

From: Gloria Rubio-Cortes [<mailto:gloriarc@ncl.org>]
Sent: Friday, January 09, 2015 6:27 PM
To: Lee Feldman
Cc: Gloria Rubio-Cortes; Sarah Lipscomb
Subject: Invitation to join the National Civic League Board of Directors

Dear Lee,

It is my pleasure to invite you to join the National Civic League Board of Directors. By unanimous agreement, the NCL Board has asked me to extend this invitation to you. It is a three-year term renewable twice.

I have provided three key documents: the NCL Board member job description, the 2014 board roster, and the current NCL strategic plan.

Please let me know if you desire additional information. We look forward to receiving your reply.

Sincerely,

Gloria Rubio-Cortes
President, National Civic League

NCL Board Member Job Description

1. Attends a minimum of one board meeting in person or by telephone. There are three board meetings per year: February, June and November. Usually two meetings (Feb. and June) are by telephone conference call.
2. Serves on a board committee. There are three board committees: Nominations, Finance or Program.
3. Is an ambassador for NCL by participating in NCL programs and speaking about NCL in settings that may be helpful to the organization.
4. Seeks to develop supportive relationships for NCL, including identifying and nurturing potential new board members.
5. Makes an annual contribution to NCL that demonstrates that NCL is one of their top nonprofit commitments. In addition, Board members pay for their own travel to and lodging at board meetings.
6. Participates in fund raising by identifying and nurturing potential funders and members.
7. Is an active participant in the board and committee's evaluation and planning efforts.

National Civic League –Strategic Plan for 2014-2019

Summary

NCL's Vision: NCL envisions a country in which all people engage in the process of self-governance and encourages cross-sector partnerships resulting in an active civic culture reflecting the diversity of community voices.

NCL's Mission: NCL's mission is to strengthen democracy by increasing the capacity of all our nation's people to effectively and responsibly participate in and build healthy, prosperous communities across America.

NCL's Work: NCL accomplishes its mission is by 1) fostering and sharing promising practices of local government and public engagement and 2) celebrating the progress that can be achieved when people work together. Through strategic partnerships with local government organizations, nonprofit organizations, AAC communities and others, NCL will carry out its work. NCL will fully engage those that are already part of the NCL family, particularly NCL members and the 600+ AAC communities.

NCL's Programs and Services: NCL will conduct three kinds of programs:

- 1) Government and Governance
 - a. Fostering innovation in improving and increasing the ability of all people to contribute to, participate in, and benefit from civic life.
 - b. Keeping current key governance publications, for example the 8th Edition of the Model City Charter.
 - c. Conducting research on key governance issues, such as fiscal sustainability, and incorporating the research into NCL's century-old, award-winning journal, *National Civic Review* and into stand-alone publications and distributing it in other ways.
- 2) Citizen Engagement
 - a. Making youth civic engagement a key component of NCL's work through research, outreach, training, fellowships, and a spotlight at the All-America City Awards.
 - b. Strengthening communities' capacity for collaborative problem solving and planning and to tell their community's story to inspire others.
 - c. Assisting local governments to increase their ability to obtain input from residents and act on it.
 - d. Enabling people to assess their community's civic health through a reimagined *Civic Index* coupled with technical assistance to enable people to take action on complex, critical local issues.
 - e. Connecting communities involved in civic renewal through social media and in-person exchanges to learn from and support each other.
- 3) Civic Recognition Awards
 - a. Providing a unique, transformative experience for people of all walks of life, including youth, through the original civic and community award, the All-America City Awards.
 - b. Accelerating the development of networks centering on a specific issue (ex. third-grade reading).

Core Values:

- Public Participation and civic action
- Diversity and inclusiveness
- Greater democracy and higher performing governments
- Hope and the nurturing of successful communities

Approved by NCL Board December 2013 – Revised Oct 2014 for Program Committee

Governance: The Board will be representative of America in its diversity, gender, regions, and expertise. It actively supports NCL through fund development, good governance, legal and fiscal oversight, and public appearances.

Finances: NCL will have a diverse base of support and establish best practice financial and reporting standards. It will conduct an annual audit of all of its activities.

NCL's Programs and Services Strategies, Action Items, and Timelines

Changes noted in bold – as of Jan/Feb 2014

Government and Governance

- a. Fostering innovation in improving and increasing the ability of all people to contribute to, participate in, and benefit from civic life.
 - i. Action Item: By Dec 2014, link research & All-America City Awards and make the findings and community promising practices available to members in an online database.
 - ii. Action Item: By March 2015, implement a monthly a conference call/webinar series on AAC and NCL research for members and AAC finalists and winners. The objective is to lift up the NCL family as an important source of information on innovation.
- b. Keeping current key governance publications, for example the 8th Edition of the *Model City Charter*.
 - i. Action Item: Produce 3rd Printing of 8th Edition of *Model City Charter* in 2014 to include fiscal sustainability research. **First quarter 2014. – changed to First quarter 2015**
 - ii. Action Item: Produce 9th Edition of the *Model City Charter* by 2017. **Develop plan by Dec 2014** (be sure to include social media/online issues). Secure funding in 2015. Establish Advisors and revise in 2016. Release (online and in print) by 2017.
 - iii. Action Item: By Dec 2015, consider value of updating and producing online versions of *Model County Charter* and other publications. Develop recommendation and/or plan for ongoing modernization of NCL governance publications for consideration by NCL Board Program Committee.
- c. Conducting research on key governance issues, such as fiscal sustainability, and incorporating the research into NCL's century-old, award-winning journal, *National Civic Review* and into stand-alone publications as well as distribution through other means.
 - i. Action item: By Summer 2014, publish special edition of *National Civic Review* featuring California Fiscal Sustainability Cases and insights
 - ii. Action Item: By Sept. 2014, identify and pursue national Fiscal Sustainability funding (in partnership with USC and USF) to continue this research.
 - iii. Action item: By March 2014, identify at least one governance issue NCR should feature and potential funders.
 - iv. Action item: By Summer 2014, complete 2 healthy community special editions of NCR, with the support of Kaiser Permanente. Consider other health-related NCR issues for 2015 and 2016.

Citizen Engagement

- d. Making youth civic engagement a key component of NCL's work through research, outreach, training, fellowships, and a spotlight at the All-America City Awards.
 - i. Action Item: By January 2014, develop a multi-year NCL Youth Civic Engagement Program and seek out funding for implementation in Fall 2014 and beyond.

- e. Reinvent NCL's civic engagement model (The new Civic Engagement Program) to strengthen communities' capacity for collaborative problem solving and planning and to tell their community's story to inspire others.
 - i. Action Item: By February 2014, work in partnership with the Urban Libraries Council and/or the Colorado State Library Association to develop **concept paper** on civic engagement programs that work with libraries to increase their capacity to promote community engagement. Develop other key partnerships and new civic engagement constituencies.
- f. Assisting local governments to increase their ability to obtain input from residents and act on it.
 - i. Action Item: Ongoing, work with ICMA (International City/County Management Association) to work with its members to engage its residents.
- g. Enabling people to assess their community's civic health through a reimagined *Civic Index* coupled with technical assistance to enable people to take action on complex, critical local issues.
 - i. Action Item: **By September 2014 (COMPLETED)**, complete and release an updated and online (2015) new *Civic Index* and conduct training and technical assistance to ICMA, National League of Cities and NCL members. Consider a partnership with NCOC and their *Civic Health Index* work.
- h. Connecting communities involved in civic renewal through social media and in-person exchanges to learn from and support each other.
 - i. Action Item: By Spring 2014, develop a robust plan of connecting communities via a peer learning network (See AAC below).

Civic Recognition Awards

- i. Providing a unique, transformative experience for people of all walks of life, including youth, through the original civic and community award, the All-America City Awards.
 - i. Action Item: By June 2014, conduct AAC spotlighting healthy communities with 20 finalists, more than 400 participants, and ten winners. Conduct monthly conference calls (engaging approximately 100 communities) featuring past winners and health experts for prospective applicants. Obtain more than 60% good to excellent participant ratings of the awards event. Obtain \$150,000-\$200,000 in sponsorship support.
 - ii. Action Item: By June 2015 & 2016, conduct AAC in partnership with the Campaign for Grade Level Reading engaging more than 100 GLR communities.
 - iii. Action item: By Spring 2014, develop an AAC Peer Network Program to continue the learning that takes place at AAC.
 - iv. Action Item: By June 2014, develop and put into place an AAC logo use policy that provides annual funds to NCL for the AAC logo use beyond the winning year.
 - v. Action Item: By September 2014, develop and trademark and begin **to use** a revised AAC logo that incorporates National Civic League into the "shield" with the intent of increasing NCL's visibility as the home of the AAC.
- j. Accelerating the development of networks centering on a specific issue (ex. third-grade reading).
 - i. Action Item: Ongoing, seek out other issues and networks in development that AAC could help jumpstart.

**NATIONAL CIVIC LEAGUE BOARD OF DIRECTORS
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*=change

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Chair Nominating Committee: Christine Benero

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