

Collaborating for Fundraising Success

Engineering the Foundation
Board for Fundraising Success

June 4, 2024



Faculty

- **David Bass**, executive director philanthropic governance, AGB
- **Lynnette Heard**, consultant, AGB
- **Betheny L. Reid**, CEO and principal, Betheny L. Reid & Associates
- **Katherine Sawyer**, executive director, Oakton Community College Educational Foundation; chief advancement officer and associate vice president of marketing and communications, Oakton Community College; member, AGB Board of Directors

Katherine Sawyer, CFRE



- Leads Oakton College Educational Foundation as chief advancement officer.
- Previously lead Elgin Community College's \$8.3 million institutionally-related educational foundation.
- Currently serves on the AGB Board of Directors.

Lynnette Heard



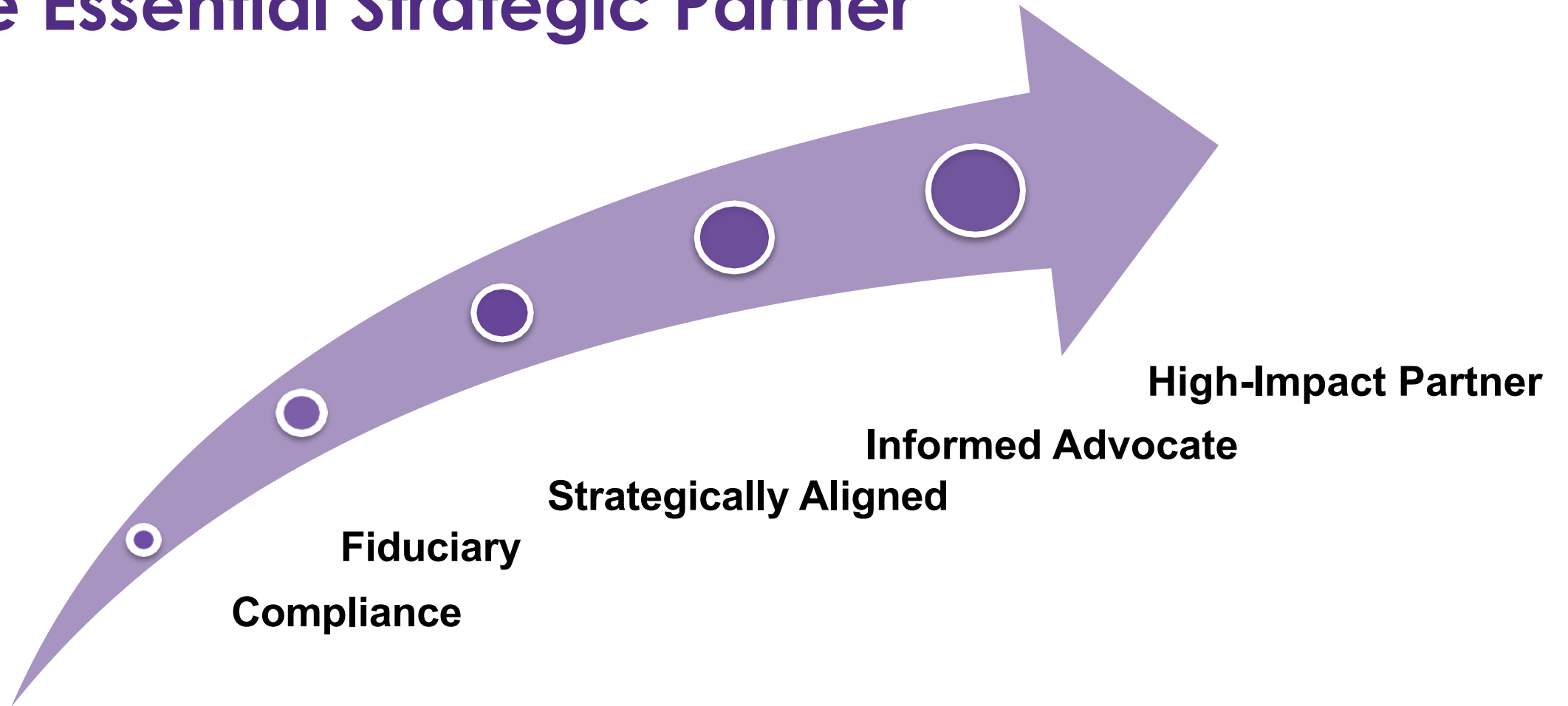
- AGB Senior Fellow, Senior Consultant, Council of Board Professionals, Membership Engagement Ambassador, and Task Force Lead for AGB's Board Professionals Certificate Program.
- Retired from the University of Cincinnati Foundation as the Executive Director of Foundation Board Relations and Secretary of the Board.

Betheny L. Reid



- CEO Betheny L. Reid & Associates, LLC
- Twenty five years in executive leadership in higher education advancement and management development
- Presenter for American Association for Community Colleges, the League for Innovation in Community Colleges and CASE; Founding chair for the CASE Center for Community College Advancement
- breid@bethenyreidconsulting.com

The Essential Strategic Partner



Essentials of Good Board Governance

- **Right Composition**
- **Right Focus**
- **Right Relationships**



Essential Tools

- Mission, Vision, and Mandate
- Bylaws, governance policies, and MOU
- Clear expectations regarding roles, orientations/education
- Identify and empower board and staff leaders as change agents
- Board self-assessment
- Board composition matrix and pipeline
- Board leadership succession planning
- Strategic planning and operational assessment

Discussion

Engineering the Foundation Board for Success

Questions

Resources

- [AGB Board of Directors' Statement on Institution-Foundation Partnerships](#)
- [Institution-Foundation Partnership Toolkit](#)
- [Governance Checklist: Institutionally Related Foundations](#)
- [FAQ: Governance Basics for Institutionally Related Foundations](#)
- [Publication: Assessing Board Performance: A Practical Guide for College, University, System, and Foundation Boards](#)
- [Trusteeship Article: Foundations of Consequence: Good Governance](#)
- [Trusteeship Article: Better and Better: Leveraging Assessment for Ongoing Board Development](#)
- [Trusteeship Article: Foundations of Consequence: Foundation Board Assessments](#)
- [Trusteeship Article: The 2024 Nason Award Honorees: Four Boards That Made a Difference](#)

Future Seminar

July 17 – Session 5: Leading Forward: Practices to Build and Sustain Fundraising Capacity

All sessions 1:00-2:00 PM ET followed by optional peer group discussions, 2:00-2:30 PM ET

Register today!

AGB.org/FundRaisingSuccess

About AGB

AGB advances higher education as a public good by preparing college, university, and foundation governing boards to fulfill their fiduciary duties and exemplify the highest ideals of trusteeship.

- Strengthening higher ed governance for over 100 years and supporting the work of foundation boards for over 30 years
- Currently serving over 1,300 member boards including 253 institutionally related foundation boards.