



# Educating for Careers Conference

Creating More Engaged  
Advisory Board Members  
through Strategic Planning



# **Creating More Engaged Advisory Board Members through Strategic Planning**

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**NAF is a 501(c)3 founded in 1982,  
headquartered in New York with a California  
office in Berkeley**

**National network of college and career prep  
academies**

- 500 academies nationally serving over 50,000 students
- 43 academies in California

**Develops our youth for personal and  
professional success:**

- In high school
- In post secondary education
- Life success

## Academy Themes

Information Technology,  
Engineering,  
Finance,  
Hospitality and Tourism  
Health Sciences (under development)

**Rigorous core curriculum is linked to career themes to connect the course work with the real world of work**

**Dependent upon partnerships with employers, community and colleges**



# Advisory Board Best Practices

## Board Membership

11-18 Board members, at least 85% of whom are non-school staff, predominately employers and community members who are considered business leaders, parents who may also be employers, students and higher education partners

## Board Structure and Plans

Board Chairperson, committee structure, Board Strategic Plan, and Board recruitment and leadership succession plans in place

## Board Function and Roles

Board meets 11 times per year (including a Strategic Planning meeting late spring or early fall), advises Academy leaders, provides Work Based Learning opportunities, including internships, and engages with Academy students and teachers at least quarterly



# Advisory Board Recruitment

## Partner with Intermediaries

- Chambers of Commerce Education Committees
- Workforce Investment Boards
- Education Funds
- Economic Development Councils
- Industry Associations

## Utilize Student Involvement

- Research Interesting Companies and the CEO or head of HR (Web Sites, Directories)
- Practice a script and call to invite them to visit your class
- Get them hooked



# What Do We Mean Strategic Planning and Why Do It?

## Strategic Planning Determines

Where an organization is going over the next year or more (goals)

How it's going to get there (action items)

Who is responsible

When will it be done

How it will know if it got there or not (measurement of success)

## Potential Outcomes for Your Academy & Students

Additional funding for field trips, equipment, supplies

Speakers, mentors, curriculum advisors

Internships

Externships

Advocates



# Logistics for a Successful Meeting

## When should we hold a strategic planning meeting?

At the end of a school year for the next year or

At the beginning of the school year – August is a good time

## How much time do we need?

Best case is a three to four hour time frame – half day

It can be done in two - three hours if it is well facilitated

Best scenario would be 7:30-11:30 or 3:00 – 7:00 (always with food)

## Where should we hold it?

Comfortable room with an oval or U-shaped configuration so everyone can interact with each other (a board member's conference room is perfect and they may provide food)

## Who should be invited?

All board members and academy teachers (must include employers, director and educational partners) Students should be encouraged to participate

## Necessary Supplies

Flip chart, paper, tape, colored dots, small sticky notes and pens  
Computer and projector  
Name tags or table top name cards and candy

## Meeting facilitator

Use someone who is not on the board or closely affiliated with the academy or school (district office, intermediary employee, volunteer or student with experience facilitating)

## **Develop a workable plan**

Realistic but stretch goals

Strategies and actions to meet the goals

Assigned responsibilities

Due dates

## **Strengthen the camaraderie of the board**

## **Get commitments from each board member**

## **Have Fun**





# Strategic Planning Meeting Agenda

- Welcome and Set the Stage (Board chair)
- Introductions and Housekeeping (Director)
- Accomplishments of past year (use videos, pictures, students telling stories) (Director)
- Develop opportunities and challenges (facilitated group brainstorming exercise)
- Develop and agree on goals and priorities (facilitated group exercise)
- Determine committee structure based on goals (facilitator - ask for volunteers)
- Develop actions necessary to meet goals (by committee)
- Next Steps (Director and Board chair)
- Wrap-up and Commitment (each member) -
- Adjourn

## Group Facilitator

- Be sensitive to the group's needs
- Listen to constructive criticism and make necessary changes
- Confront problems and difficulties
- Be supportive
- Encourage and empower all group members
- Manage redundancy
- Continually evaluate the progress of the meeting

## Group Member

- Be open and honest with the group
- Listen to others and honor their experiences
- Communicate needs
- Judge the message, not the messenger
- Ask questions when you have them
- Challenge yourself and group members
- Arrive on time and participate 100%
- Turn off all cell phones and other communication devices

**Purpose of Introductions is to get to know each better**

**Examples of questions to ask when introducing (use only a couple along with name, title and organization name)**

- Name the teacher who had the most effect on you and why
- What do you most enjoy doing aside from work?:
- If you were in high school today, what career academy theme would you choose? Why?
- What do you personally get from your involvement on this board?
- What does your organization get from your involvement on this board?

## What is happening that we can leverage?

- Within the industry,
- In the community and
- In the district/school/academy

## What obstacles or challenges are we facing

- In the industry,
- In the community and
- In the district/school/academy



## Goal Setting Examples

- By the end of next year we will have an advisory board with \_\_\_\_ members representing (specific name) companies
- By next summer we will have identified paid internships for \_\_\_\_\_ students
- We will incorporate (specific name) NAF courses into our curriculum
- We will have developed a list of \_\_\_\_\_ organizations who will speak to our classes; host job shadows; host field trips
- Our teachers will have professional development opportunities to enhance their ability to work together and to enhance their teaching skills
- We will have raised \$\_\_\_\_\_ for field trips, scholarships and other costs
- We will fund an administrative intern to help with Director duties
- We will recruit \_\_\_\_\_ students for the following year
- We will develop various marketing and communications tools (be specific)

# Prioritizing Goals

The easiest and fastest way to prioritize is to record all suggested goals to easel paper

Categorize and/or combine goals that are similar

Using colored dots, give each member 5 dots and ask them to “spend” their dots any way they want depending on which goals they think are most important

Count the dots for each and begin the next section with the top three goals



# Developing Strategic Actions to Meet Goals

**Form groups – perhaps committees – by interest area**

**Within the groups, brainstorm strategies and actions to meet the goals**

**For each strategy, determine**

What needs to be accomplished (the action)

What resources are needed

Who will take the lead and who will be on the “committee”

When it will be completed

How will success be measured

**Set a regular schedule and location for board meetings (monthly at the school if possible)**

**Plan that advisory board meetings will have agendas and be participatory and celebratory (Examples)**

- What did we accomplish this month (each committee reports)
- How did it work
- What should be modified
- Who should be commended
- How will it be communicated and publicized
- Priorities for each committee for the next month

## **Committee formation (not more than 4 committees)**

- Committee responsibility
- Committee chairs
- Meeting schedules (committee meetings should be scheduled so that reports can be made at the subsequent Advisory Board meetings) – conference calls work very well for busy people

**Assign the administrative responsibilities for getting the minutes completed, communicating the agenda and location, (this should not necessarily be the academy director)**



# Celebrate Success

## Recognition of Work Done

Web site and e-newsletter publicity

Thank you letters to supervisors and/or corporate heads

Frequent press releases to local news media

Announcements of work completed and recognition of those responsible at every possible opportunity

Presentations at school board meetings

Student involvement in recognition

## Plus/Delta

**What worked well during this retreat?**

**What should we do differently next time?**





# Questions and Examples

What have you done in your academies to develop and meet goals and to celebrate accomplishments?

What would you like to know to be better able to facilitate strategic planning?

Who can we help?

How can the network help?



# Together, we can improve the future for our youth and our communities

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