective Meetings

- ❑ Manage Conflicts Diplomatically
 - ❑ Address disagreements constructively and ensure all voices are heard.
- ❑ Encourage Active Participation
 - ❑ Ensure all board members have opportunities to contribute



From Recruitment to Results: The Takeaway

- ❑ **Kick Off:** Setting the Stage
- ❑ **Scouting for Talent:** Ideal Board Member Profile
- ❑ **Structuring for Success:** Building Your Playbook
- ❑ **Team Dynamics:** Power in Every Player
- ❑ **Productivity in Action:** Tools for Effective Meetings



From Recruitment to Results: The Takeaway

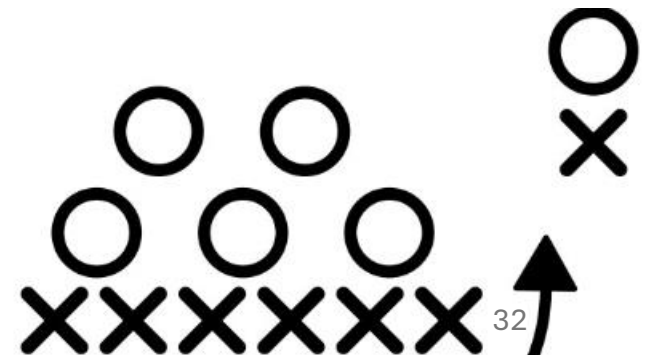
□Activity:

- Commitment Cards:** Write one actionable step to improve your board's effectiveness for lasting success.

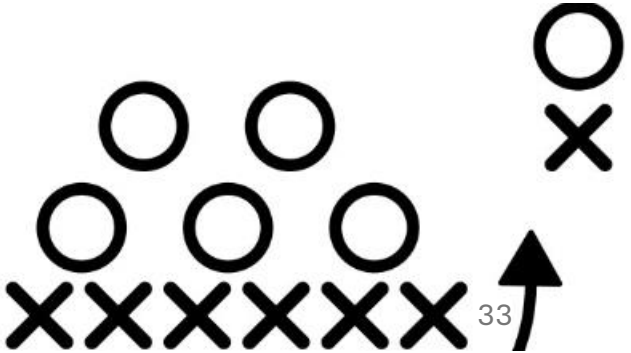
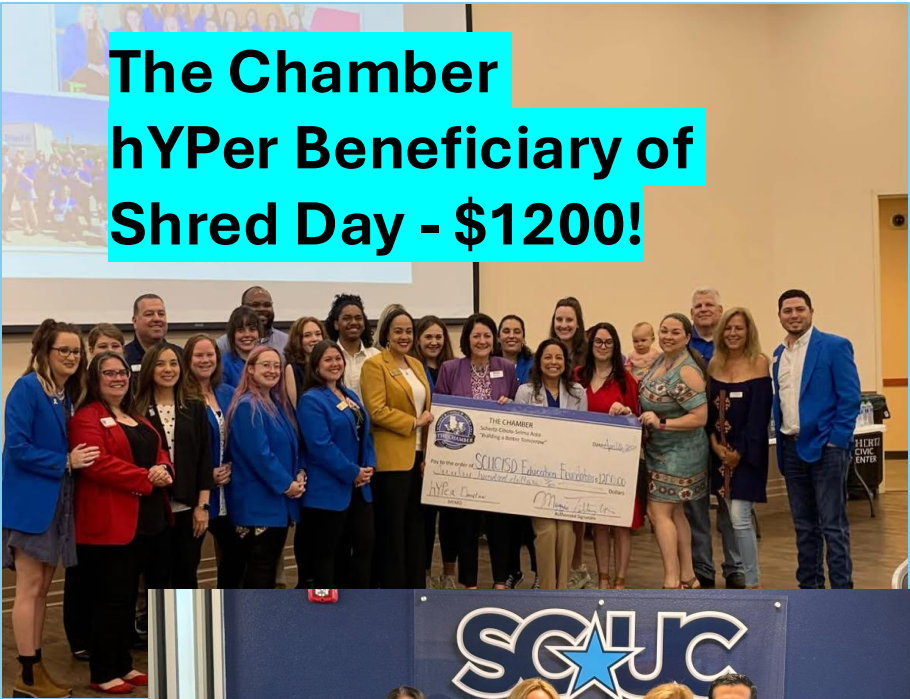


From Recruitment to Results: The Takeaway

- ❑ Reinforce Bill Belichick quote and the value of teamwork.
 - *“On a team, it’s not the strength of the individual players, but it is the strength of the unit and how they all function together.” – Bill Belichick*
- ❑ Evaluating individual and team performance.
 - [Board Member Engagement Self-Assessment Scorecard](#)



From Recruitment to Results: The Takeaway



Q&A and Closing



"The best seats in the house are in the parking lot."