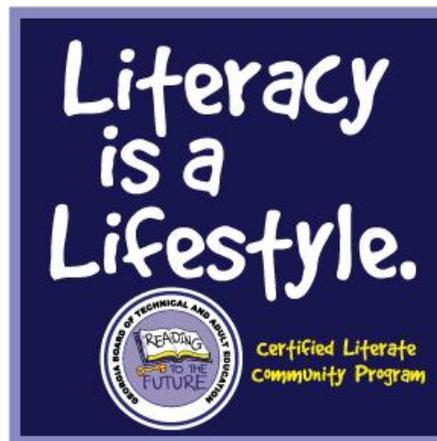


THE ROLE OF AN ACTIVE CLCP BOARD



**CERTIFIED LITERATE COMMUNITY
PROGRAM**



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Executive Director**

THE ROLE OF AN ACTIVE CLCP BOARD

WHAT?

The CLCP Board should be an active, involved board with standing committees who annually set and accomplish specific goals and tasks which contribute to the progress of the program.

Suggested standing committees to include:

Assessment and Evaluation	Government Relations	Resources
Business/Industry/Labor	Public Relations	
Finance	Recruitment and Retention	

WHY?

An active, involved CLCP Board is as crucial to the success of a CLCP as a director or administrator of the program. A board can and should accomplish goals, provide direction, offer insight and contribute resources a director cannot.

WHO?

The concept central to the CLCP is that it be a **community** effort which is a multi-culturally diverse representation of all sectors of the community who will be actively involved in program implementation.

Sectors of the community to include:

business/industry	Chamber of Commerce	military
religious leaders	education	law enforcement
literacy providers	elected officials	public library
human service agencies	civic organizations	
professional groups	judicial system	
media	volunteers	

WHEN?

An active, involved CLCP Board and standing committees must remain in place throughout the 10 year Participant status with regularly scheduled meetings, planning sessions, activities and opportunities to evaluate progress which will ensure the success of the CLCP.

HOW?

By-laws should formally organize a board to be served by a chair, vice chair, treasurer, secretary, parliamentarian and chairs of standing committees. Details of membership should include members appointed on an interval schedule to ensure continuity and should also provide a method for replacing members in order to ensure an active membership. Minutes of meetings (board and committees) should be maintained and reports from committees should be made to the Board on a regular basis.

ASSESSMENT AND EVALUATION COMMITTEE

Goals

- Determine the CLCP target group and evaluate student progress.
- Develop recognition programs for students, volunteers, donors and CLCP.
- Compile CLCP annual report.
- Review and evaluate the CLCP progress toward the ten year goal.

Tasks

Assess community needs to determine recruitment/retention/marketing strategies:

- conduct community needs analysis as needed through surveys and collaboration with literacy providers and social service agencies to update information on target population and compile for adjustment of recruitment/retention/marketing strategies.

Evaluate student performance and progress:

- review student performance and progress to evaluate responsiveness/progress of CLCP and determine any need for redirection/adjustments.

Design methods of recognition:

- develop methods of student recognition to acknowledge/celebrate their accomplishments, encourage them to continue and encourage others to participate;
- develop methods of volunteer recognition to acknowledge/celebrate their contributions;
- develop methods of donor recognition acknowledging their contribution, create an understanding of what their involvement means to the program and create positive exposure for the CLCP;
- develop suggestions for methods of recognition for the CLCP to sustain momentum for the ten year period, for recognition of CLCP Board and committee members acknowledging/celebrating their contributions/accomplishments and ensuring an understanding of why their continued, active participation is important;
- solicit input from and coordinate efforts with other standing committees.

Compile CLCP annual report:

- act as collection point for annual reports from each standing committee and compile annual report for CLCP.

Evaluate overall progress of CLCP:

- review annual reports from standing committees and evaluate progress made towards 10 year goal of CLCP;
- review goals for upcoming year in annual reports from standing committees;
- recommend to standing committees possible adjustments/additions to plans/goals.

Set annual goals and tasks and report periodically to CLCP Board:

- establish short term goals and tasks in the immediate best interest of accomplishing the long term goals of the CLCP and report periodically to the CLCP Board on progress;
- participate in annual planning sessions of CLCP Board.

BUSINESS/INDUSTRY/LABOR COMMITTEE

Goal

- Develop and maintain the involvement and support of business, industry and labor.

Tasks

Maintain awareness among all employers of the need for and benefits of a literate community:

- contact personnel managers and small business owners to solicit their support and active involvement, to assess their needs and explore ways of assisting them;
- urge employers to encourage their employees to take advantage of adult literacy services and assist them with ways of doing so.

Provide resources as needed to employers:

- work with Public Relations Committee to provide speakers to attend meetings/meet with employees;
- work with Public Relations Committee to provide promotional materials such as flyers, notices, brochures, schedules, posters, t-shirts;
- work with Public Relations and Assessment and Evaluation Committees and with employers to design/develop/organize recognition programs and arrange for publicity.

Encourage employers to provide incentives to their employees and provide assistance in development as requested.

Solicit and secure financial support and in-kind contributions:

- work with Finance Committee in preparing and presenting clear, well defined requests;
- define the benefits to employers becoming directly involved in working to achieve improved literacy rates;
- work with Public Relations Committee to arrange public acknowledgement of support.

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FINANCE COMMITTEE

Goals

- Secure adequate funding for the operation of the CLCP.
- Manage funds and resources of the CLCP.
- Set specific, short term goals and tasks on an annual basis and periodically report to CLCP Board on progress/achievements.

Tasks

Plan and implement fundraisers:

- personal calls and letters to involve appropriate people;
- attend business, government, board of education, civic meetings to get the word out/solicit support;
- coordinate with Public Relations Committee to solicit support.

Develop all funding possibilities:

- explore grant possibilities through:
 - contacting local organizations such as United Way, Chamber of Commerce, Rotary, Junior League and other civic/social/volunteer/business/professional groups;
 - research for availability through the public library, literacy periodicals, Web Sites, Foundation Center, Non-Profit Resource Center;
 - collaborate with all local social service providers, government(s), and board(s) of education to assure all options are uncovered;
- seek out in-kind contributions from individuals, local government(s) and board(s) of education, Chamber of Commerce, local civic/social/volunteer/business/professional organizations;
- work with all standing committees to identify sources/methods in their areas.

Coordinate with Public Relations Committee:

- to plan/promote events and to get the word out on what the purpose/needs/goals are;
- to contact the media when donations are received to assure recognition of the donation and also advertise achievements of the CLCP, thereby encouraging more.

Manage financial affairs of the CLCP:

- develop annual budget in collaboration with director and other standing committees;
- establish and monitor bank account for CLCP;
- establish and maintain appropriate record keeping system:
 - treasurer should prepare annual financial reports;
 - treasurer should oversee financial record keeping and disbursements;
- audit financial records.

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GOVERNMENT RELATIONS COMMITTEE

Goal

- Generate and maintain support for CLCP from governing bodies, representatives and agencies.

Tasks

Develop and maintain an up to date list of governmental entities and officials:

- conduct periodic review of and update the listing of governmental entities and officials to include: congressional representatives, state representatives, state officials, county commissioners, city council members, board of education members, county and city and board of education officials, judges, constitutional officers and other elected or appointed officials.

Develop and maintain interest and involvement of governmental entities and officials:

- keep governing bodies, representatives and agencies involved through:
 - invitations to events, fundraisers, activities, graduations and opening of new centers asking them to attend as speakers, supporters, participants or guests of honor and recognize them in the program and at the event;
 - ask for resolutions or proclamations (provide suggested drafts) recognizing events or milestones of the CLCP;
 - provide CLCP presentations, updates and highlight successes/accomplishments/progress at every opportunity;
 - provide updated literacy statistics and information on a regular basis;
 - work with Public Relations Committee to make the most of every opportunity.
- working with the Finance Committee, solicit monetary and in-kind contributions.

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PUBLIC RELATIONS COMMITTEE

Goal

- Promote and maintain long-term community awareness of and involvement in the CLCP.

Tasks

Publicize the efforts and goals of the CLCP:

- work with the media to publicize through newspaper articles and advertisements, local television and radio interviews, PSAs;
- design and coordinate distribution of promotional material such as brochures, flyers, fast food tray liners, posters, billboards, t-shirts, stickers, buttons, etc.;
- work with business and industry, schools, churches, civic/social/professional organizations to publish information in newsletters and bulletins;
- sponsor essay contests;
- develop local logo and slogan;
- attend special events and distribute material;
- identify and publicize individual success stories.

Coordinate with program director and standing committees:

- provide assistance in planning/developing their promotional plans and materials and securing media coverage;
- assist with planning/development of events, celebrations, receptions, graduations, activities, fundraisers;
- assist with planning/development of recognition programs/methods for students, teachers, tutors, volunteers, donors, CLCP Board and committee members.

Design/develop certificates of recognition, awards, prizes for special achievements for students, teachers, tutors, volunteers, donors, CLCP Board and committee members.

Develop and maintain speakers bureau:

- maintain a roster of active speakers;
- encourage and recruit CLCP Board and committee members to participate;
- provide training, materials and preparation assistance to speakers;
- seek out and arrange opportunities for speakers.

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RECRUITMENT AND RETENTION COMMITTEE

Goals

- Develop and implement recruitment strategies which will recruit/enroll students in need of literacy services.
- Develop and implement retention strategies which encourage students to remain with the program until their goals are achieved.
- Recruit, enroll and maintain students in adult education classes in sufficient numbers to attain the ten year numerical goal of the CLCP.

Tasks

Identify individuals and groups in need of literacy services:

- periodically reassess and identify individuals and groups in need, through surveys (i.e. through parents, churches, social service agencies, judicial/criminal justice system, business and industry - surveys can be conducted by telephone, paper or interviews) and through working with other standing committees, the program director and literacy providers.

Assure adequate public exposure of available adult literacy services:

- working with other standing committees (Public Relations, Business and Industry and Government Relations Committees), implement a system of aggressive public exposure of available services through:
 - speakers bureau, PSAs, local talk shows, announcements through churches, civic and professional organizations, Chamber of Commerce, businesses and schools, distribution of posters/flyers throughout the community, fast food tray liners and media coverage of events, activities, successes (of individual students and of the CLCP) and graduations;
- work with social service agencies, local government(s), schools, business and industry, libraries and the judicial/criminal justice system to maintain availability and distribution of information on services available; encourage their participation in CLCP forums and activities.

Identify organizations who will actively support and participate in recruitment:

- recruit the participation of business and industry, social service agencies, local government(s), board(s) of education, judicial and criminal justice system, civic, social and professional organizations and churches in the development and implementation of recruitment strategies.

Review records on student participation and progress and adjust recruitment strategies to improve retention:

- survey non-returning students, teachers and tutors for insight into necessary adjustments;
- promote in-service training for instructors;
- work with Assessment and Evaluation Committee on recognition programs.

Periodically review recruitment and retention efforts as they relate to the progress of the CLCP in reaching the ten year numerical goal:

- work with the director and literacy providers in reviewing the quality of programs offered;
- annually establish a realistic numerical percentage goal to increase enrollment by.

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RESOURCES COMMITTEE

Goals

- Develop volunteer, educational and physical resources to support the CLCP.
- Develop and maintain a resource directory of available adult educational services.

Tasks

Develop methods of recruitment/retention of volunteers:

- working with the director, literacy providers and the Public Relations and Assessment and Evaluation Committees, design and implement an aggressive, visible volunteer teacher/tutor recruitment effort;
- working with feedback from volunteers, make adjustments to methods to improve ability to recruit and retain volunteers;
- assist the director with recruitment of volunteers to support the director and administrative work of the CLCP.

Develop educational resources essential to the success of the CLCP:

- work with the director and literacy providers to periodically review/inventory (and possibly survey) educational services available to determine if expanded/additional services are needed;
- develop or expand services as needed.

Develop physical resources to support the CLCP:

- conduct periodic review of facilities used for educational services as well as the administrative support of the program and determine if expansion/adjustments are needed;
- work with director, literacy providers, other standing committees, ministers, social service agencies, civic leaders, Chambers of Commerce, professional groups, local government(s) and board(s) of education to secure facilities, educational and teaching materials and equipment as needed.

Develop and maintain a resource directory:

- develop and maintain a current resource directory of all educational services within the community and work with the Public Relations Committee to make available on as broad a basis as possible.

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