

CALIFORNIA SPECIAL DISTRICTS ASSOCIATION

**LEADERSHIP ACADEMY
CONFERENCE**

FEBRUARY 4 – 7, 2024

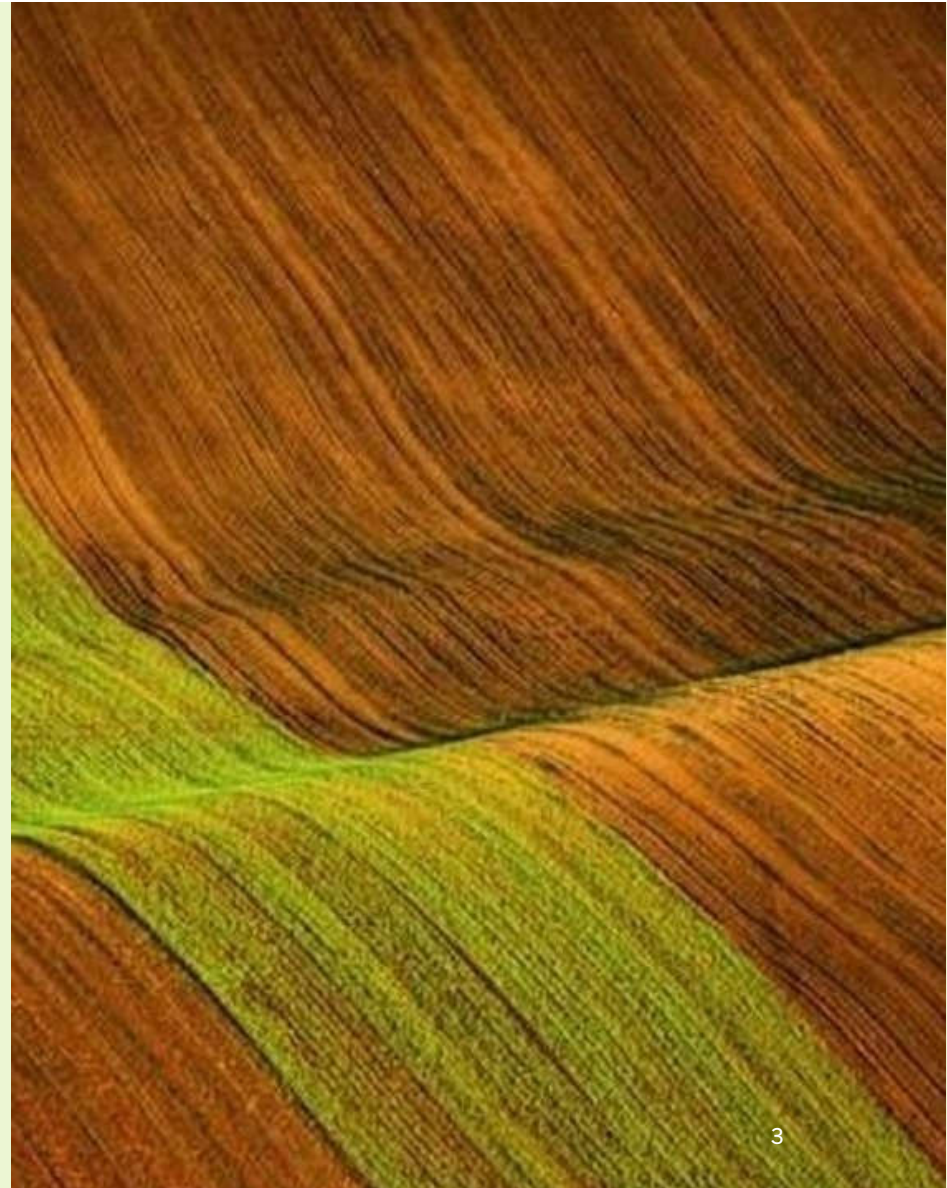


CONFERENCE SESSIONS

- 1. Building a Foundation for Good Governance**
- 2. Defining Board and Staff Roles and Responsibilities**
- 3. Fulfilling Your District's Mission – Charting the Course**
- 4. Get the Word Out! Best Practices for Communication and Outreach**
- 5. Show Me the Money! What do Board Members need to Know about District Finances?**

BUILDING A FOUNDATION FOR GOOD GOVERNANCE

- ❖ The Governance Team Succeeds with:
“Unity of Purpose”
- ❖ The Director’s Individual Attitudes and Approach Affects Their Effectiveness
- ❖ Reviewing Board Responsibilities





DEFINING BOARD AND STAFF ROLES AND RESPONSIBILITIES

- ✓ **DO'S AND DON'TS**
- ✓ **THE ROLES OF THE BOARD, THE
GENERAL MANAGER & STAFF**
- ✓ **THE BOARD'S ROLE IN HUMAN
RESOURCES**
- ✓ **POSITIVE AND RED FLAG INDICATORS**
- ✓ **CONFIDENTIALITY AND LEGAL
LIABILITIES**
- ✓ **HOW CAN BOARD MEMBERS AFFECT
THE WORK ENVIRONMENT**
- ✓ **COMMUNICATIONS BETWEEN THE
BOARD AND STAFF**

A landscape photograph of rolling hills. In the foreground, there is a field of tall, green grasses. A dirt path or road winds through the middle ground, leading towards the horizon. The hills are covered in golden-brown grass, suggesting a late summer or autumn setting. The sky is filled with dark, dramatic clouds, with a hint of light breaking through near the horizon. The overall mood is contemplative and serene.

THE POWER OF COMMUNICATION

Fulfilling Your District's Mission – Charting the Course

- ❑ **Setting Direction**
- ❑ **Strategic Planning**
 - **Goals, Objectives, Priorities & Work Plans**
- ❑ **Approach to Strategic Planning?**
 - **Board Leadership**
 - **Staff & Utilizing a Facilitator (or Not)**
 - **Public Involvement**



GET THE WORD OUT!

**BEST PRACTICES
FOR
COMMUNICATION AND
OUTREACH**

- **Public Expectations & Distrust of Government**
- **Responsibility, Authority and Accountability**
- **Reasons to Communicate**
- **Community Engagement:**
 - ⇒ **Start Early & Have a Plan**
 - ⇒ **Develop a Communication Plan**
 - ⇒ **Use Narrative Storylines**
- **Prepare for Crises with Crisis Communication Planning**
- **Advocate for Your District**



Show Me the Money! What do Board Members need to Know about District Finances?

Technical, technical and more technical details:

- Budgets – Revenues, Expenditures & Reserves
- Financial Statements and Audits
- Investment Reports

Key Indicators:

- Red Flags
- Financial Ratios
- Non-Financial Indicators
- Risk Management

