

YAVAPAI COLLEGE DISTRICT GOVERNING BOARD 2015/2016 OWNERSHIP LINKAGE PLAN

The following Ownership Linkage plan is intended to begin the discussion at the August Board Retreat as suggested by the Board's Governance Process policy 3.4.2.1:

"Consultations with selected groups in the ownership or other methods of gaining ownership input shall be determined and arranged in September and October, to be held during the balance of the cycle.

Purpose

The Board has committed itself to being the link with the owners of Yavapai College whom it has defined as: *"residents of Yavapai County and those who are affected by Yavapai College"* (Governance Process Policy 3.2.1).

Defining Ownership Linkage

The primary purposes of ownership linkage are:

- A. To ensure that owners' wishes are taken into account in the overall development and prioritization of Ends
- B. To discover owners' sense of the 'at what cost' element of Ends
- C. To define how the Board will apply the owners' input toward Ends
- D. To educate owners about the concept of ownership and expand their knowledge and understanding of ownership issues
- E. To report back to owners on the impact of their input and the College's performance

Implementing Ownership Linkage

The Board can choose to link with its owners:

- A. In person through Board meetings/public presentations/topic specific forums/focus groups
- B. Statistically through quantitative and/or qualitative research.

Segmenting the Ownership of Yavapai College

Important to understand the views of ownership segments:

- Owners who live outside a 20 mile radius of college facilities
- Owners who live within 20 mile radius of college facilities
- Business owners
- Residential tax payers
- Community bodies which include: AZ State, County, other AZ Community College Boards, and City/Town representatives

Approach all issues on Board agenda from the perspective of the long-term overall best interests of the owners as a whole rather than narrower interests as defined by Governance Process policy **3.3.4 Understanding the College as a Whole** - *Although Board members are elected by individual Yavapai College districts, they will seek to represent the ownership as a whole rather than the people of an individual district. Therefore, Board discussions will generally be about the welfare of the entire Yavapai College District.*

Budget Implications

Per the relevant policies below, costs associated with implementing similar plans should be included in the Board's April budgeting process.

Relevant policies

3.7 Cost of Governance:

Because poor governance costs more than learning to govern well, the Board shall invest in its governance capacity.

3.7.1 Budget

Costs shall be prudently incurred, though not at the expense of endangering the development and maintenance of superior capability. The Board shall develop its budget by April each year to ensure its inclusion in the overall district budget and shall but not be limited to allowances for support and training (including consulting and technical services, orientation, conferences, and workshops); audits and other third party monitoring of organizational performance; and ownership linkages (surveys, focus groups, etc.) and Board legal services.

The Approved 2015-2016 Ownership Linkage Plan

Ownership linkage is an on-going connection with the owners’ changing values and perspectives.

2015-2016 Ownership Linkage Tools/Techniques consist of:

2015-2016 Annual Plan	Ownership Linkage Tools/Techniques
	News Releases
	Monthly Meetings (various locations) Open Call Educational Presentations Video Recordings on Channel 13 and the Website
	Website – Minutes and agendas Online comments News and Information
	Verde Valley Board Advisory Committee
	Community Outreach Communication (bi-annual)
	“How the Board Works” brochure
	Annual Report
	Board Liaisons for AADGB, ACCT, VVBAC, YC Foundation
	Budget process
	Election process
	Focus groups
	Future