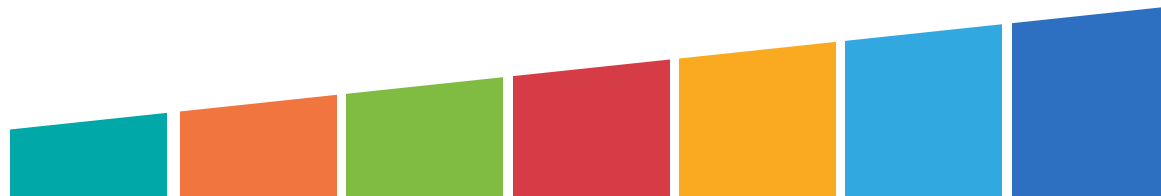




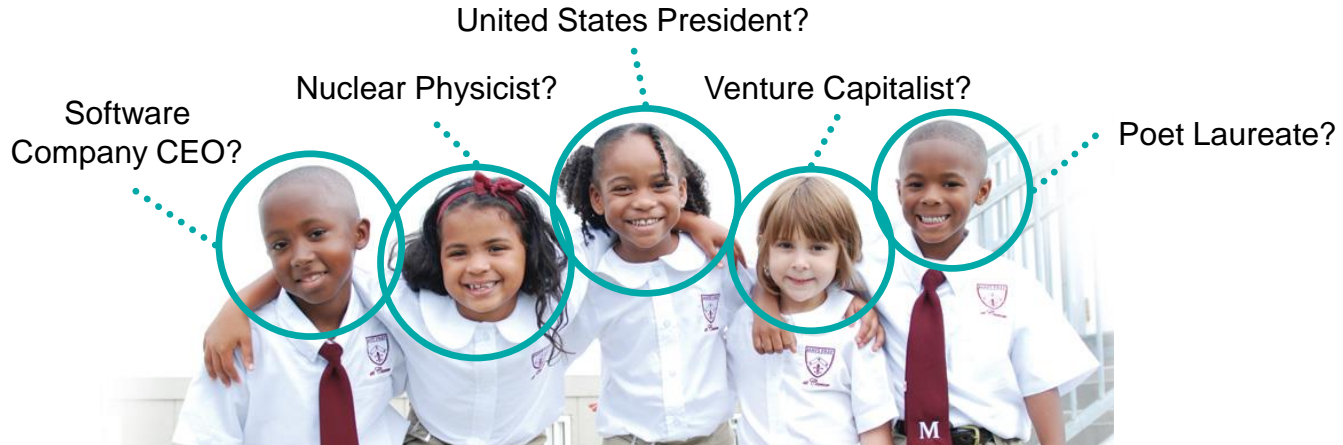
# BoardOnTrack

## An Introduction to Membership

Building and Sustaining Charter School Boards Nationwide



# Charter Schools Struggle to Deliver Excellence



## The need is urgent

**>2.5**  
Million

**Kids enrolled**  
in charter  
schools

**>1**  
Million

**Kids**  
wait listed

**>70%**

**of charter schools deliver**  
**equal or worse results** than  
traditional public schools

Charter schools must deliver results or be closed

# Strong Boards = Excellent Schools

A charter is a contract to increase student achievement.



Strengthening governance is key to helping schools achieve their charter promises.



## **BoardOnTrack:** 17 Years, 500+ boards

- ▶ BoardOnTrack Membership is the most cost-effective and efficient way to build, train and sustain a charter school board.
- ▶ Membership centers around a data-driven governance approach that puts performance management of the organization in the center of the board's work.
- ▶ Our approach is based on 15 years in the trenches working with 500 charter school boards (more than anyone else in the country).
- ▶ Our approach links exceptional governance to great results for kids





# BoardOnTrack: Accelerating Excellence

Membership guides you through a structured organizational development process:

3

## Thriving Board

- Focused on strategy: 5-10 years out
- Future-driven
- Consistently exceeding charter promises. Growth & Replication

2

## Sustaining Board

- Focus shifting to strategic: 3-5 years out
- Performance-driven
- Achieving charter promises

1

## Founding Board

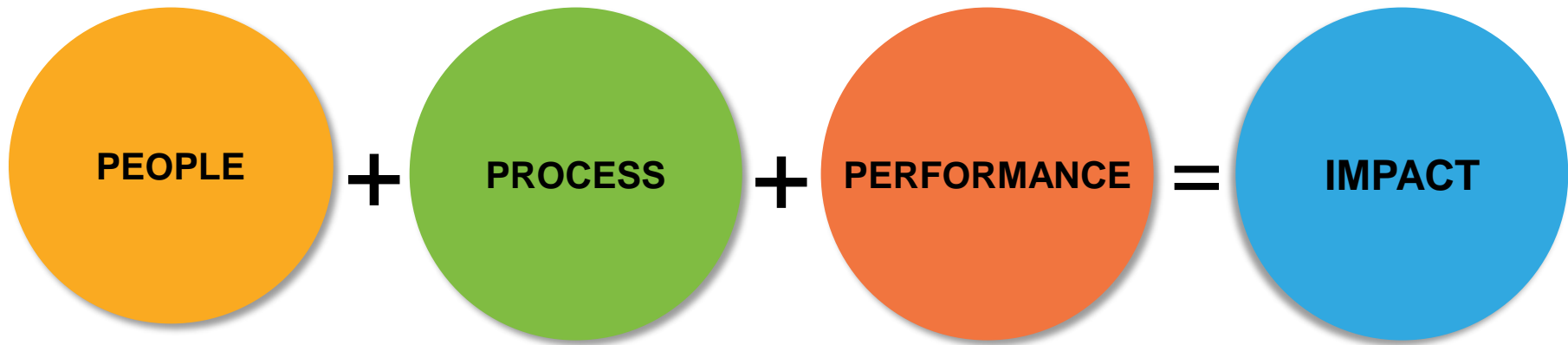
- Focused on tactics: 0-2 years out
- Compliance-driven
- Building team and systems



**Stronger results.  
More impact  
Longer-term sustainability**



# The BoardOnTrack Impact Equation



- Fully engaged team achieving tangible results
- The right structure and composition
- Succession planning

- Strong repeatable, institutionalized systems for compliance, transparency and group accountability

- Exceed charter promises
- Set and achieve annual goals
- Annual evaluation of board and CEO performance
- Continuous improvement loop

- Deepening and broadening impact



# BoardOnTrack: Annual Membership

Designed to Guide Your Board Along the Path to Excellence

Level	People	Process	Performance	Impact
<b>1. Founding</b>	<ul style="list-style-type: none"><li>• Right people on the bus</li><li>• Organized for productive engagement</li></ul>	<ul style="list-style-type: none"><li>• Basic systems for compliance, transparency and group accountability</li></ul>	<ul style="list-style-type: none"><li>• Board and CEO Goals</li><li>• Board and CEO Annual Evaluation</li></ul>	<ul style="list-style-type: none"><li>• Consistent tracking results against charter promises</li></ul>
<b>2. Sustaining</b>	<ul style="list-style-type: none"><li>• Consistent participation by all</li><li>• Strong partnership with CEO</li></ul>	<ul style="list-style-type: none"><li>• Consistent use of “best practice” systems and processes</li><li>• Sustainability of systems</li></ul>	<ul style="list-style-type: none"><li>• Consistently setting and tracking goals</li><li>• Consistently conducting effective evaluations</li></ul>	<ul style="list-style-type: none"><li>• Consistently meeting and exceeding charter promise</li></ul>
<b>3. Thriving</b>	<ul style="list-style-type: none"><li>• High engagement by all</li><li>• Leadership succession plans</li></ul>	<ul style="list-style-type: none"><li>• Improvement “loop” in place</li></ul>	<ul style="list-style-type: none"><li>• Best in class performance measures</li><li>• Long term focus</li></ul>	<ul style="list-style-type: none"><li>• Opportunity to deepen and broaden impact</li></ul>



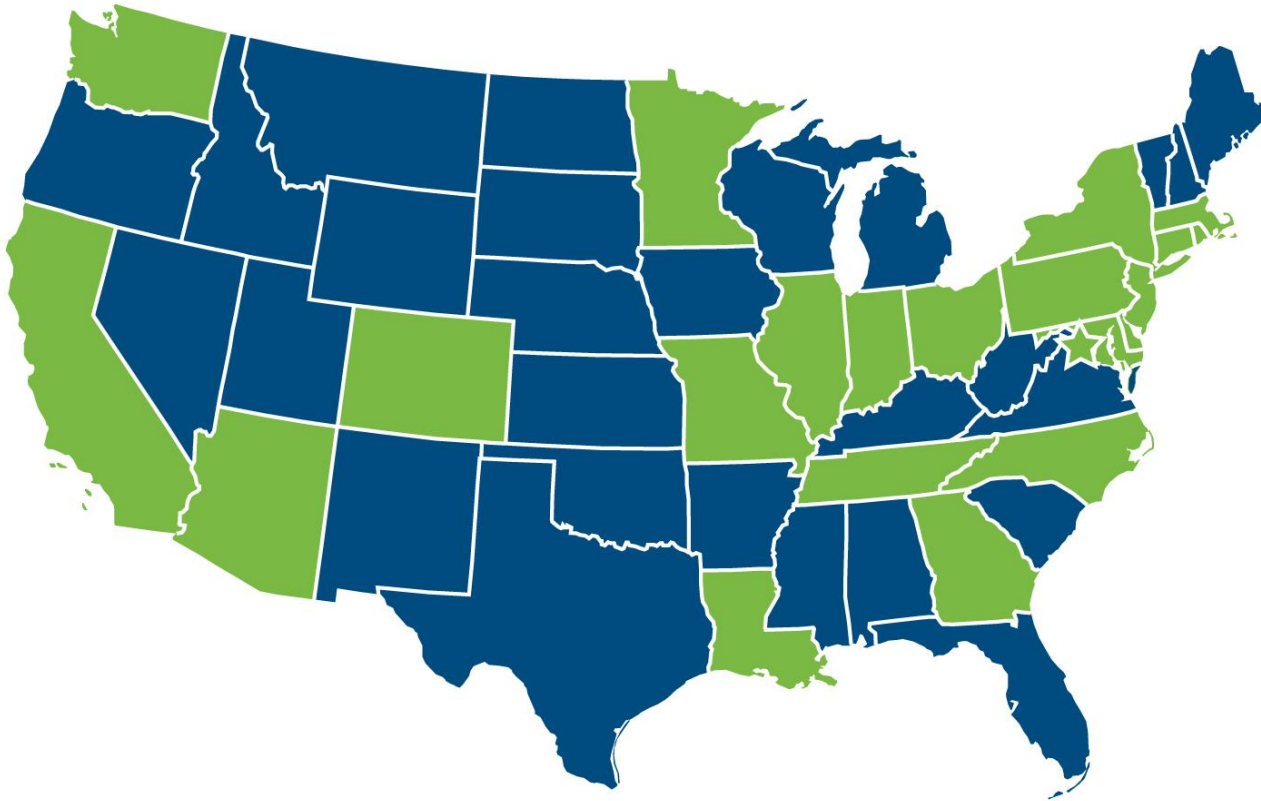
# BoardOnTrack: Accelerating Excellence







# BoardOnTrack: 120 Boards, 22 States





## BoardOnTrack: Membership Includes

- 1 Online Tools** to streamline your board's work, minimizing the logistics, freeing up the team to focus on the most strategic issues facing the organization.
- 2 Board Training and Expertise at Your Fingertips** 24/7 access to hundreds of tools, tips, templates, and samples. No more reinventing the wheel.
- 3 Online Dashboards to Track Board and CEO Goals** with workflows to assign tasks and track follow-through.
- 4 CEO Evaluation Tool** that is road-tested and easy to use.
- 5 Data-Driven Quarterly Coaching Calls** with charter school governance experts.



# Busy volunteers get and stay organized

Tools to track tasks and **group accountability**.

- **On-demand professional development.**
- **Virtual coaching** focused on annual school cycle.

The dashboard features a navigation bar with tabs: Home, Meetings, Documents, Board Goals Tracker, CEO Goals Tracker, Assessments, Resources, and a partially visible 'C' tab. Below the navigation bar are four main sections:

- My Tasks:** A table with columns 'Description' and 'Due'.

Description	Due
<input type="checkbox"/> create bylaws	06-28-13
<input type="checkbox"/> Present check list to the full boar...	10-11-13
<input type="checkbox"/> Schedule board retreat	01-31-14
<input type="checkbox"/> Share amendment with board for appr...	02-13-14

A 'Look for more' link is at the bottom.
- Calendar:** A monthly calendar for January 2014. The 13th is highlighted in blue, and the 30th has a blue bar below it.
- My Meeting Actions:** A table with columns 'Action' and 'Meeting'.

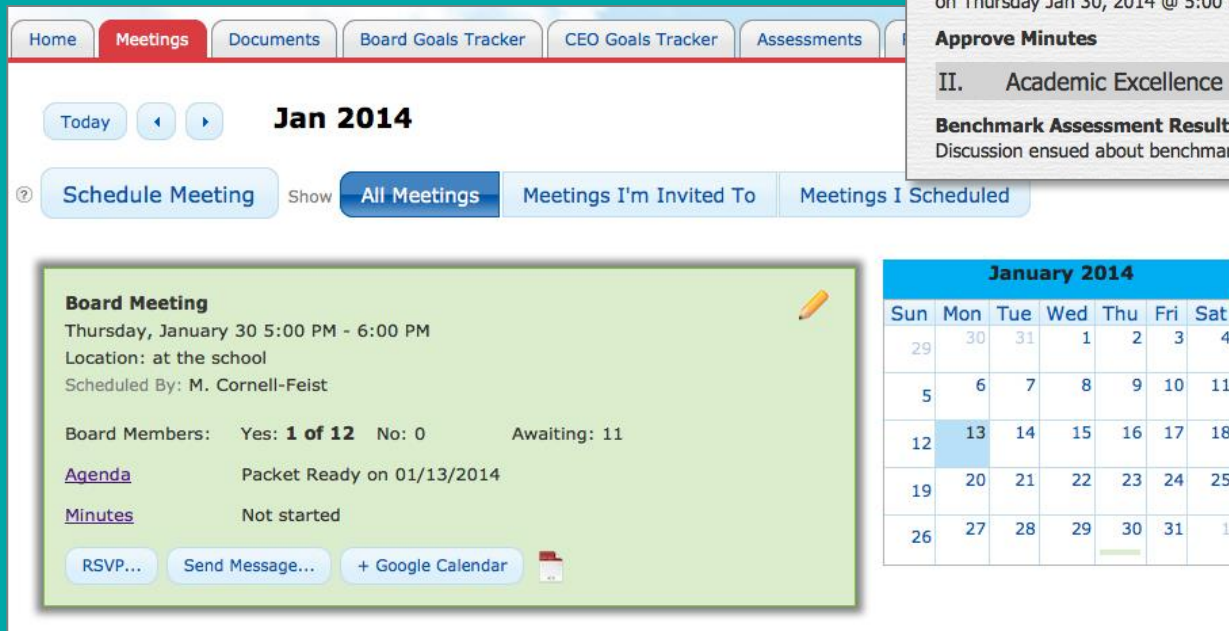
Action	Meeting
<a href="#">View Draft Minutes</a>	11-25-13 Board Meeting
<a href="#">Download Meeting Packet</a>	01-30-14 Board Meeting
- My Meetings:** A table with columns 'Description' and 'Date & Time'.

Description	Date & Time
Board Meeting at the school	01-30-14 5:00 PM
Board Meeting at the school	02-06-14 5:00 PM
Governance Committee Meeting at the school	02-27-14 5:00 PM

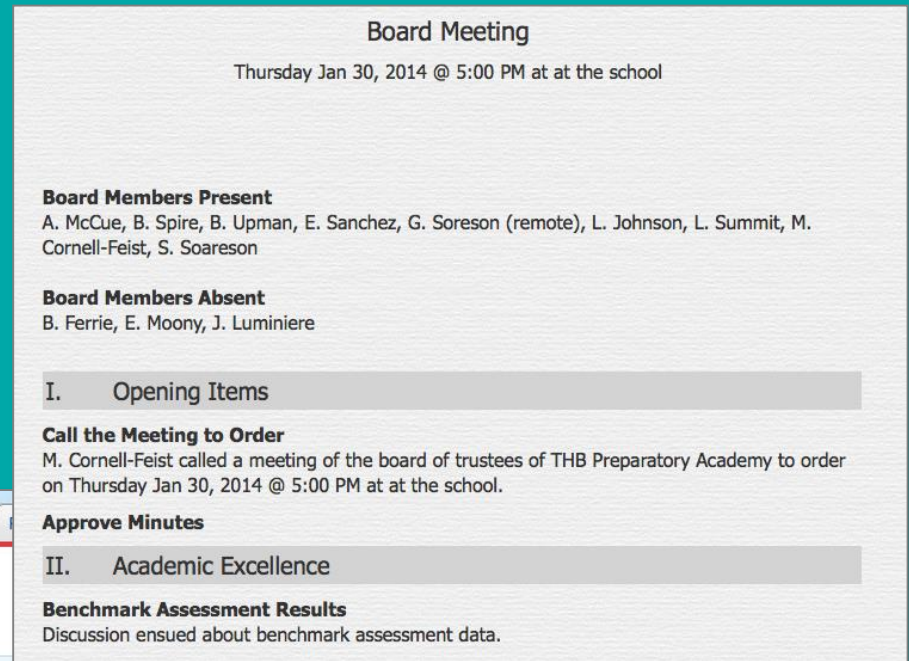
A 'Look for more' link is at the bottom.

# Save time, focus on the strategic not the logistics.

- Tools minimizing board management logistics.
- Online board meeting packet and minutes taker.
- Simplifying compliance with open meeting laws.



The screenshot shows the Board on Track software interface. At the top, there are navigation tabs: Home, Meetings (selected), Documents, Board Goals Tracker, CEO Goals Tracker, and Assessments. Below the tabs, there's a calendar view for January 2014 with navigation arrows and a 'Today' button. A 'Schedule Meeting' button is visible, along with a 'Show' dropdown menu containing 'All Meetings', 'Meetings I'm Invited To', and 'Meetings I Scheduled'. The main content area displays details for a 'Board Meeting' on Thursday, January 30, 2014, from 5:00 PM to 6:00 PM, located at the school. It lists the scheduled by M. Cornell-Feist and shows that 1 of 12 board members are present, with 0 no and 11 awaiting. There are links for 'Agenda' (Packet Ready on 01/13/2014) and 'Minutes' (Not started). At the bottom, there are buttons for 'RSVP...', 'Send Message...', and '+ Google Calendar'.



The screenshot shows a meeting agenda document for a 'Board Meeting' on Thursday, Jan 30, 2014 @ 5:00 PM at at the school. The agenda includes the following sections:

- Board Members Present:** A. McCue, B. Spire, B. Upman, E. Sanchez, G. Soreson (remote), L. Johnson, L. Summit, M. Cornell-Feist, S. Soareson
- Board Members Absent:** B. Ferrie, E. Moony, J. Luminiere
- I. Opening Items**
- Call the Meeting to Order:** M. Cornell-Feist called a meeting of the board of trustees of THB Preparatory Academy to order on Thursday Jan 30, 2014 @ 5:00 PM at at the school.
- Approve Minutes**
- II. Academic Excellence**
- Benchmark Assessment Results:** Discussion ensued about benchmark assessment data.

January 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1



# Set and Achieve Annual Goals

**Board-level goals** organized by committees in an easy to track dashboard.

- Detailed view to **assign tasks and track follow-through.**

Home Meetings Documents **Board Goals Tracker** CEO Goals Tracker Assessments Resources

Summary Detail Add Goal

Filter All [Green Check] [Green Arrow] [Red Arrow] [Calendar] [Document] Fiscal Year FY 2013 - 2014

**Academic Excellence**  
Charter Promises

**CEO Support And Eval**  
Refine evaluation process

**Development**  
Board Giving

**Facility**  
Extend Lease by 3 Years

**Finance**  
3-Year Budget Projections

**Governance**  
Board Education  
Board Expansion

## Board Expansion

Goal Add 4 trustees with the prioritized skills of HR,

Due Date 05-01-2014

Status

Click the checkbox to the left, to mark the goal complete

Tasks						
	Done	Who	What	Due	Notes	Material
<input checked="" type="checkbox"/>	11-26-2013	Marci Cornell-Feist	Draft a revised nominating policy for board approval	09-02-2013		
<input checked="" type="checkbox"/>	12-11-2013	Bayla Ferrie	Draft a policy for adding non board members to com	11-01-2013		
<input type="checkbox"/>		Andy Jamleson	Bring to candidates with fundraising skills to the sch	02-28-2014		
<input type="checkbox"/>		Erica Sanchez	Bring 2 candidates with financial expertise to the sch	02-28-2014		

Create... Edit... Delete Materials...



# Build an Institutional Memory

Warehouse permanent board documents, working committee documents and archive meeting agendas, minutes and materials.

The screenshot shows a web application interface for document management. At the top, there is a navigation bar with tabs for "Home", "Meetings", "Documents" (which is highlighted in red), "Board Goals Tracker", and a partially visible "C". Below the navigation bar is a search bar with a "Search" button. Underneath the search bar are two tabs: "Board Docs" and "Meeting Archives". Below these tabs are four action buttons: "Upload", "Create", "Rename", and "Delete". A message below the buttons states: "You can move a file to a new folder using drag and drop." The main content area displays a hierarchical tree structure of folders under the heading "Recent Uploads". The folders are: "Permanent Board Documents", "Authorizer Information", "Accountability Plans", "Annual Reports", "Charter Amendments", "Charter Applications", "Charter Contracts", "Charter Inspection Reports", "Renewal Documentations", "Board Information", "Annual Audits", "Annual Board Assessments 2012", "Board Job Descriptions", and "Bylaws".





# Strengthening the Board-CEO Partnership

## CEO Goals Tracker

Easy to use performance dashboard to ensure the board and CEO have an ongoing dialogue about excellence.

Showing goals in **FY 2013 - 2014** Grouped by **Category** [Add Goal](#)

Expand All Collapse All

### Organization Viability <sup>f</sup> 2 1

Status ↑	Done	Due	Goal	KPI	Current	Target	Accountability
<span style="color: red;">●</span>	<input type="checkbox"/>	11-30-2013	<a href="#">Cash On Hand</a> <sup>f</sup>	Unrestricted Days Cash Ratio <sup>f</sup>	50 -23.1%	60	NA
<span style="color: green;">●</span>	<input type="checkbox"/>	01-31-2014	<a href="#">Cash Reserve Ratio</a> <sup>f</sup>	Cash Reserve Ratio <sup>f</sup>	85% +13.3%	25%	NA
<span style="color: green;">●</span>	<input type="checkbox"/>	01-24-2014	<a href="#">Board Fundraising Rate</a> <sup>f</sup>	Board Fundraising as a % of Private Fundraising <sup>f</sup>	85% +13.3%	50%	NA

### Student Achievement <sup>f</sup> 4 2

Status ↑	Done	Due	Goal	KPI	Current	Target	Accountability
<span style="color: red;">●</span>	<input type="checkbox"/>	06-30-2014	<a href="#">State of NM Grading System...</a>	State Grading System	NA	A	B



# Streamlined Process for Board to Support/Evaluate CEO

Annual self-paced, online, end of year CEO Evaluation Tool calibrated against national standards.

Produce easy to read reports and comes with expert guidance about how to share the results with your CEO

CEO Evaluation Checklist		
Due Date		
<input checked="" type="checkbox"/>	03-01-13	Form-Committee
<input checked="" type="checkbox"/>	04-05-13	Develop timeline
<input type="checkbox"/>	05-02-13	Launch CEO Self Evaluation
<input type="checkbox"/>	05-06-13	Determine Use of Additional Data Points
<input type="checkbox"/>	05-17-13	CEO Self Evaluation Completed
<input type="checkbox"/>	06-07-13	Launch Board and Direct Report Surveys
<input type="checkbox"/>	06-14-13	Board and Direct Report Surveys Completed
<input type="checkbox"/>	06-21-13	Generate report
<input type="checkbox"/>	06-28-13	Full board discuss results
<input type="checkbox"/>		Create memo to share with leader
<input type="checkbox"/>		Hold meeting with leader
<input type="checkbox"/>		Action plan
<input type="checkbox"/>		Goals defined for next year

## CEO Self Evaluation Report Summary

Topic	Average Rating
Managing Financial Performance	2
Engaging the Community	3
Demonstrating Integrity	4
Managing Organizational Compliance and Administration	4
Driving Academic Excellence/Student Performance	4
Developing and Leading Staff	3
Building and Maintaining Family Satisfaction	3





# Professional development for Board, CEO, Senior Staff

**Online Assessments** to Compare Board and CEO performance to peers across the country.

**Searchable Resource Library** with hundreds of templates and samples so there's no need to reinvent the wheel.

**Quarterly coaching calls** with governance experts.

## Governance Resources

### Board Meetings (50)

-  Sample Agenda Item Coversheets
-  Agenda Item Coversheet Template
-  We have a hard time staying on topic during board meetings. What should we do?

### Board Goals and Accountability (14)

-  What should we do with board members who don't do anything?
-  How often should committees meet?
-  Sample Dashboard Board Goals

### Board Composition

-  What skills are needed on board?
-  Board Composition M...
-  Nepotism Policy

### Board Structure (25)

-  Sample Job Description for the Board Chair
-  Governance Committee Job Description
-  What is the difference between a Governance Committee and a Nominating Committee? Which one do we need?

## Recommended Committee Tasks for January

[< Previous](#) [Next >](#)





### Academic Excellence

-  **Academic Oversight:** Provide a board training in conjunction with CEO on what assessments the organization uses and what each one assesses



### Development

-  **Development Plan:** Implement development plan
-  **Full Board Role:** Track individual trustee support of the development plan



### Finance

-  **Budgeting:** Review first draft of budget for next fiscal year's budget



# The Reviews

*“The Board is finally operating the way I want it to. They're effective, self-sustaining and everything doesn't have to go through me every time.”*

**Malka Borrego, Executive Director  
Equitas Academy, Los Angeles, CA**

*“BoardOnTrack helps our Board develop more quickly and more completely than we otherwise would have.”*

**Josh Denson  
Bricolage Academy**

*“We stay focused on the purpose of the board. Not the personalities of the board.”*

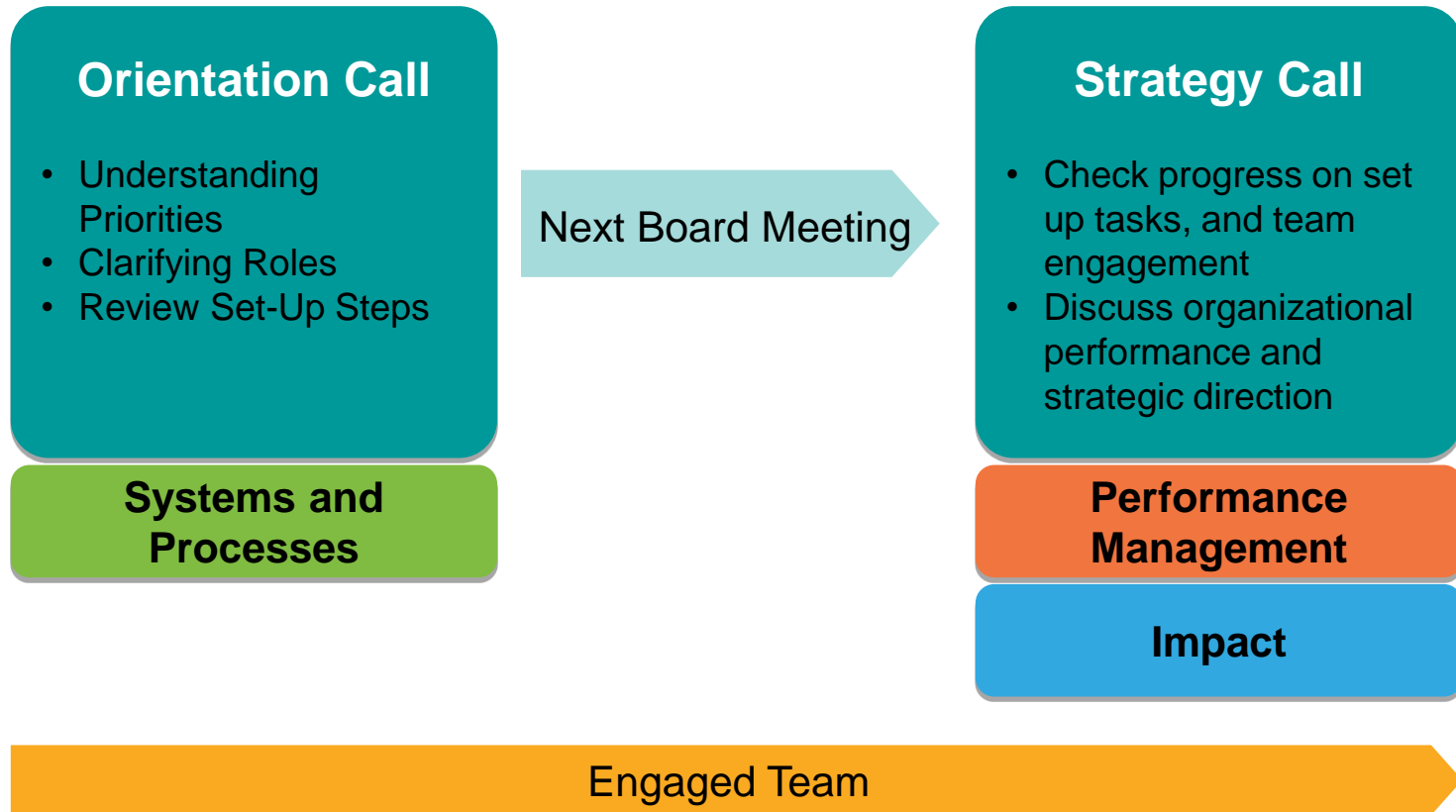
**Nina Cullen-Hamzeh, Head of  
School Marblehead Community  
Charter School  
Marblehead, MA**

*“As challenging as this post has been, with access to BoardOnTrack, it has been one of the most rewarding experiences of my civic career.”*

**Diana Lewis  
Board Chair, Collegiate Academies**



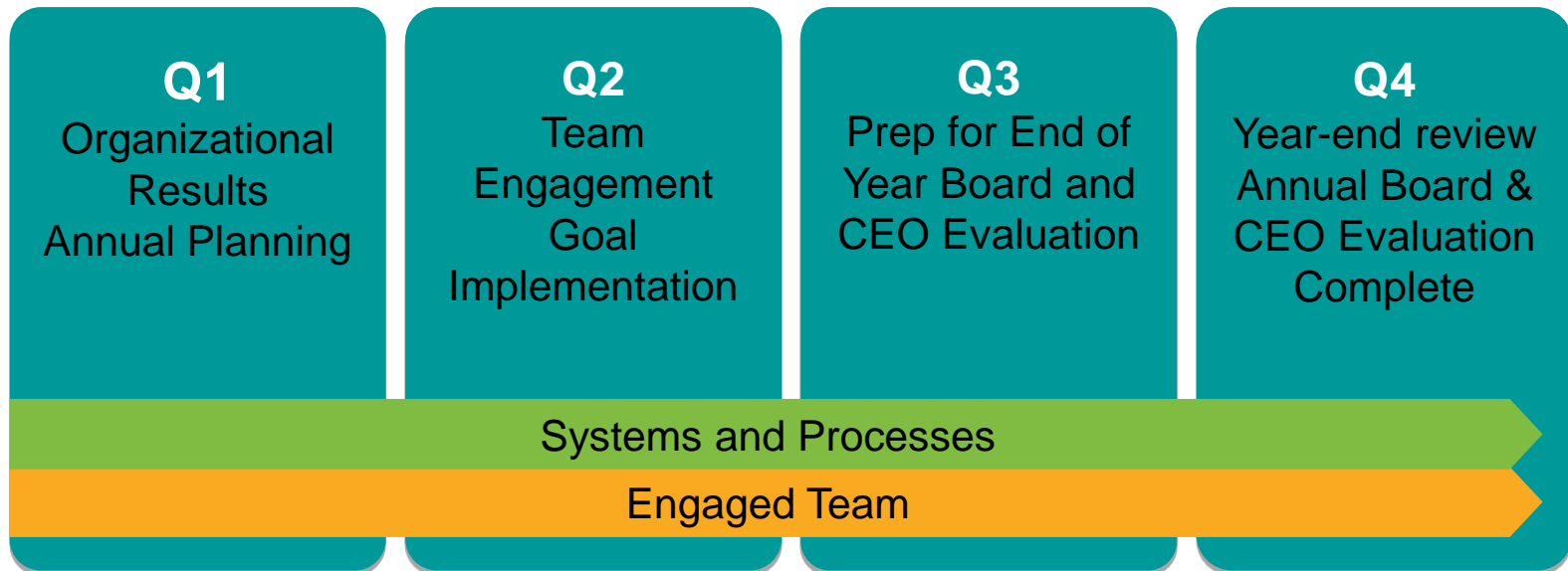
# Thorough and thoughtful ONBOARDING





# We're Here to Support You Throughout the Year

## Quarterly Coaching Calls



- Quarterly Progress Reports
- 5-day week support with 24-hour response time
- Built in Training and Tools – Members Only Webinars



# Expert Coaching Throughout the Year

BoardOnTrack's amazing features are supported by expert coaching throughout the year. Membership includes:

- ✓ In-depth kick-off/needs assessment coaching call to set annual membership goals.
- ✓ Phone check in with leadership at 30, 60 and 90 days to make sure you are getting full team engagement.
- ✓ Quarterly calls for the balance of the year to troubleshoot issues, and check on progress towards annual goals.
- ✓ Unlimited troubleshooting and “help desk” support throughout the year. Call us with your questions, we're here to help.



## Q&A (and some of what we hear over and over again)

*“How good is our school, really? We are not in the top 5 schools in our city and I wonder why, what are they doing that we are not?”*

“Our board meetings go ‘round and ‘round. And we never seem to make any progress. How does all this work relate to great results for kids?”

“We spent a lot for a board retreat, but as soon as the consultant left, we were like “what did she say about that again? I wish we could get someone ‘on-demand””.

Everything revolves around these giant binders. There has to be a better way keep track of our documents.

“They’re all nice people and they mean so well. But I just don’t have the time or the energy to cater to all their demands. I mean, I’ve got 3 buildings, 44 staff and 660 kids I need to focus on.”

“After a few meetings I lost it: ‘Holy Cow, do we have to reinvent the wheel each time?’ Aren’t there some best practices we could use or build on?”