

# Becoming Relevant Through Leadership

Keystone Reading Association

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# Council Governance Challenges

- \* Absence of terms
- \* Large, representative boards
- \* Lack of diversity
- \* Too much power in Executive Committee
- \* Policies and procedures in bylaws
- \* Absence of deliberate leadership recruiting and nomination process
- \* Strong or exclusive focus on annual conference

# Why Does Governance Matter?

- \* Provides a framework for operation
- \* Provides accountability to the membership
- \* Develops leadership
- \* Promotes organizational sustainability

# What's the Purpose of a Board?

- \* Implement the mission
- \* IRA's Mission: to promote reading by continuously advancing the quality of literacy instruction and research worldwide.
- \* Ensure the proper resources – people, money – to implement the plan and ultimately, achieve the mission

# How To Implement The Mission

- \* Clear, concise, complete bylaws, policies and procedures
- \* Develop a strategic plan
- \* Identify the resources to implement the plan
- \* Structure the Board to take on the work

# Bylaw Components

- \* States the purpose
- \* Defines members
- \* Defines the board
- \* Defines the work of the board
- \* Provides protection for board members

# Trends in Bylaws



\* ROBERTS ORDER

- \* Focus on limiting and mitigating liability
- \* Committees aren't listed

# What are the building blocks for a strong council?

- Clear, concise, complete bylaws
- Effective recruitment and nominating process
- Efficient, effective board meetings
- Efficient, effective committee work



# What Makes for Good Board Meeting?

- \* Agenda features discussions that are ambiguous or problematic situations, rather than reports and routine motions
- \* Board and committee meetings focus on small number of issues addressed in depth
- \* Meetings are organized around what needs to be accomplished versus how the organization is organized
- \* There is flexibility in meeting rules

# “Cutting-edge governance is efficient, focused and collegial”\*

- \* The Board functions as a team
- \* Board maintains and adheres to a Code of Conduct
- \* Board entrusts committee and its members to carry out and fulfill committee purpose
- \* Board member recruitment is deliberate and conducted against a strategic purpose
- \* New board members are provided with orientation
- \* The board monitors and annually evaluates board performance
- \* Committee structure is streamlined and flexible
- \* Meetings are strategic, focused, engaging, productive

# Key Challenges

- \* How to attract and retain younger members
- \* Focusing programs, services and products to attract and retain target members
- \* Creating a dynamic technology platform

# Think About Purpose

“What would change for literacy educators in PA if KRSA didn’t exist”

# Think About Purpose: Develop Goals

- \* What matters – what are the issues - in your state, province, region, district, school?
- \* What is the work to achieve purpose?

# Develop Strategic Direction

- \* Consider how to individualize membership experience
- \* Expand digital offerings (online journals, PD, blogs, etc.)
- \* Thematically link programs - webinars, conference sessions, institutes - for deeper learning of topics