

Conducting Visioning and Strategic Planning Initiatives with Your Board

About the Presenter



Dr. D. Scott Elliff is an educator and community volunteer whose activities at the local, state, and national levels span four decades. A lifelong resident of Nueces County, Dr. Elliff retired from public education in 2014 after a 32-year career that included elementary school teaching, central office administration, national consulting, and seven years as Superintendent of Schools for the Corpus Christi Independent School District. During his tenure as Superintendent, Dr. Elliff was named the Texas PTA Superintendent of the Year in 2014, as well as the Region 2 Superintendent of the Year in 2011.

From 1999-2006, Dr. Elliff was a senior consultant for the Panasonic Foundation, Inc., working with school board trustees, superintendents, and teacher union leaders in urban school settings in Ohio, Florida, and Washington. During that same period, he served as founding Executive Director of Citizens for Educational Excellence, a local education fund affiliated with the Public Education Network.

Currently, Dr. Elliff leads the superintendent preparation program in the College of Education and Human Development at Texas A&M University-Corpus Christi, in addition to consulting with other education institutions and non-profit organizations.

In addition to his professional activities, Dr. Elliff serves on numerous state and local boards, including Equality Texas Foundation, Art Museum of South Texas, United Corpus Christi Chamber of Commerce Foundation, South Texas Public Broadcasting-KEDT, Del Mar College Foundation, and Wesley Community Center.

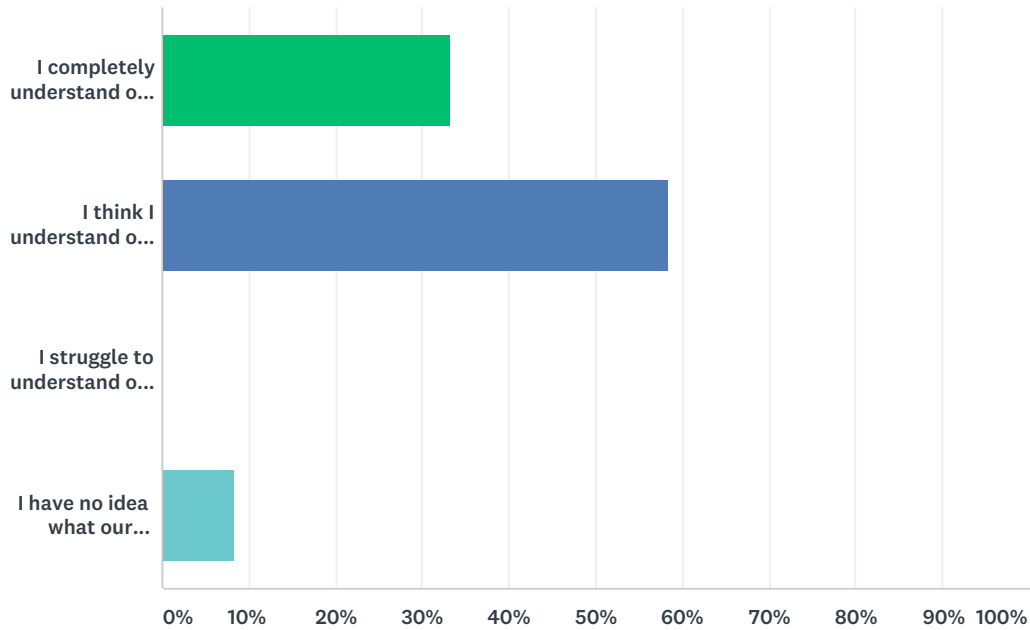
He is a graduate of Leadership Corpus Christi Class 16 and served as General Chair of LCC Class 28.

CREATING A VISION AND PLANNING A PATHWAY TO ACHIEVE IT A PROCESS FOR YOUR BOARD

What?	Why?	How?
Step 1: Where have we been?	<ul style="list-style-type: none"> • Celebrate past accomplishments • Confirm mission and purpose • Preserve your “story” • Identify strengths and obstacles from the past to be built upon, or avoided, in the future 	<p><u>Possible approaches...</u></p> <ul style="list-style-type: none"> • Review mission statement and clarify key words • Table talk: What’s our biggest accomplishment from the past xx months? • Briefing from executive
Step 2: Where are we now?	<ul style="list-style-type: none"> • Establish agreement on current reality • Confirm your starting point • To value data and voice perceptions 	<p><u>Possible approaches...</u></p> <ul style="list-style-type: none"> • Pre-meeting survey • Review of pertinent data elements • Group discussions w/ large group debrief to determine themes
Step 3: Where are we headed?	<ul style="list-style-type: none"> • Confirm a specific target, or set of targets, to achieve • Confirm alignment of those targets with the mission of the organization 	<p><u>Possible approaches...</u></p> <ul style="list-style-type: none"> • Brainstorming • “Headlines” • Multi-voting or other consensus tools
Step 4: How will we get there?	<ul style="list-style-type: none"> • Establish the boundaries for the journey (What we will and will not do) • Identify who is responsible and accountable • Confirm reasonable timelines and expectations • Agree on immediate next steps 	<p><u>Possible approaches...</u></p> <ul style="list-style-type: none"> • Group work around targets established in Step 3 • Report results to whole group • Staff leadership “fleshes out” elements of plan and reports back to governing board in next meeting

Q1 How well do you understand the organizational mission of TACCF?

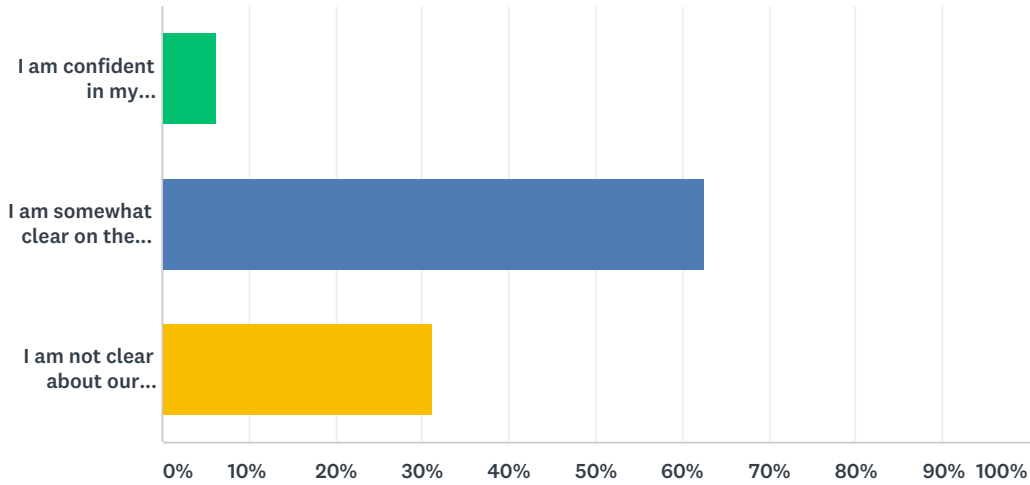
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
I completely understand our organizational mission.	33.33%	16
I think I understand our mission, but am not completely sure.	58.33%	28
I struggle to understand our mission.	0.00%	0
I have no idea what our mission is.	8.33%	4
TOTAL		48

Q2 How clear are you on the future direction (vision) for TACCF?

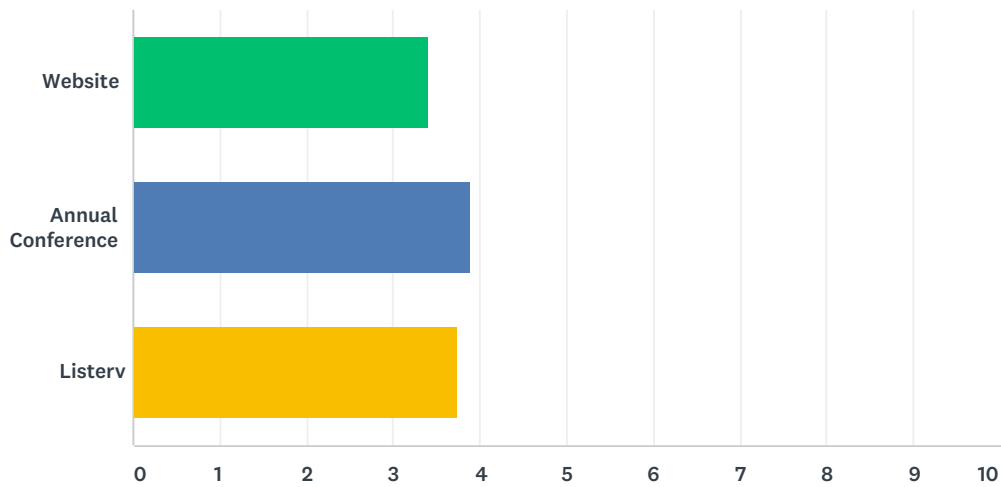
Answered: 48 Skipped: 0



ANSWER CHOICES	RESPONSES	
I am confident in my understanding of where we are headed as an organization.	6.25%	3
I am somewhat clear on the direction we are headed as an organization.	62.50%	30
I am not clear about our future direction as an organization.	31.25%	15
TOTAL		48

Q3 Rate the following areas of current TACCF work in terms of importance and value.

Answered: 48 Skipped: 0

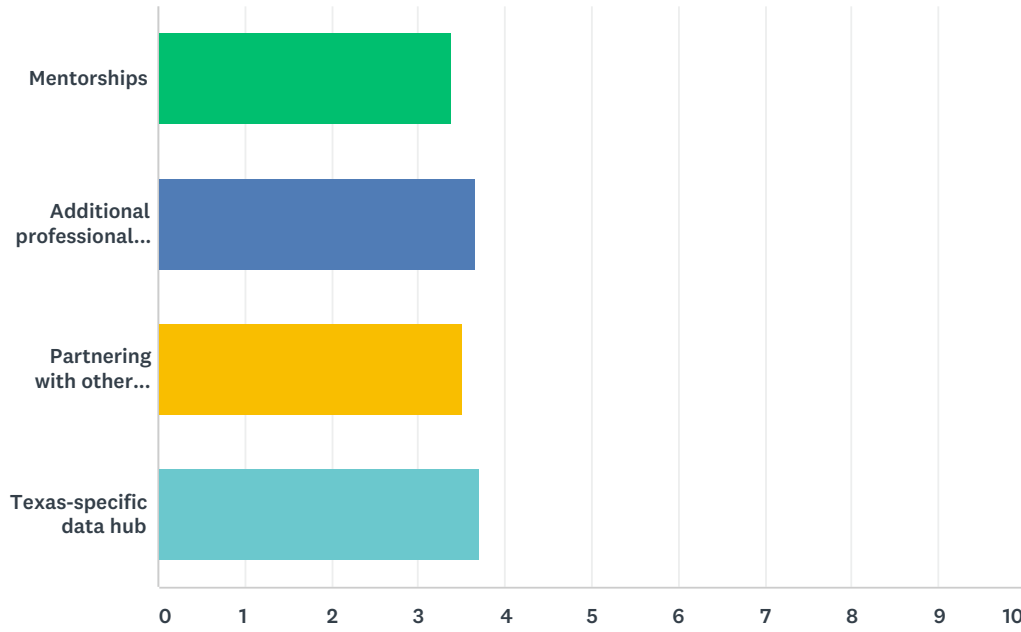


	VERY IMPORTANT / VALUABLE	SOMEWHAT IMPORTANT / VALUABLE	NOT VERY IMPORTANT / NOT VERY VALUABLE	NOT IMPORTANT AT ALL / NOT VALUABLE AT ALL	TOTAL	WEIGHTED AVERAGE
Website	43.75% 21	52.08% 25	4.17% 2	0.00% 0	48	3.40
Annual Conference	89.58% 43	10.42% 5	0.00% 0	0.00% 0	48	3.90

Listerv	75.00% 36	25.00% 12	0.00% 0	0.00% 0	48	3.75
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Q4 Rate the following areas of potential TACCF work in terms of importance and value.

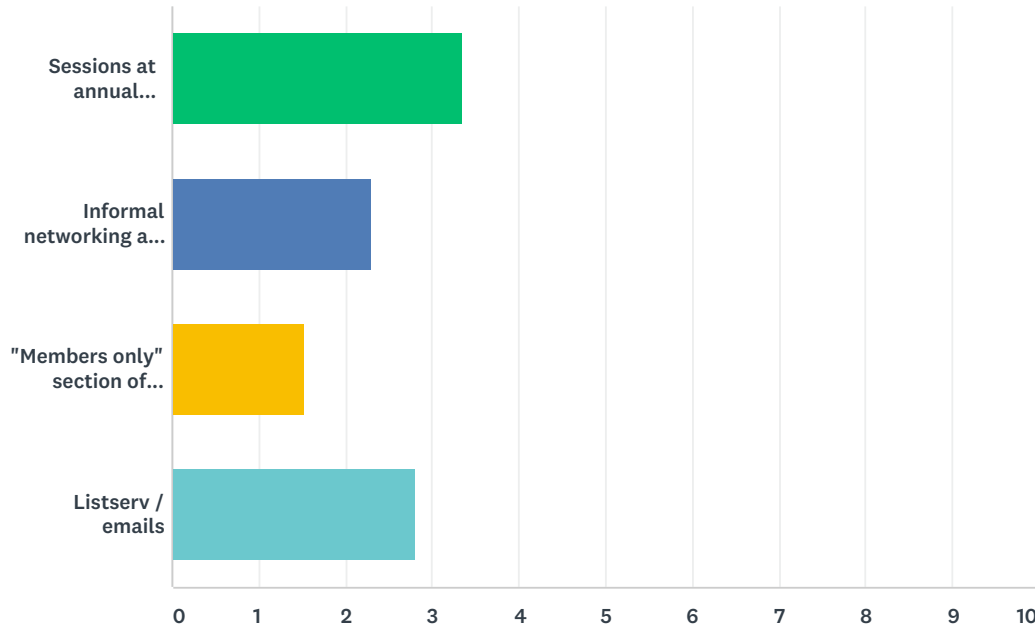
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	VERY IMPORTANT / VALUABLE	SOMEWHAT IMPORTANT / VALUABLE	NOT VERY IMPORTANT / NOT VERY VALUABLE	NOT IMPORTANT AT ALL / NOT VALUABLE AT ALL	TOTAL	WEIGHTED AVERAGE
Mentorships	45.24% 19	47.62% 20	7.14% 3	0.00% 0	42	3.38
Additional professional development opportunities	66.67% 32	33.33% 16	0.00% 0	0.00% 0	48	3.67
Partnering with other organizations, such as CFRE, AFP, CASE, TACC, etc.	56.25% 27	39.58% 19	4.17% 2	0.00% 0	48	3.52
Texas-specific data hub	72.34% 34	25.53% 12	2.13% 1	0.00% 0	47	3.70

Q5 What brings the most value to you as a TACCF member? Rank from 1-4, with 1 being MOST IMPORTANT.

Answered: 47 Skipped: 1



	1	2	3	4	TOTAL	SCORE
Sessions at annual conference	54.35% 25	32.61% 15	6.52% 3	6.52% 3	46	3.35
Informal networking at annual conference	8.70% 4	30.43% 14	43.48% 20	17.39% 8	46	2.30
"Members only" section of website	4.55% 2	6.82% 3	25.00% 11	63.64% 28	44	1.52
Listsrv / emails	31.11% 14	28.89% 13	28.89% 13	11.11% 5	45	2.80

Q6 What new initiatives would you like to see TACCF pursue in the next five years, if any? List up to three.

Answered: 27 Skipped: 21

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Answered: 27 Skipped: 21

#	RESPONSES	DATE
1	Monthly listserve discussion on an important question or topic or sharing new resources would be helpful in keeping members in touch.	2/16/2018 10:58 AM
2	how to successfully develop community college alumni associations	2/16/2018 9:58 AM
3	A "boot camp" for new Foundation Directors A half day workshop for Foundation Board members	2/16/2018 9:33 AM
4	More on Foundation Board Development; Donor development of corporate donors; Making the case and making the ask	2/16/2018 5:07 AM
5	I think we have an opportunity to serve as a Texas hub of statistical data, best practices, and success stories. If each organization is committed to providing a certain set of data points each year, this can be accomplished.	2/16/2018 1:02 AM
6	More professional Development opportunities.	2/15/2018 1:27 PM
7	CFRE certification for members Bench marks for CC fundraising in TX How to run you Foundation office effectively	2/13/2018 5:07 PM
8	Compiled Data from List Serve Questions AFP connections Speakers Bureau	2/13/2018 4:14 PM
9	I don't know how to get into the members only part of the website. It might be awesome... 1. More partners showcasing digital tools to streamline aspects of my job. 2. Joint efforts with TACCM.	2/13/2018 1:55 PM
10	a staffing survey which we could all share with our executives perhaps webinars/online which those who can't come to conference could participate in	2/13/2018 10:13 AM
11	Organize Training for Members	2/13/2018 9:54 AM
12	1) Hearing from my peers - I enjoy hearing how other colleges handle different situations that we are dealing with also. The listserv is good for this, however, receiving all of the emails can be annoying and I find myself not reading them like I should. Maybe a blog of some sort would be helpful. 2) Stay up to date - Utilize technology, the latest trends to communicate and keep our conference up to date. 3) Form meaningful partnerships with like minded organizations- Don't reinvent the wheel, tap into available resources.	2/13/2018 7:55 AM
13	I did not know mentorships were an item TACCF hosted. More information and benchmark sharing.	2/12/2018 6:36 PM
14	1. Virtual conference - online webinars with guest speakers on various topics for members only. 2. Put "Steal and Share" in an area online. 3. Quick newsletter that points me to new content on the members' web site.	2/12/2018 4:39 PM
15	Not sure! I find it very valuable as is.	2/12/2018 4:29 PM
16	Development for Board Members Alumni specific workshops CFRE education	2/12/2018 4:17 PM
17	1. Texas Community College data 2. Formal mentor program 3. Conference and membership payment online with receipt capacity	2/12/2018 4:15 PM
18	Regional meeting-some 6 months after annual meeting-could be a one-day event; have some type of special recognition for 'first timers' or those new to their job/institution; does our website have a telephone/email list of all members? This would be helpful (and I realize somewhat of an issue to stay current)	2/12/2018 4:12 PM
19	1) Greater participation in VSE national survey 2) Texas based survey for comparative data of TACCF members	2/12/2018 3:56 PM
20	Would love to be able to download sample doc on the TACCF website rather than emailing them out to the group.	2/12/2018 3:48 PM
21	More collaboration and partnerships Research and identification of trends	2/12/2018 3:36 PM

22	New professional development opportunities.	2/12/2018 3:35 PM
23	additional professional development opportunities	2/12/2018 3:21 PM
24	Strategic fundraising and marketing plan-ongoing Educational webinars throughout the year TACCF Newsletter	2/12/2018 3:18 PM
25	n/a	2/12/2018 3:16 PM
26	Mid year Seminar/Webinar Additional Trainings	2/12/2018 3:14 PM
27	1- Increase strategic partnerships to encourage understanding and value of fundraising/advancement to Texas community college leadership. 2- Explore the value of creating focused trainings for segments of the advancement/fundraising profession for Texas colleagues, such as grantsmanship, executive leadership, etc.	2/12/2018 2:35 PM

Q6 What new initiatives would you like to see TACCF pursue in the next five years, if any?
List up to three.

Foundation Board Speakers Fundraising Alumni
Professional Development
Opportunities
Job TACCF CFRE Texas Additional Sharing
Serve Partnerships Board Members