Advisory Board
Development & Operation Plan

Overview

The Advisory Board Development & Operation Plan outlines the steps for developing a board, including inviting professionals to join the board, determining key positions, ongoing engagement, creating by-laws, and strategic planning. It includes a timeline for each activity, key metrics for progress measurement, and stakeholders involved. The plan leverages templates, forms, and guides to ensure effective board formation and operation.

Leadership Roles

The Advisory Board establishes the length of leadership terms and outlines them in its by-laws. Usually, the Academy Lead and school principal select the initial board chairperson.

- **Academy Lead**
  - The Academy Lead serves as the Advisory Board's main liaison, responsible for coordinating, leading, and advocating for the academy program.

- **Advisory Board Chairperson (Chair or Co-Chair)**
  - The Chairperson serves as the main liaison between the business community, Advisory Board members, and the academy.

- **Advisory Board Secretary**
  - The secretary performs essential administrative functions for the entire Advisory Board.

- **Advisory Board Treasurer**
  - The treasurer manages fiscal responsibilities for the board.

- **Advisory Board Members**
  - Advisory Board members actively support the Academy by participating in committees, providing input on activities, reviewing work-based learning data, leveraging and building connections, and offering work-based learning opportunities and classroom support when possible. Note that not all industry partners should or can serve as Advisory Board members, as the role requires significant time and involvement. Some partners may only be able to offer work-based learning activities or other timely support, which, while valuable, does not require Advisory Board membership.

- **Advisory Board Interns**
  - Advisory Board interns offer a chance to model internship best practices and enhance the board's effectiveness.

Key Metrics

- **Board Membership:** Successfully inviting and onboarding professionals to the board, confirming key positions.

- **By-Law Approval:** Completing and approving by-laws.

- **Strategic Plan Development:** Executing SWOT analysis by all members and completion of a strategic plan.

- **Ongoing Engagement:** Participating in conferences, webinars, trainings, and review of newsletters.

- **Meeting Attendance:** Adhering to timelines for meetings and attendance rate.

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1. Research and Identify Potential Partners

- **Objective:** To find companies related to the academy theme for potential partnerships.
- **Action Items:**
  - Review NAF Advisory Board resources to identify materials for board development.
  - Collaborate with an industry champion to identify professionals to invite to the kickoff meeting.
- **Responsible:** Academy Lead
- **Timeline:** Quarter 1 (Year of Planning)
- **Resources:** Introduction to Advisory Board Video, Charting Potential Business Partners, Advisory Board Invitation Flyer, Advisory Board Resource Directory

2. Plan and Host a Kickoff Meeting

- **Objective:** To introduce the Advisory Board concept and recruit potential partners.
- **Action Items:**
  - Consult with your NAF Portfolio Manager about the kickoff meeting plans.
  - Plan the agenda and select participants for the kickoff meeting.
  - Send invitations to professionals for the kickoff meeting.
  - Distribute Partner Interest Survey.
  - Discuss the Guide to Recruiting Partners during the meeting.
  - Discuss best practices for Recruiting New Advisory Board Partners.
  - Review NAF Advisory Board newsletters monthly to stay informed about relevant updates and opportunities.
- **Responsible:** Academy Lead, Board Chairperson
- **Timeline:** Quarter 2 (Year of Planning)
- **Resources:** Partner Interest Survey, Guide to Recruiting Partners, Recruiting New Advisory Board Partners, Advisory Board Newsletters 2024

3. Create a Contact List and Document Sharing Folder

- **Objective:** To facilitate communication and document sharing among board members.
- **Action Items:**
  - Confirm the Advisory Board Chairperson.
  - Create a contact list and document-sharing folder for board members.
  - Review submissions from the Partner Interest Survey.
  - Develop an agenda for the first board meeting and invite partners to the meeting.
- **Responsible:** Academy Lead and Board Chairperson
- **Timeline:** Quarter 3 (Preparing for Launch Year)

4. Host the First Board Meeting and Determine Board Positions

- **Objective:** To establish key leadership roles within the Advisory Board.
- **Action Items:**
  - Determine the Advisory Board, Secretary, Treasurer, and Intern positions.
    - Use the first, second, and third board meetings to finalize the positions.
  - Invite professionals to join the Advisory Board outlining the benefits and responsibilities of joining the board.
- **Responsible:** Academy Lead, Board Chairperson
- **Timeline:** Quarter 3 (Preparing for Launch Year)
- **Resources:** Advisory Board Overview, Advisory Board Invitation Letter Template

5. Host the Second Board Meeting and Create By-Laws

- **Objective:** To outline the governance structure and operational procedures of the Advisory Board.
- **Action Items:**
  - Develop and approve By-laws for the Advisory Board using the template.
- **Responsible:** All Board Members
- **Timeline:** Quarter 4 (Launch Year)
  - **Resources:** By-laws Template

6. Host the Third Board Meeting and Conduct a SWOT Analysis

- **Objective:** To assess the board's strengths, weaknesses, opportunities, and challenges.
- **Action Items:**
  - Request all board members complete a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to prepare for the Strategic Planning Meeting.
- **Responsible:** All Board Members
- **Timeline:** Quarter 1 (Launch Year)
- **Resources:** Preparing a SWOT Analysis for your Advisory Board

7. Host Strategic Planning Meeting and Complete Work-Based Learning Calendar

- **Objective:** To develop a strategic plan for the Advisory Board.
- **Action Items:**
  - Review the SWOT analysis data.
  - Create a list of proposed dates for Outcomes-Driven Work-Based Learning (ODWBL) activities.
  - Complete the Work-based Learning Plan and Calendar.
- **Responsible:** Board Chairperson, Academy Lead
- **Timeline:** Quarter 2 (Launch Year)
- **Resources:** Strategic Planning Meeting Agenda, Strategic Plan Template, WBL Learning Plan and Calendar, ODWBL for Advisory Board Members, WBL Activity Definitions, Future Ready Skills Overview, ODWBL Overview

8. Prepare for NAF Next Summer Conference

- **Objective:** To engage with the broader NAF community and enhance board operations.
- **Action Items:**
  - Select members to attend the NAF Next summer conference.
  - Acknowledge and appreciate the contributions of the board members.
- **Responsible:** Academy Lead, Board Chairperson
- **Timeline:** Quarter 2 (Launch Year)
  - **Resources:** Tips for Recognizing Advisory Board Members

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Orienting Advisory Board Members

Introduce new advisory board members to their roles through an orientation process outlined in the by-laws. This can be effectively achieved through individual or group meetings that cover the following key points.

- **Introduce NAF:** Explain NAF's mission and national impact.
- **Clarify Roles & Responsibilities:** Review by-laws, focusing on "Membership Requirements."
- **Highlight Past Accomplishments:** Share last year's achievements and the Advisory Board Impact Dashboard.
- **Introduce Resources:** Familiarize members with the Academy Support Hub and Advisory Board newsletters.
- **Invite to a Meeting:** Encourage meeting attendance to understand their role and contributions.

Advisory Board Roster

Name	Email	Org Type	Org Name	Job Title	City	State

Indicate: Chairperson, NAF Alumni, or NAF Parent/Guardian.

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Charting Potential Business Partners

Directions: Use this chart to brainstorm potential partners for your advisory board and work-based learning experiences. Record your ideas in each row. Encourage stakeholders to leverage their personal and professional networks for new partnerships.

- Determine engagement strategy: Email, recruitment event, personal meeting, community meeting.
- Identify materials needed for outreach, such as brochures, event flyers, and PowerPoint presentations.

Academy Name: _____

Network	Potential Partner	Person Responsible	Engagement Strategy	Level of Engagement	Target Date
Personal networks (friends, family, civic organizations, community contacts, LinkedIn, etc.)					
Existing volunteers working with your school					
Local service organizations (Rotary, Kiwanis, Chamber of Commerce, etc.)					
Local business or trade organizations related to your pathway					
Local government, civic, or community organizations					
Other Connection w/ Relevant Skill Set (Alumni, Parent, College Contact)					