



District Governing Board Retreat Monday, Sept. 9, 2013



Introductions

District Governing Board Members



Introductions

Mike Lange

- Moved to Prescott seven years ago
- Marketing for Yavapai College Performing Arts Center and the Sharlot Hall Museum; taught at Embry-Riddle Aeronautical University
- Returned to Yavapai College in 2012 as marketing/communications director
- 13 years in communications and marketing for the Los Angeles Times
- 10 years in the aerospace industry/space shuttle program
- Communications for a hospital in Saudi Arabia, a Japanese auto manufacturer, the University of California and an American Indian service organization
- Master's degree in communications management from USC

Today's Plan

My idea of why we're here today

- Ownership Linkage
 - Community Outreach
- Ownership linkage discussion at recent conference?

What is ownership linkage?

- Ownership linkage shall be the link between the organization and its “ownership” – the taxpayers of Yavapai County and of the State of Arizona

How would you interpret/expand on the above?

The ownership linkage challenge

- The ownership is hard to identify.
- The ownership doesn't know it is the ownership.
- Some people who think they are the owners are not the owners--or at least not all of the owners.
- A board is not aware of the tools and techniques available.
- A board is unclear about why it should link and what to talk about.
- People are busy.
- Other?

The Owners

- Who are the owners?
- Who are the formal and informal community leaders?
- Who are the influencers in the ownership group?
- Who else is interested in our mission?
- What else is going on in the community that we can be part of?
- Which are the influential and successful community organizations?
- Where and how do people gather in our community?

The Owners

- What do we know about the owners that is relevant to our needs?
 - Demographics? (handout)

Reasons to link with owners

(from Policy Governance Fieldbook)

- Be accountable
- Create the future (considering owners' needs, concerns, and demands-Ends work)
- Clarify values (Ends and Executive Limitations)
- Educate the owners
- Build a relationship
- Other?

Current ownership linkage actions?

- Your experiences with ownership linkage?
- What has worked?
- What hasn't?
- What are your favorite stories about Yavapai College?

What do our owners want?

- Broadly?
- Specifically?

Owners/Customers

“When owners are also customers...the challenge is to separate owner concerns from customer concerns.”

“Owners need to be educated about the difference between owner and customer concerns. Because this is not always possible or easy, the board and the staff must be absolutely clear about the difference themselves....”

- The Policy Governance Fieldbook

Owners/Customers

- Examples of customer questions/comments?
- Examples of ownership questions/comments?
 - What do we need to do to elicit ownership questions/comments?

More thoughts on ownership

- What type of relationship do you want with owners?
- What do you need from owners?
- Are owners equipped to provide what you need?

BREAK

Community outreach

- What is the relationship between ownership linkage and community outreach?

“Some boards link with ownership through presentations about their work; these can take place in a variety of settings....”

- The Policy Governance Fieldbook

Zeroing in

- What are you trying to
 - Solve?
 - Improve?
 - Change?
 - Fix?
- In other words...

Which challenge is your priority?

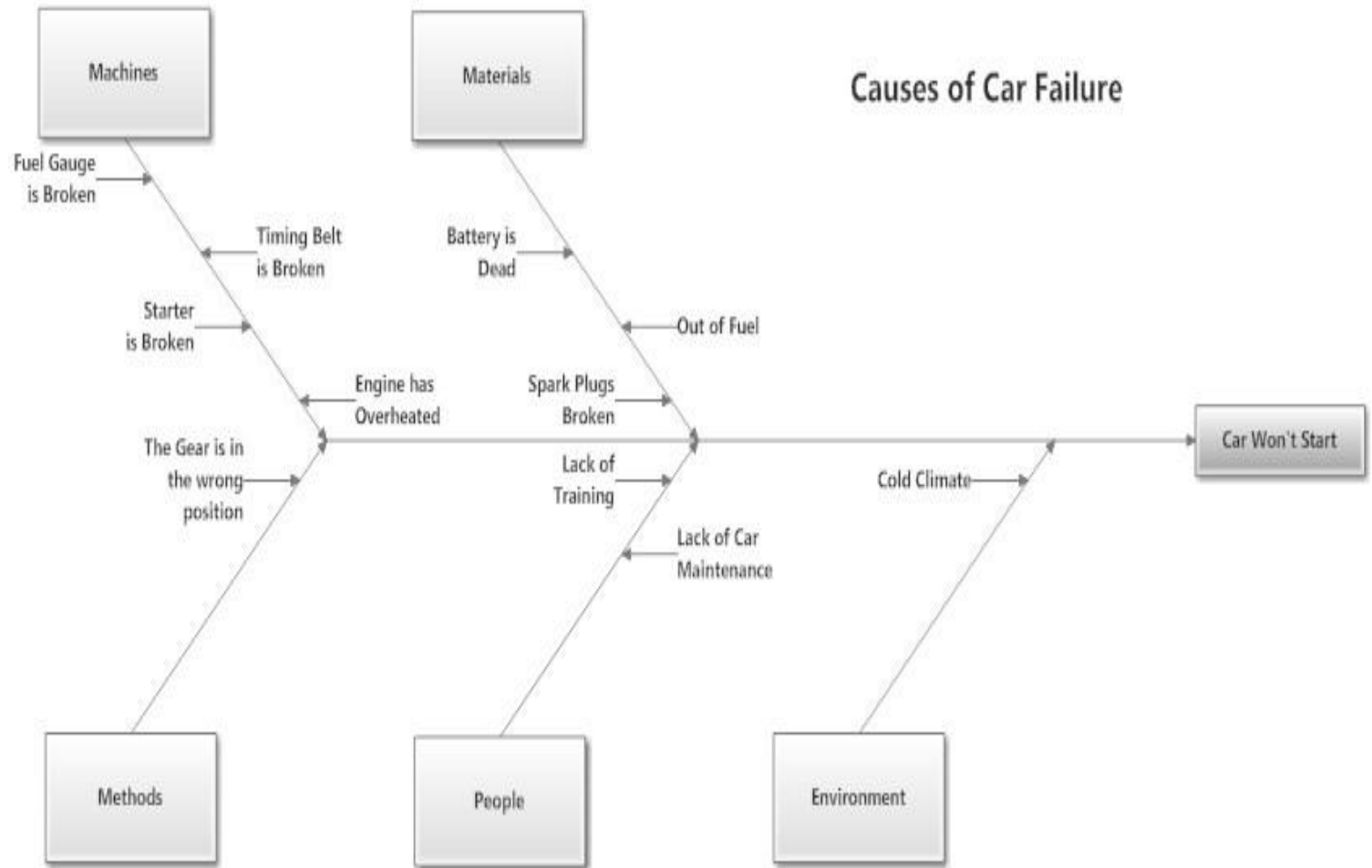
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LUNCH

Ideal outcomes?

- What is the ideal outcome; i.e., what would the world of a District Governing Board member look like if you could solve/improve/fix/change this situation?
 - Specifics?

Root causes



Root causes



Reading by 9

The Los Angeles Times Reading by 9 program has worked to address the child literacy crisis in Southern California since 1998. Each year, The Times publishes its bilingual Parent Reading Guide aimed at helping K-3 students read at the appropriate level by age 9, a crucial indicator of future success. This valuable learning tool is distributed in English and Spanish to parents, educators, nonprofit organizations and libraries

free of charge. The comprehensive guide includes features such as reading tips and book recommendations from experts, book reviews by kids for kids and community resource information. Offered exclusively by The Times, more than 1.5 million copies of the Guide are distributed annually.

Root causes of our “why”

- Start with stating the problem in the form of a question.
- Framing problem as a “why” question will help in brainstorming, as each root cause idea should answer the question.
- How shall we state our problem as a “why” question?
- Brainstorm root causes

Actions that address root cause

- Discuss possible actions that address root cause
 - Simple and measurable?
- Prioritize actions

Creating an action plan

- What well-crafted questions do we want to ask the owners?
- 30-second “ownership linkage” speech?

Preparing for action plan

- What specific questions about Ends do you want to focus on?
- Which populations do you want to target, if any?
- Which owners have the information you need?
- Who can provide diverse opinions?

Creating an action plan

- Who is the audience?
- What is the message?
- What is the tone of our delivery?
- What media/methods best reach our audience with this message?
- What outcome do we want?
- How do we measure the results?

Implementing action plan

- Schedule?
- Responsibilities?



Summary

Closing thoughts/comments?