DEOL Defense Dissertation

Governance to Growth

Non Profit Vocational Rehabilitation

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DEOL Candidate
July 11th 2019
Background and Purpose

Relationship of Service
Governance to Growth

Renewal, Stability, Growth
Project Scope

In-Scope
New Website
Fundraising
Community Coordinator
Board Policy
Grant Writing

Additional Resources

Internal Audit
Daily Involvement

External Audit
Project Approach

• Management Routines
• Monthly Board Meetings
• Quarterly Visits
• Conference Calls
Work Plan

6 KEY FUNCTIONAL AREAS

- Website Design
- Fundraising
- By-Laws
- Community Relations Coordinator
- Business Partnerships
- Grant writing
<table>
<thead>
<tr>
<th>Task-Timeline</th>
<th>Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Design and Update</td>
<td>Fall 2017</td>
</tr>
<tr>
<td>Review name, brand, logo, tag-line</td>
<td>Fall 2017</td>
</tr>
<tr>
<td>Website Implementation</td>
<td>Fall 2017</td>
</tr>
<tr>
<td>Identify Fundraising Opportunities</td>
<td>Fall 2017</td>
</tr>
<tr>
<td>Decide on Fundraising Initiative</td>
<td>Spring 2018</td>
</tr>
<tr>
<td>Develop Fundraising Plan</td>
<td>Spring 2018</td>
</tr>
<tr>
<td>Present Fundraising Event to Board</td>
<td>Summer 2018</td>
</tr>
<tr>
<td>Review of Board of Directors Bylaws</td>
<td>Fall 2018</td>
</tr>
<tr>
<td>Develop Board Policy Recommendations</td>
<td>Fall 2018</td>
</tr>
<tr>
<td>Identify Grant Writing Resource</td>
<td>Fall 2018</td>
</tr>
<tr>
<td>Identify Business Partnership Resource</td>
<td>Fall 2018 - Ongoing</td>
</tr>
<tr>
<td>Hiring of Staff for Community Relations Coordinator</td>
<td>Spring 2019</td>
</tr>
<tr>
<td>Execute Fundraising Plan</td>
<td>Fall 2019 - Ongoing</td>
</tr>
<tr>
<td>Review Learnings from Fundraiser</td>
<td>Spring 2020 - Ongoing</td>
</tr>
<tr>
<td>Celebrate Successes Recognize Reward</td>
<td>Spring 2020 - Ongoing</td>
</tr>
<tr>
<td>Transform Culture from Governance to Growth/Quality Assurance</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
Risks/Constraints

- Culture
- Grant Writer
- Audits
- Board Members
- Fundraiser
- Resources
## Projected Results and Benefits

<table>
<thead>
<tr>
<th>Initiatives</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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</thead>
<tbody>
<tr>
<td>Website</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$10,000</td>
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<tr>
<td>Annual Fundraiser</td>
<td>$10,000</td>
<td>$15,000</td>
<td>$20,000</td>
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<tr>
<td>Community Coordinator</td>
<td>$25,000</td>
<td>$50,000</td>
<td>$75,000</td>
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<tr>
<td>Board Policy Changes</td>
<td>$15,000</td>
<td>$25,000</td>
<td>$40,000</td>
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<tr>
<td>Grant Writing</td>
<td>$100,000</td>
<td>$100,000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$155,000</strong></td>
<td><strong>$200,000</strong></td>
<td><strong>$250,000</strong></td>
</tr>
</tbody>
</table>
Quality Assurance Plan

- Evaluate
- Apply lessons learned
- Modify as necessary

Plan
- Establish a baseline
- Identify priorities
- Set improvement goals and standards

Act

Continual Improvement

Check
- Monitor and measure
- Find and fix
- Document results

Do
- Implement actions
- Plans to achieve goals
Reflections
Areas for Future Study

- Metrics Review & Management
- Effectiveness and Efficiency of Board Members Contracts
- Leveraging Business Partnerships for Growth
- Governmental Policy Influence


