



**BOYS & GIRLS CLUBS
OF AMERICA**

AREA COUNCIL EXCELLENCE STANDARDS

Version AUGUST 2007

Name of Area Council: _____

NACC Member name: _____

RSD: _____

Area Council Chair: _____

Date of assessment: _____

Area Council Excellence Standards

Area Councils have been an important and powerful force in the Boys & Girls Club Movement since their creation in 1944. They provide the chief medium for securing and maintaining the interest and active participation of Board volunteers in Boys & Girls Clubs of America affairs. Area Councils are frequently the channel through which ideas, suggestions, and proposals flow to the National Council, the governing body for Boys & Girls Clubs. In addition to enhancing the flow of information between local organizations and Boys & Girls Clubs of America, Area Councils bring board volunteers together to exchange information and discuss plans, trends, common challenges and best practices.

Conversely, Area Councils are often called upon to implement the programs and initiatives needed to expand the philosophy and aims of Clubs nationally.

Purpose of the Area Council Excellence Standards

To increase the capacity of Area Councils in the areas of *Participation, Education and Training, Meetings, Governance and Leadership, Marketing and Communications, and Awards and Recognition*, members of the National Area Council Committee have developed the Area Council Excellence Standards. The purpose of this tool is to provide a consistent and systematic process for use by Area Councils, in partnership with a member of the National Area Council Committee, to stimulate, encourage, and support Area Council growth and development.

Guiding Principles for Conducting the Area Council Excellence Standards

- A member of the National Area Council Committee will coordinate the assessment with the leadership of the Area Council (confirm who will participate and date, time, and location).
- Appropriate venues for conducting an Area Council Excellence Standards assessment are planning meetings, annual meetings, or special meetings of the Area Council. The preference would be to facilitate the assessment in person; however, conference calls or web casts may also be used to conduct the assessment.
- National Area Council Committee member will send the Area Council Excellence Standards prior to the meeting.
- Each member of the assessment team should document the rating for the topic summaries prior to the actual assessment meeting.
- The leadership of the Area Council should secure appropriate documentation related to the topic summaries, if applicable, to assist in determining an accurate assessment (see attached list of documents).

- Participants must include the Area Council Chair, Executive Secretary, and the National Area Council Committee member. We would recommend that Area Council Officers, Past Area Council Chair, Incoming Area Council Chair, and the Regional Service Director assigned to the Area Council be engaged in the meeting as well.
- Review all categories of the Area Council Excellence Standards:
 - ❖ Poll for individual's responses/ratings for each topic summary.
 - ❖ Gain consensus on a rating for each topic summary.
 - Each topic summary must have a rating in one of the following categories:
 - ✓ Low Operational
 - ✓ Mid Operational
 - ✓ High Operational
 - ✓ Low Advancing
 - ✓ Mid Advancing
 - ✓ High Advancing
 - ✓ Low Excelling
 - ✓ Mid Excelling
 - ✓ High Excelling
 - The process is somewhat subjective when rating within a category; however, when moving from category to another category, i.e. Operational to Advancing or Advancing to Excelling; an Area Council must meet all of the statements from the previous category to move to the next.
 - ❖ Maintain one master document denoting the consensus rating.
 - ❖ At the end of each category, ask the leadership about their priorities or focus areas for the next 12 to 24 months (document action plan, completion dates, and people responsible – see Area Council Excellence Standards at the end of each category).
- Review the overall assessment, noting any topics that stand out as critical needs or opportunities, as well as any topics that stand out as obvious strengths.
- The leadership of the Area Council should communicate the priority action items to the overall Area Council and appoint task forces to address the priority areas.
- The National Area Council Committee member will submit the assessment to Field Services Atlanta for documentation.
- Field Services Atlanta will create folders for each Area Council to track the Area Council Excellence Standards.
- Field Services Atlanta will send a final copy of the Area Council Excellence Standards to the National Area Council Committee member, the Area Council Chair, the Executive Secretary, and the assigned Regional Service Director.

Review of Area Council Documents

The Area Council leadership should gather the following written materials and documents prior to the assessment for review by the Area Council Excellence Standards Assessment Team (materials will be reviewed during the assessment):

Topic	Item	Secured	Not Secured	Comments
Participation	Copy of Roster for Area Council Annual Meeting			
	Copy of Area Council Program and Schedule			
	Copy of Area Council Agenda and Minutes			
	Copy of Area Council Recognition Program			
Education and Training	Copy of Area Council Program and Schedule			
	Copy of Roster for Area Council Planning Meeting			
	Copy of Survey Documents or Correspondence in Seeking Feedback for Annual Meeting			
	Copy of Area Council Strategic Plan			
Meetings	Copy of Area Council Programs and Schedules			
	Copy of Agenda, Minutes, Financial Reports for Area Council Business Meeting			
	Copy of Roster for Area Council Planning Meeting			
	Copy of State Alliance Activities during Area Council Annual Meeting or Planning Meetings			
	Copy of Evaluation of Annual Meeting (Location and Facilities, Program, Speakers, etc.)			
	Copy of Registration Materials and Process			

Topic	Item	Secured	Not Secured	Comments
Governance and Leadership	Copy of Area Council Programs and Schedules			
	Copy of Succession Plan for Area Council Leadership			
	Copy of Area Council Leadership Roster			
	Copy of Area Council Committee/Task Force Structure with Objectives			
	Copy of Area Council Youth of the Year Scholarship Program			
	Copy of Roster for Area Council Liaisons			
	Copy of Area Council Excellence Standards Assessment			
	Copy of Area Council By-laws and Operating Standards			
	Copy of Area Council Budget and Financial Statements			
	Copy of State Alliance Agenda, Minutes, and Strategies			
Marketing & Communications	Copy of Communications from Area Council to Member Organizations			
	Copy of Area Council Newsletters			
	Copy of Area Council Web Site			
	Copy of Area Council Marketing Plan			
Awards & Recognition	Copy of Area Council Awards and Recognition Program			

AREA COUNCIL EXCELLENCE STANDARDS

ASSESSMENT

AREA COUNCIL EXCELLENCE STANDARDS

PARTICIPATION

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
A. PARTICIPATION	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Board Area Council Liaison and Chief Professional Officer usually attend Area Council meetings and events. There are no reports on Area Council activities at local organization’s Board meetings.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Board Area Council Liaison and Chief Professional Officer regularly attend Area Council meetings and events. The Area Council liaison provides at least quarterly reports on Area Council activities at local organization’s Board meetings.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Organization has multiple board leaders actively engaged in Area Council with Chief Professional Officer\Board leaders take initiative and plan continuous learning opportunities for their board members and present and interpret Area Council objectives and initiatives to local Boys & Girls Club organization.
B. ANNUAL MEETING	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 60% of the organizations have Board leaders actively participate in the Area Council Annual Meeting. Agenda is not well planned, minutes are not provided and meeting dates are not scheduled in advance.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 80% of the organizations have Board leaders actively participate in the Area Council Annual Meeting. Agenda and minutes are provided.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 100% of the organizations have Board leaders actively participate in the Area Council Annual Meeting. There is a formal agenda; minutes and meeting schedule are provided in advance.
C. NETWORK /SOCIAL ACTIVITIES	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Networking/social activities are not planned on the agenda for board members. Board members are not provided time to network.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Networking/social activities are planned on the agenda for board members. Time is provided for informal networking opportunities.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Formal networking/social activities are planned on the agenda for board members. Board members share best practices with other members of the Area Council.

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
D. INCENTIVE FOR BOARD ATTENDANCE	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> There are limited opportunities for Board members to play a leadership role through presenting, facilitating, or presiding at the Area Council meeting. There is no recognition for Board members attending the meeting.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council engages Board leaders in presenting, facilitating, and presiding at various sessions and meetings during the Area Council meeting. The Area Council recognizes organizations with the largest number of Board members attending the annual meeting (Board Attendance Award) and present a Miles for Youth Award (recognizing the distance people travel).	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council actively engages Board leaders in presenting, facilitating, and presiding at all sessions and meetings during the Area Council meeting. Members of the Area Council are knowledgeable of the various awards, such as Board Attendance Award and Miles for Youth Award, and actively compete with one another to receive the recognition. In addition to the recognition, the Area Council provides registration to the National Conference for the winning organizations.

Action Items	Person Responsible	Date Completed

AREA COUNCIL EXCELLENCE STANDARDS
EDUCATION & TRAINING

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
<p>A. EDUCATION</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The Area Council offers minimal training for the Chief Volunteer Officers and Area Council liaisons. The Area Council offers some training on Board education and the key strategies of the Boys & Girls Club Movement’s Strategic Plan. Training tends to be more classrooms in nature and provides limited opportunities for active dialog and Board involvement. Presentations tend to be delivered by Boys & Girls Clubs of America and Chief Professional Officers with limited involvement among Board leaders.</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The Area Council offers training for the Chief Volunteer Officer and the Area Council liaisons. The Area Council offers a variety of training on key strategic issues such as board governance, resource development, financial management, human resources, and the key strategies of the Boys & Girls Club Movement’s Strategic Plan. Board leaders play an active role in presenting and facilitating sessions during the Area Council meeting.</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The Area Council offers highly structured Chief Volunteer Officer training for current and incoming Board leaders. The Area Council offers a highly structured orientation/training for Area Council liaisons, using relevant information to actively engage them with the leadership of the Area Council. The Area Council offers a comprehensive learning experience for Board leaders with a focus on Board governance, resource development, financial management, human resource management, and the key strategies of the Boys & Girls Club Movement’s Strategic Plan. Board leaders play an active role in presenting and facilitating sessions during the Area Council meeting and opportunities are provided for active dialog among Board leaders during each session.</p>

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
B. PROGRAM CONTENT	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> There is limited board participation in the planning of the Area Council meeting. The Planning Meeting is dominated by professional staff. The Area Council does not seek input from members of the Area Council prior to its planning meeting. Content of the annual meeting is driven by Boys & Girls Clubs of America and Chief Professional Officers with limited input and involvement among Board leaders.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 50% of the organizations participate in the planning meeting with board leaders either in person, via conference call, or teleconference. The Area Council surveys members of the Area Council prior to its planning meeting seeking input from Board leaders on key topics for its annual meeting. Board leaders from the Area Council offer an orientation for all new Board volunteers during the annual meeting. Board leaders play an active role in presenting and facilitating sessions during the Area Council meeting with 50% to 80% of the presentations being facilitated by board volunteers.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Every organization's board leadership has an opportunity for input in the planning meeting through attendance, conference calls or teleconferences. Board leaders play an active role in presenting and facilitating sessions during the Area Council meeting with more than 80% of presentations being facilitated by Board volunteers.
C. CORE INITIATIVE TRAINING (Impact with Growth, Strong and Sustainable Organizations, Public Trust and Within and Beyond the Walls)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council does not consider any Movement core initiative training.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council offers minimum trainings that support the Movement's core initiatives.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council annual meeting and other statewide meetings are structured to address the majority of the Movement's core initiatives.

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
D. NETWORKING	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council is not structured to offer formal or informal networking opportunities.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council offers informal networking opportunities for all Area Council attendees.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council is structured to offer formal networking opportunities for the various affinity groups, such as CVOs; liaisons, new board members and board members. New Chief Volunteer Officers are welcomed, mentored and coached by other Chief Volunteer Officers.
E. STRATEGIC POSITIONING	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council does not have an up to date strategic plan.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council sets a strategic direction annually and these strategic priorities drive the work of the Area Council for a minimum of 12 months.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council sets a strategic direction for 2-3 years and these long range priorities becomes the Chart of Work for the Area Council membership and elected leadership.

Action Items	Person Responsible	Date Completed

AREA COUNCIL EXCELLENCE STANDARDS
MEETINGS

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
A. EXPECTATIONS	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council holds a minimum of 2 meetings per year; one annual and one planning meeting. The annual meeting provides a minimum of four hours of meetings, sessions, orientations, focus groups, networking, awards, and keynote address.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council holds at least 2 meetings per year, plus one or more of the following coordinated with: Youth of the Year; distinguished speaker; outside recreational activities (sports events i.e. golf etc.). The annual meeting provides a minimum of eight hours of meetings, sessions, orientations, focus groups, networking, awards, and keynote address.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council holds at least 2 meetings per year, plus Youth of the Year, legislative event, special events, town hall meetings and educational meetings. The annual meeting provides a minimum of twelve hours of meetings, sessions, orientations, focus groups, networking, awards, and keynote address.
B. LOCATION AND FACILITIES	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The annual meeting is held at a location agreeable to majority of clubs. Facilities should include: meeting space, dining facilities, and lodging accommodations nearby.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Hold at hotel or convention center. Facilities should include: All operational plus recreational facilities on site dining and on site lodging.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Hotel with extra amenities. Facilities should include: golf, tennis, shopping and other recreational facilities.
C. REGISTRATION	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Registration consists of a table, receipts for funds received, agenda distributed, attendance recorded, packets of appropriate material, name badges and welcome for attendees.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Registration consists of decorations, goodie bags, pre-printed name badges and distributed list of attendees.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Registration consists of door prizes, awards and incentives for participants.
D. BUSINESS MEETING	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Well planned business meeting includes: minutes of previous meeting; new and old business; treasurer report; one vote per club on business only; board members can vote, but must be in good standing.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Well planned business meeting has printed copies of all information pertaining to business meeting.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Well planned business meeting has printed ballots on all business decisions other than minutes and treasurers report.
E. PLANNING MEETING	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> There is limited board participation in the planning of the Area Council meeting. The Planning Meeting is dominated by professional staff.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 50% of the organizations participate in the planning meeting with board leaders either in person, via conference call, or teleconference.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Every organization's board leadership has an opportunity for input in the planning meeting through attendance, conference calls or teleconferences.

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
F. ALLIANCE MEETINGS	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> There is limited coordination between the leadership of the Area Council and State Alliance.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The leadership of the Area Council and State Alliance work closely in coordinating meetings and other joint activities, such as the State Youth of the Year and State Legislative Days.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The leadership of the Area Council and State Alliance conduct joint planning meetings to ensure coordination on all meetings and activities within the state.

Action Items	Person Responsible	Date Completed

AREA COUNCIL EXCELLENCE STANDARDS
GOVERNANCE AND LEADERSHIP

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
A. BOARD GOVERNANCE AND ETHICS	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> There are limited opportunities at Area Council meeting for discussion on Board governance, ethics and accountability, and the Boys & Girls Club Way (Ethics and Financial Oversight, Hiring Staff and Selecting Volunteers of High Character, Tracking Membership and Participation Data, and Child Safety).	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> All Area Council meeting will have a discussion or session on Board governance, ethics and accountability, and the Boys & Girls Club Way (Ethics and Financial Oversight, Hiring Staff and Selecting Volunteers of High Character, Tracking Membership and Participation Data, and Child Safety).	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council has defined organizational values and has developed policies and training to carry them out. The Area Council offers and promotes training on Board governance, ethics and accountability, and the Boys & Girls Club Way (Ethics and Financial Oversight, Hiring Staff and Selecting Volunteers of High Character, Tracking Membership and Participation Data, and Child Safety) throughout the state at least twice a year outside of the Area Council meeting.
B. SUCCESSION PLANNING	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> An informal succession plan has been established for the identification of future Area Council leadership (Area Council Chair and Executive Secretary).	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> A written succession plan is in place that identifies leadership in key positions (e.g., Area Council Chair, Vice Chair, Executive Secretary, Treasurer, and Committee Chairs) for the next two years.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> A written succession plan is in place that identifies leadership in key positions (e.g., Area Council Chair, Vice Chair, Executive Secretary, Treasurer, and Committee Chairs) for the next four years. Attention is given to identifying individuals who represent various types of corporations.
C. AREA COUNCIL LEADERSHIP	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council has selected an Area Council Chair and Executive Secretary.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council has selected an Area Council Chair, Vice Chair, Executive Secretary, and Treasurer.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council has selected an Area Council Chair, Vice Chair, Executive Secretary, Treasurer, and Committee Chairs.

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
<p>D. AREA COUNCIL COMMITTEE STRUCTURE</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The Area Council has no committee/task force structure to support Area Council initiatives.</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The Area Council has a few appointed committees/task forces to support Area Council initiatives, such as Youth of the Year Program, Scholarships, etc. The Area Council provides scholarships to the State Youth of the Year.</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The Area Council has developed and appointed a committee/task force structure aligned with the National Area Council Committee that focuses on Board Education, Marketing and Communications, and the Strategic Direction of the Boys & Girls Club Movement (Impact with Growth, Strong, Sustainable Organizations, Public Trust, and Within and Beyond the Walls). The Area Council provides scholarships to all eligible Youth of the Year candidates.</p>
<p>E. STATE SUPPORT AND ENGAGEMENT WITH ALLIANCE INITIATIVES</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The state has an understanding of the availability of state government funding; however, has not received state government funds, nor is there a plan in place to actively pursue such funding. Board leadership throughout the state has limited access to key individuals or state officials with state government resources.</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The state is either receiving or is actively pursuing state government funding. Board leaders throughout the state have developed relationships with those controlling government resources. The state has developed a grassroots strategy that engages all Boys & Girls Club organizations in promoting the work of the alliance with state government leaders. The majority of Boys & Girls Club organizations are actively involved in statewide projects.</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The state is receiving state government funding from multiple sources and is leveraging government dollars to match private dollars. Board leaders throughout the state have a wide range of contacts within key government offices. Board leaders work in conjunction with the State Alliance leadership to gain support from state leaders. All Boys & Girls Club organizations actively support state initiatives to enhance statewide collaboration.</p>
<p>F. AREA COUNCIL LIAISON</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>There is limited effort in promoting and identifying Board leaders in the role of Area Council liaison.</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The Area Council promotes and encourages all member organizations to identify an Area Council liaison. The Area Council has a roster of all Area Council liaisons and communications of the Area Council is channeled through the liaison.</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>100% of Area Council organizations have identified an Area Council liaison, whose primary job is to attend the annual planning meeting and present ideas for consideration on the program for the next Area Council annual meeting, attend and participate in the annual meeting, promote attendance and participation in the annual meeting of the Area Council and National Council, provide at least quarterly reports on Area Council activities at their local Board meetings, and present and interpret Area Council objectives and initiatives at their Boys & Girls Club.</p>

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
G. NATIONAL AREA COUNCIL COMMITTEE MEMBER	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The National Area Council Committee Member has a limited role in the planning and annual meeting. The National Area Council Committee Member gives the National Area Council Committee Report.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The National Area Council Committee Member participates in the annual meeting by giving the National Area Council Committee Report and engages in other activities during the meeting, such as award presentations and sessions offered during the annual meeting.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The National Area Council Committee Member participates in the planning meeting and the annual meeting by sharing information on the strategic direction of the Boys & Girls Club Movement and other key topics impacting the Movement. The National Area Council Committee Member plays an active role in the annual meeting by presenting and facilitating sessions during the annual meeting.
H. AREA COUNCIL EFFECTIVENESS	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The area council is informally evaluated by leadership.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The area council is formally evaluated by key leadership. The Area Council reviews its bylaws and operating standards every 2 years.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Regional Service Director, National Area Council Committee member, Chair and Executive Secretary – with input from committee chairs – conducts a review process using the Area Council Excellence Standards on an ongoing basis. Key statewide impact data is used as a scorecard and for the purpose of benchmarking. The Area Council operating standards are reviewed and adjusted at least annually.
I. FINANCIAL MANAGEMENT	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> A report is made available each year of receipts and expenses. The Area Council has clearly established and communicated the annual membership dues to its membership.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> A detailed written report is presented at the annual meeting regarding receipts and expenses. The Area Council approves an annual budget of Area Council activities at its annual meeting. 100% of the organizations pay their annual membership dues in support of Area Council activities. Dual signatures on checks exceeding \$100 are required.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Written policies are in place regarding finances. Annual reports of receipts and expenses are presented in detailed written form and discussed.

Action Items	Person Responsible	Date Completed

AREA COUNCIL EXCELLENCE STANDARDS
MARKETING & COMMUNICATIONS

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
A. ONGOING COMMUNICATIONS	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council Chair, Executive Secretary, and Regional Service Director only communicate prior to the annual meeting and planning meeting.. There is communications promoting the annual meeting and planning meeting. There is no communication with the National Area Council Committee member.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council Chair, Executive Secretary, and Regional Service Director communicate on a every other month basis. The Area Council leadership communicates to all members through letters, newsletters, and phone calls on a semi-annual basis. The Area Council maintains a basic website that is updated quarterly. There is communication to the National Area Council Committee member informing them of their role at the annual meeting.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council Chair, Executive Secretary, and Regional Service Director communicate on a monthly basis. The Area Council leadership communicates to all members through letters, newsletters, and phone calls on a quarterly basis. The Area Council’s website contains essential, accurate information about area council activities that is updated monthly. The Area Council communicates to the National Area Council Committee member on a quarterly basis actively engaging them in the planning and annual meetings.
B. WRITTEN MARKETING PLAN	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council has an informal marketing plan for internal and external constituents.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council has appointed a Marketing Task Force with representatives from the Area Council and State Alliance. The task force has developed a written marketing plan to promote Area Council and State Alliances with all internal customers and has developed a written, statewide marketing strategy to key external constituents, such as funding sources, state government officials, state representatives, etc.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> The Area Council has secured funding to implement its statewide marketing plan for internal and external constituents.

AREA COUNCIL EXCELLENCE STANDARDS
AWARDS & RECOGNITION

<u>Topic Summary</u>	<u>Operational</u>	<u>Advancing</u>	<u>Excelling</u>
<p>A. AWARDS AND RECOGNITION</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Area Council recognizes its membership in advancing the course of Area Council. Awards are presented annually.</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Area Council has a strategy in place to recognize its membership through the utilization of BGCA National Service Recognition Awards and other forms of recognition. The Area Council makes application for E. L. McKenzie, Clement Stone, Area Council Liaison, Jeremiah Milbank and President's Volunteer Service Awards sporadically.</p>	<p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Area Council has a written comprehensive strategy that is focused on recognition of its local members. The Area Council makes application for E.L. McKenzie, Clement Stone, Area Council Liaison, Jeremiah Milbank, and President's Volunteer Service Awards annually. The council presents a minimum of 3 awards as part of its strategy (i.e. Program, Marketing, Resource Development Board Member of the Year, Board Attendance Award, Miles for Youth Award, and Scholarship etc.) at its annual meeting.</p>

ACTION PLAN

Action Items	Person Responsible	Date Completed