

CommonSense Governance

FRIDAY – SATURDAY, JANUARY 9 – 10, 2015
PRE-SYMPOSIUM WORKSHOPS THURSDAY, JANUARY 8, 2015

JOAN B. KROC INSTITUTE FOR PEACE & JUSTICE, UNIVERSITY OF SAN DIEGO



oversight insight
logic ethics
judgement tools
relationships
together
foresight interdependent
methods strategies
internal external systems
prudent
collective
community
knowledge
CommonSense Governance

Who Should Attend

- Both new and experienced board members
- Teams comprising board members and staff
- Chief executives, foundation leaders and emerging leaders
- Public board and commission members
- Prospective board members
- Service club members

Friday Breakfast



Friday Lunch



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CommonSense Governance

Governance is the actions of a legally constituted board of directors who together advance their cause with oversight, foresight and insight on behalf of the community and for the common good.

Liz Shear, The Kaleidoscope of Governance

Common sense weaves together our logic, insight, ethics and more to produce prudent and sound judgment. It is exactly what we want when governing. With common sense we become the exceptional board our organization needs us to be — “effectively advancing our cause with oversight, foresight and insight.” Without it, we make imprudent decisions and we shortchange our cause.

Commons sense is our understanding of how our cause is part of our broad community purpose and collective responsibility. It is our organization embedded in the community context where we govern “on behalf of the community and for the common good.” With it, our sector is a powerhouse, weaving together a healthier and richer community tapestry. Without it, we lose sight of our actual interdependence with stakeholders and the community-at-large and we put our organizations at risk.

If we want exceptional governance, then we need to pay attention to the **knowledge, methods, tools** and **relationships** that encourage and support it. In other words we need both individual and collective common sense.

The 2015 symposium is a tribute to these strengths that have made our sector such a driving force. Its 45 workshops, seminars and lectures explore **internal and external strategies, systems, methods, best practices and successful examples**. We have gathered an outstanding group of field experts to teach how to build and sustain this kind of governance.

Our objectives

- You will leave inspired, connected and with an increased understanding of the key trends, issues, highlights and insights impacting nonprofits
- You will discover, share and develop ideas, techniques and practical methods to apply to your governance roles and responsibilities
- You will learn how successful nonprofits continuously renew the link between what they do and the needs and interests of the communities they serve
- You will understand the regional context in which you practice governance and discover solutions to connecting more effectively with your communities

Register online: www.sandiego.edu/npgo

Thursday

January 8, 2015

Pre-Symposium Workshops Separate Registration Required

Pre-Symposium workshops are designed for board and staff teams. Workshops are limited to 25 people unless otherwise noted.

12:00 – 5:00 p.m. The Kaleidoscope of Governance Tour

See governance as leadership at work as we visit two extraordinary Kaleidoscope for Exceptional Governance winners, **San Diego Youth Symphony and Conservatory** and **Francis Parker School**, for an in depth conversation with their board and staff leadership. Limited to eight people.

4:00 – 7:00 p.m. Late afternoon workshops:

• The Insider's Guide to Succession Planning and Executive Search

Pat Libby, professor of practice and director, Nonprofit Institute and **Jane Rheinheimer**, Rheinheimer Smigliani + Drake, APC

According to a recent survey conducted by the search firm Nonprofit HR, two out of three nonprofits operate without a succession plan. This workshop will lead participants through a process for creating both an emergency and non-emergency succession plan and help board and staff understand how to conduct an executive search process when the time comes.

• Marketing Basics: Create Your Plan, Create Your Pitch

Deirdre Maloney, president, Momentum LLC

There's a reason that so many nonprofits find marketing to be such a struggle, one that drains time, energy and money — and leads to little success. It's because they're doing it wrong. When done correctly, marketing is a powerful tool, one that draws a targeted audience to your organization, convinces them to support it, and gets them to get others to do the same. Participants in this workshop will walk away with the customized marketing tool-kit needed to provide support and success for the coming year and beyond. Some work will be required for completion beforehand.

• How Trust Works to Build and Sustain Exceptional Governance

Cindy Olmstead, owner, Cindy Olmstead Consulting and co-author of *Trust Works: Four Keys to Building Lasting Relationships*

This working session will identify four core elements of trust and the behaviors that boards and staff utilize to enhance positive results, good communication and effective working relationships. Each leadership team will have the opportunity to assess its trust behaviors, identify where they are strong and as well as areas that need improvement. Teams will leave with an increased awareness of their trust quotients plus a game plan for continuation of their trust building to achieve exceptional governance.

Friday

January 9, 2015

B=beginners, I=intermediate, A=advanced. Unlabeled workshops are suitable for all.

8:00 a.m.	Registration, breakfast and networking
8:30 a.m.	Welcome Janine Mason and Tony Hsu , co-chairs USD Nonprofit Institute Advisory Board
8:50 a.m.	Presentation of <i>2015 Kaleidoscope Award for Exceptional Governance</i> and panel discussion: Dr. Mary McDonald , chair, Kaleidoscope Award Committee
10:00 a.m.	Symposium Orientation: Liz Shear , director, USD Governance Symposium
10:10 a.m.	Break
10:25 – 11:50 a.m.	Workshops <ul style="list-style-type: none"> • Managing the Board (B) • What Makes or Breaks a Merger (A) • Inside the 2014 Kaleidoscope Award Winner’s Boardroom: Voices for Children • Financial Hot Button Issues for Nonprofit Boards • Conversational Practices to Manage Conflict (I) • Common Sense Strategy for Boards to Engage in Resource Development • Sustaining Board Membership: One and Done vs. the Long Term • Financial Inquiry: Taking Financial Oversight Further (I) • Four Attributes of High Performing Organizations (I)
12:10 – 1:25 p.m.	Lunch <p>Lunch Keynote: Marjory Kaplan, CEO, San Diego Jewish Community Foundation, will be joined by Dr. Paula Cordeiro, Dean, USD School of Leadership and Educational Sciences, for an in-depth interview on how the extraordinary SDJCF board developed, what it takes to maintain it and how this board strengthens our community.</p>



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1:40 – 3:30 p.m.	Workshops <ul style="list-style-type: none"> • Inside the 2014 Kaleidoscope Award Winner’s Boardroom: Ocean Discovery Institute • Managing the Board’s Work (A) • Financial Primer for Nonprofit Organizations (B) • How to Building a Financially Sustainable Organization for the Long Haul • The Next Generation of Nonprofit Board Leaders • Opportunities and Obstacles: Navigating Nonprofit Partnerships • The Role of Place • Utilizing Marketing Research Effectively • Governing in a Fiscally Sponsored Program (B) • New Federal Audit Regulations: Avoiding Compliance Pitfalls
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- 8:00 a.m. Registration
- 8:30 a.m. Welcome | **Pat Libby**, professor of practice and director, USD Nonprofit Institute
- 8:45 a.m. Keynote Address: *Uncommon Sense on Boards: Turning Conventional Wisdom on its Head*
Jan Masaoka, CEO, California Association of Nonprofits and leading nonprofit writer on governance and the role of our sector in society. She is also the founder and publisher of *Blue Avocado Magazine*.
- 9:30 a.m. Break
- 9:45 – 10:45 a.m. Mini-Lecture Series
- State of Nonprofits and Nonprofit Trends in San Diego
 - Beyond Generosity: The Logic Behind Donor Giving
 - Social Media Marketing: Best Practices for a Successful Campaign
 - The Evolution of Volunteerism in San Diego: From One-Stop Shop to a Service Tapestry
 - Refugees in Our Midst
 - Nonprofit Megatrends
 - Both Sides Now: How Great Financial Management Can Connect Stakeholders with Mission
 - The Board's Role in Program Evaluation
- 10:45 a.m. Break
- 11:00 a.m. – 12:30 p.m. Workshops
- Know When to Hold, Know When to Fold: Closing Your Organization
 - Strategic Alliances
 - The Power of Campaign Fundraising (A)
 - Engaging the Public in Your Cause: How to Get Support When You Need it Most
 - The Board's Role in Advocacy
 - Winning the Lottery: How to Use Your 990 to Strengthen Your Case for Support
 - Systems Thinking
 - Dollars and Sense: Developing Your Organization to Achieve Fundraising Success
 - Connecting to Your Community
- 12:30 – 1:30 p.m. Lunch
- 1:30 – 3:30 p.m. Plenary Session: *Saving the Opera: Lessons Learned from a Board Perspective*
 On March 19, 2014 the San Diego Opera board of directors voted 33-1 to cease operations due to a seemingly insurmountable financial shortfall. Two months later, a leaner more engaged board voted to rescind the vote, produce a modified 2015 season and begin the generative thinking necessary to create a new sustainable model for opera in San Diego. A panel of board members will share lessons learned from this process and provide a glimpse into the future with a focus on applications that can benefit any nonprofit organization.
 Moderator: San Diego Opera board member **Linda Spuck**, vice president/trust administrator, The Private Bank San Diego, Union Bank



Saturday
 January 10, 2015

TWO EASY WAYS TO REGISTER!

Choose one of the following:

1. Log onto npgovsymp15.kintera.org to register and pay online.

OR

2. Complete the form below and mail it with payment to the **University of San Diego, Institute for Nonprofit Education and Research, 5998 Alcalá Park, San Diego, CA 92110**. A confirmation will be sent to you upon receipt of your registration. Please make checks payable to the **University of San Diego**.

	Early Bird 7/1/14 – 9/8/14	Regular 9/9/14 – 1/7/15
Pre-Symposium	\$50	\$50
Workshops		
Friday	\$115	\$125
Saturday	\$90	\$100

REGISTRATION FORM

Early Bird Special! Register by September 8, 2014

Please check the box(es) you wish to register for.

FEES – SYMPOSIUM ONLY

Registration Per Person: Check all that Apply

- Friday \$115 x _____ = \$ _____
 Saturday \$90 x _____ = \$ _____

FEES – PRE-SYMPOSIUM WORKSHOPS FOR TEAMS OF TWO OR MORE

Registration Per Person

- Thursday \$50 x _____ = \$ _____
Total \$ _____

Groups of five or more email Amanda Corona, AmandaCorona@sandiego.edu, for discount pricing

Main Contact Information

Main Contact Name

Title

Organization

Address

City State Zip

()
Daytime Phone

Email (required for confirmation)

**Partial scholarships are available for those in need.
Please contact Jennifer Yebba (jyebba@sandiego.edu) for more information.**

Attendee Information

If you are registering more than one person please provide the following information for the additional attendees:

Attendee 1 Name

Title

Organization

Email
 Pre-Symposium Workshop Friday Saturday

Attendee 2 Name

Title

Organization

Email
 Pre-Symposium Workshop Friday Saturday

Attendee 3 Name

Title

Organization

Email
 Pre-Symposium Workshop Friday Saturday

Attendee 4 Name

Title

Organization

Email
 Pre-Symposium Workshop Friday Saturday



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