



The BoardBriefing

The Board Briefing eNewsletter-17

MAY-JUN 2016

BOARD Briefs are a series of "at-a-glance" written resources, including video and audio tools to assist Board Volunteers in supporting their local Boys & Girls Club. They are designed for use at board and committee meetings, new board member on-boarding, providing educational and generative content.

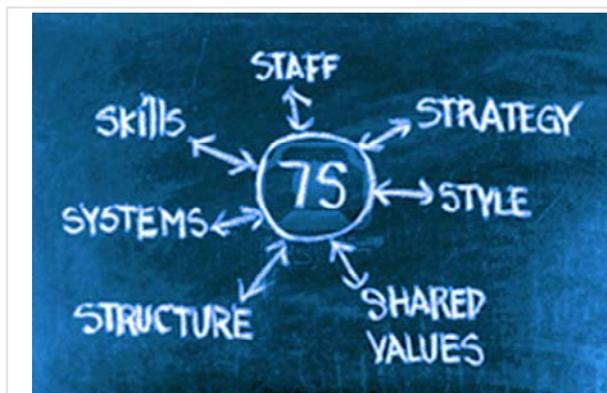
Need Assistance?

- Strategic Planning
- Board Development
- Organizational Assessment
- BGCA Resources
- Measuring Program Effectiveness

Customize your request...

Step One:

Identify what you need or use the list above as a beginning point.



Step Two:

Send a request to Board Transformation Services with your needs and let us connect you with your Director of Organizational Development (DOD) for a consultation.

Great Clubs require BUILDING GREAT BOARDS



**BOYS & GIRLS CLUBS
OF AMERICA**

<http://bgcaboards.org/connect/contact/>

2016 National Conference Board Honor Award Winners



Lifetime Achievement Award
Don Harbaugh



Jeremiah Milbank Award
Hon. Douglas Miller



Jeremiah Milbank Award
Greg Crabtree



W. Clement Stone Award
Jon Anderson



Area Council Liaison Award
Billie Russell



Tony Melson, Chairman

E.L. McKenzie Award
Tennessee Area Council

Missed the National Conference Board Track

Get a copy of the handouts shared with your board members includes **Staging Board Excellence** and **Blueprint for Success: Accessing BGCA Board Resources**.

Click [here](#) to access materials.

Strategic Planning & Redefining the Vision

When developing or fine-tuning a strategic plan, an organization needs to know what it is planning for, where it wants to be in the next 3-5 years. This is the vision - the long-term aspirational focus of the organization. The Cheshire Cat once said, "If you don't know where you are going, any road will take you there."

To read full strategic planning-vision article by Ann Cohen, BoardSource Senior Governance Consultant, please click [here](#).

Featuring: MICHELLE MICHNOFF

Michelle is the Vice President/Market Manager for Seacoast Bank, based out of Clermont, Florida. She is the current Board Chair for Boys & Girls Clubs of Lake and Sumter Counties, and brings a vast knowledge in financial analysis, relationship management, and strategic planning to this role. Under her leadership, her Corporate Board was named "Top Performing Board" by the Florida Area Council for two consecutive years, as well as winning the Gold Level League of Eagles Award at this year's Southeast Leadership Conference.

Michelle has been involved with the Movement for more than 8 years and was instrumental in growing the organization's annual operating budget from \$1.1 Million to over \$2.6 Million in the last two years, more than doubling afterschool ADA, and recently launching a capital campaign to build a new 18,000 square foot facility.

She is also very active in other organizations that support her community, including the South Lake Women's Giving Alliance, serving Board Chair of the South Lake Chamber of Commerce and Board Member of the Lake Sumter State College Foundation, and participating in numerous events that support causes ranging from the children's causes to the fight against poverty.

BoardLeader SPOTLIGHT



Did You Know... Each Day in America

- 16,244 public school students are suspended.*
- 4,399 babies are born to unmarried mothers.
- 3,617 children are arrested.
- 2,857 high school students drop out.*
- 2,570 babies are born into poverty.
- 1,836 children are confirmed as abused or neglected.
- 1,532 babies are born without health insurance.
- 1,285 babies are born into extreme poverty.
- 870 babies are born at low birthweight.
- 838 public school students are corporally punished.*
- 761 babies are born to teen mothers.
- 384 children are arrested for drug crimes.
- 167 children are arrested for violent crimes.
- 65 babies die before their first birthdays.
- 48 children or teens are injured or killed with a gun.
- 21 children or teens die from accidents.
- 7 children or teens are killed by guns.
- 6 children or teens commit suicide.
- 4 children are killed by abuse or neglect.
- 2 mothers die from complications of childbirth.

This useful data was provided by John Miller, our Senior Vice President, Field Operations who it shared in his comments at the National Conference.



John Miller **Senior VP, Field Operations**

For more information, please visit: [Children's Defense Fund](#)

**Based on 180 school days a year. See Endnotes in The State of America's Children 2014 for [citations](#).*

National Outcomes Stats & Data

While the statistics in "Each Day in America" are disheartening, our Club kids have succeeded in academic success while attending the Club regularly. See BGCA's 2015 [National Outcomes Report](#) which provides further insight and highlights the following:

- 78% of 5th to 12th graders are on track for on-time high school graduation. About 20% exhibit warning signs such as occasional skipping and mediocre grades that put them at some risk for not graduating on time.
- Data on the critical transition years of 6th and 9th grades points to a troubling decline in being on track to graduate. While 61% of Club 6th graders are fully on track, the rate drops to 50% for Club 9th graders.

More positively, members ages 12 to 17 from low-income families who attend the Club regularly outperform their peers nationally on school grades. About three-quarters of these Club members report earning mostly As and Bs, compared with 67% of their peers nationally.

Research suggests personal expectations may predict actual [educational attainment](#). Among teens who attend the Club regularly:

- 97% expect to graduate from high school.
- 88% expect to complete some kind of post-secondary education, and 71% expect to complete a four-year college degree or higher.

69% of Club high school seniors from low-income families are likely to enroll in college after completing high school, compared with [49% of low-income high school completers nationally](#).

BGCA Marketing's new Education Center

The [Education Center](#) was designed to support Club professionals and board leaders as a result of the Spring survey, which Clubs indicated the need for marketing planning and social media resources. *[Please connect with your CEO or use your [bgca.net](#) login]*

These resources include:

- [Marketing 101 Resources](#) – Utilize these various marketing 101 resources to execute and evaluate your strategies and tactics. These foundation-level resources include Marketing Strategy, Branding, Social Media, and Public Relations.
- [Trainings](#) – View recorded BGCA webinars and other training materials.
- [Best Practices](#) – View examples of successful marketing concepts and strategies other Clubs are implementing.

Great Futures 2025

Join us in charting our course for the next decade. Over the past year, a group of Club leaders has proposed a goal, principles and priorities for our Movement through 2025. Some 30 Area Councils have discussed and refined those directives. In 2016, our dialogue is shifting to actual development of a new strategic plan. Make sure your insights are taken into account. Join this community by clicking [here](#).

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- Ronnie Jenkins, National Director, Board Transformation Services, Creator
- Delia Rojas, SyOp and Editor



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