
Executive Director/Coordinator Packet



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**Who Keeps Texas Beautiful?
Affiliates do.**



Notes

Affiliate Overview

Overview

Keep Texas Beautiful designates the title of affiliate to qualifying cities and counties that have fulfilled specific requirements. The affiliates make up a statewide network of community-based grassroots litter prevention and beautification programs. It is the primary method for community involvement with KTB. The affiliate program materials focus on: organizational development, program implementation, accountability and organizational components of a successful volunteer-based program.

Mission

The Keep Texas Beautiful mission is to educate and engage Texans through n to take responsibility for improving their community environment. The mission of the Keep Texas Beautiful affiliate program is to establish a standard for annual approval and recognition of Texas communities whose ongoing litter prevention and community beautification efforts are representative of the stated general mission of Keep Texas Beautiful.

Goals

The affiliate program has three major goals:

- *increase* a community's interest in litter prevention, solid waste management and beautification
- *enable* communities already involved in the KTB program to fulfill their commitment
- *encourage* and help communities to apply to the Keep America Beautiful System

Benefits to the Community

- 1 "Keep Texas Beautiful Affiliate" sign
- Access to a network of over 330 affiliates including cities and counties
- Recognition at the KTB Annual Conference
- Use of the KTB logo
- *Grassroots* newsletter
- Annual meeting discounts
- Free Basic KTB Training
- Forums and regional meetings offering training and networking
- Environmental Education Kit

Community Responsibilities

- Pay annual \$75 fee
- Complete a short annual report
- Attend one training session annually - local, regional or annual conference (KTB or partner)
- Participate in one KTB endorsed activity in litter prevention, beautification/community improvement or solid waste minimization

Services

KTB provides a variety of services to KTB affiliates to enhance the effectiveness with which they maintain their leadership role in mobilizing grassroots volunteers to address such issues as litter, solid waste management, recycling, composting, beautification and general community improvement.

KTB Executive Trainers and Ambassadors

Each affiliate has access to Executive Trainers and Ambassadors. These individuals are available to provide counseling and guidance. Specifically, KTB affiliates have the opportunity to call on experienced individuals for assistance in how to create and maintain a successful KTB program.

Introduction to Keep Texas Beautiful/A Guide to Affiliate Coordination.

Executive Trainers and staff conduct training throughout the state. Trainings provide an overview of Keep Texas Beautiful and Keep America Beautiful and information on starting and maintaining the affiliate.

KTB Forums

These informative networking sessions are held across the state to provide coordinators and volunteers with valuable professional development and training. Coordinators share their success stories and learn from the experience of others. Topics may include board development, fundraising, public relations, writing award applications and KTB/KAB curriculum.

Annual Conference

KTB sponsors an annual conference to reach affiliate coordinators, board members and public and private partners. Agendas for the conference include training sessions, professional skill development, case studies and workshops on a variety of topics related to the KTB mission. National trends and issues, as well as presentation of the Governor's Community Achievement Awards, highlight conference offerings. The conference is held in either late June or early July.

Informational Email and Mailings

KTB provides a monthly eNews for affiliate coordinators to keep affiliates up-to-date on possible funding opportunities, organizational and program news and upcoming events and training. Grassroots is a quarterly publication that highlights affiliate accomplishments, national and state happenings, training opportunities and program ideas. Affiliate News is a bi-weekly email sent to all affiliate coordinators.

Governor's Community Achievement Awards

Each year, KTB and the Texas Department of Transportation team up to honor the best-of-the-best in environmental grassroots programming with the Governor's Community Achievement Awards (GCAA). GCAA winners in 10 categories share \$2 million in prize money to be used towards highway landscaping projects in their communities.

Grassroots

KTB's newsletter, *Grassroots*, highlights program and project ideas from communities, educational resources and national and state initiatives from Keep America Beautiful and KTB.

Affiliate Inventory

Look for these important documents and lists. If you do not have these items we strongly encourage that you create them. The information should become the permanent record of your organization. Every board member should have access to this information, or the information should be provided to each board member in a notebook.

- Ordinance or resolution establishing the organization
- Organization's bylaws/guidelines
- Mission statement
- Organization's history and accomplishments
- Literature about the organization
- Budget
- Annual Report
- Calendar of events
- Board list with addresses, phone numbers and email
- Committee list and duties
- Current media list
- Current list of community/volunteer organizations
- Current KTB staff list
- Governor's Community Achievement Award application (if submitted)

For Keep America Beautiful Affiliates

- Annual Report - may be on-line
- Litter Index

Look for these resources provided by Keep Texas Beautiful.

- KTB Training Manual 2003 CD
- KTB Plastic Logo Sign 12"x36"
- Affiliate Sign* (1 sign per affiliate and may be located near city limits signs)
- KTB Logo Slicks/Brand Parameters
- KTB Video (provided 9/00)

* If the sign indicates "**Proud Community**," please have the sign removed from city limits and recycled. The current sign should say "**Affiliate**." One sign was provided to each affiliate in 2002. New affiliates receive one sign upon completion and submittal of the 8-step checklist. If you have questions contact Keep Texas Beautiful.

Executive Director/Coordinator Responsibilities

General Coordinator/Director Responsibilities

These responsibilities may be carried out by a paid employee of the organization, a government entity, a volunteer either using the title "Coordinator" or "Executive Director," or a member of the board or committee. The person performs the necessary coordination and facilitation of the Keep America Beautiful/Keep Texas Beautiful affiliate program, understands the purpose and function of Keep "Affiliate" Beautiful, and is knowledgeable of existing policies and procedures of the organization.

Organization

- Manage the day-to-day operations of the organization.
- Coordinate community events.
- Maintain records and serve as a resource to the Board.
- Serve as contact person and information clearinghouse on all activities.
- Conduct workshops when speaker's bureau or volunteers are not available.
- Orient and train volunteers about organization and assist Board officers with this responsibility for committees.
- Represent the organization and its committees at meetings, forums and workshops.
- Maintain office and clerical operations.
- Prepare and submit annual and semi-annual reports to state and national organizations.
- Conduct annual cost/benefit analysis (KAB).
- Conduct annual Litter Index (KAB).
- Attend Forum, Regional Workshops, Basic Training, and/or training seminars.
- Attend KTB Annual Conference.

Work with Board

- Report directly to and coordinate with the chairman/president.
- With chairman/president, prepare agenda for board meetings.
- With treasurer, help prepare budget and exercise budget control.
- With secretary, prepare and distribute meeting minutes to committees.
- Prepare monthly report for board.
- Develop and implement orientation and training for board members.
- Work with appropriate board members to set annual goals and objectives.
- Now the members interests (page 7)

Board/Governing Body	Director/Coordinator
Governs <ul style="list-style-type: none"> • Follows bylaws • Chooses officers • Meets regularly • Assures office space • Appoints committees • Fiscal responsibility 	Manages <ul style="list-style-type: none"> • Day to day operations • Program decisions • Coordinates projects • Maintains records
Decides what <ul style="list-style-type: none"> • Goals and objectives • Develops budget 	Decides how <ul style="list-style-type: none"> • Directs volunteers • Works with budget
Makes policy	Carries out policy
Sets goals	Plans to achieve goals
Fundraises	Manages programs
Reviews plans	Implements plans
Monitors progress	Monitors progress

Work with Committees

- Prepare briefs, summaries, fact sheets and other data required for program planning by committees.
- Help committees develop and implement action plans.
- Work with committees to facilitate program implementation.

Board/Committee Responsibilities

Ten Basic Responsibilities of Non-profit Board or Committee

- Determine the organization's mission and purposes
- Select the Executive Director/Coordinator/Volunteer Leader
- Support the Executive Director and review his or her performance
- Ensure effective organizational planning
- Ensure adequate resources
- Manage resources effectively
- Determine and monitor the organization's programs and services
- Enhance the organization's public image
- Serve as a court of appeal
- Assess its own performance

Ten Basic Responsibilities of Government Board or Committee

- Determine the organization's mission and purposes
- Direct the Executive Director/Coordinator/Volunteer Leader
- Support the Executive and review his or her performance (provide details to the immediate supervisor)
- Ensure effective organizational planning
- Ensure adequate resources
- Manage resources effectively
- Determine and monitor the organization's programs and services
- Enhance the organization's public image
- Serve as a court of appeal
- Assess its own performance

Questions to Ask

- Is the *statement of mission and purpose* current?
- What are the cost-benefit ratios for the current projects?
- Are any programs peripheral to the organization's purpose?
- What are the staffing needs for the affiliate?

Board/Committee Member Profile

Name _____

Occupation _____

Birthday (Month & Day) _____

Spouse/Children _____

Interests/Hobbies _____

Please check the areas or fields in which you have experience, skills, and knowledge.

- | | | |
|--|--|--|
| <input type="checkbox"/> Litter | <input type="checkbox"/> Financial Management | <input type="checkbox"/> Medical/Health |
| <input type="checkbox"/> Beautification | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Government Relations |
| <input type="checkbox"/> Community Improvement | <input type="checkbox"/> Grant Writing | <input type="checkbox"/> Law Enforcement |
| <input type="checkbox"/> Education | <input type="checkbox"/> Personnel Management | <input type="checkbox"/> Legal Affairs |
| <input type="checkbox"/> Public Relations | <input type="checkbox"/> Volunteer Management | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Media | <input type="checkbox"/> Youth Services | <input type="checkbox"/> Short/Long Term Planning |
| <input type="checkbox"/> Public Speaking | <input type="checkbox"/> Business/Industry Relations | <input type="checkbox"/> Other (Please list below) |

List any organizations of which you are a member at the local, state, or national level.

Would you be willing to write an article for our affiliate newsletter? Yes No

What are your recommendations for board involvement in our affiliate during the next year?

Board/Committee Member Commitment

As a board/committee member you should know what is expected. A board commitment form is an excellent way for you to know what is expected of you and what the organization is going to provide. The following is a sample. Specific information about your organization should be included.

Objectives: The Board of Directors sets policy, recommends specific programs, and actively participates in the implementation of the programs. The members work toward accomplishing the mission of the organization.

Mission: The mission of Keep (*Community*) Beautiful, an affiliate of Keep Texas Beautiful, is to empower individuals, through education, to take responsibility for enhancing their community environment.

Qualifications: Genuine interest in the mission of the organization and its stated focus of litter prevention, beautification and community improvement, and the minimization of the impact of solid waste.

Responsibilities:

- Attend monthly meetings
- Work on a sub-committee
- Participate in the Great American Cleanup (GAC) and/or Texas' signature GAC event, the Don't Mess with Texas Trash-Off
- Represent Keep (*Community*) Beautiful at other organization meetings, events and special activities
- Pay annual dues
- Be active or participate in fundraising activities
- Attend an orientation for new board members
- Attend annual retreat

Meetings: Board meetings are held on the (*date*) of each month at (*time*) in the (*building & room*)

Term: _____ years with eligibility for reappointment for _____ terms

Resign: Agree to resign if I am unable to meet the responsibilities.

Member

Date

Board Training

Three components of training are needed for active boards.

1. **Orientation.** An orientation for new board members can help define duties and responsibilities. New board members should be given a handbook that could include:

- history of organization and accomplishments
- bylaws, organization guidelines, ordinance, or resolution establishing the organization
- strategic plan
- mission statement
- budget
- staff organizational chart
- board list with addresses and phone numbers
- literature about the organization
- committee list and duties
- calendar of events

2. **Annual Board Retreat.** Board members could meet to review or discuss:

- bylaws or organization guidelines to insure that they are meeting the needs of the organization
- review or develop strategic plan, goals and objectives
- mission statement
- board member responsibilities and board member job description
- budget
- committee duties
- calendar of events
- the relationship between board and the staff (paid or volunteer)
- the meeting schedule

3. **Ongoing Training.** Board members should be given the opportunity to learn, grow and develop throughout the year.

- speakers from other organizations
- evaluation of projects
- speakers on specific topics of technical interest such as landfills, education, or volunteerism
- field trips to other communities or to conferences/seminars
- group exploration of your community

Planning the Board Retreat

Interview the board.

- Who is on the board?
- What is their affiliation with other volunteer organizations?
- Where do they work?
- What are their hobbies and interests?
- Why did they get involved?
- What do they want from their volunteer service?
- What skills and qualities do they bring to the organization?
- What do they see as the organization's three biggest challenges?
- What is their birthday day (not year)?
- Do they have family and/or pets?

An annual survey form is a good way to collect and update this information. Mail it out or hand it out at a meeting and give them time to return to you.

Determine what you want to accomplish at the training.

The officers and coordinator/executive director should develop a list. This may be based on the challenges submitted by the board members. Some topics may be:

- Developing a new mission
- Determining a strategic plan with goals and objectives
- Increasing awareness of board duties and responsibilities
- Evaluating the relationship between staff and the Board

Make arrangements for a trainer.

Check with local non-profit organizations including United Way. Ask for assistance from the City or School District. Investigate potential trainers from local technical schools, colleges, or universities.

When making arrangements with a trainer, describe your needs so they have an opportunity to determine if they are the best person for you. If you have not been able to determine the needs for the training, ask the trainer for assistance.

Select date, time and place.

It is extremely important that all of your board members be present. Work with the members to determine the best date and place. Make sure that you have enough time to accomplish the training. The training may be several hours, all day or two days.

During training.

Take good notes and make sure that results are in writing, so the results may be provided to all board members. Provide the results as soon as possible (7-10 days preferably) after the training or at least before their next scheduled meeting.

Conducting Meetings

Chairman's Role

The chairman or president conducts the meeting and should:

- be familiar with Robert's Rules of Order
- be familiar with the bylaws, ordinance or resolution establishing the organization
- welcome everyone to the meeting
- ensure the meeting follows the agenda
- prevent irrelevant discussions
- serve as an arbiter and facilitator
- summarize the key points of every agenda item as it is completed
- summarize the key points of every issue immediately before it is voted on

Committee Members' Role

The members of the board should take an active role in the meeting and:

- leave the meeting knowing what has been accomplished
- leave the meeting knowing what is expected of them
- receive a calendar of upcoming events

Guests

Invitations can be extended to officials and community leaders to keep them informed and interested. In general, guests listen and participate if requested by the Chairman.

Parliamentary Procedure

Table of Motions – listed in order of rank

Motion	Interrupt Speaker?	Second Required?	Debatable?	Amendable ?	Vote Required?
Privileged motions					
Fix time in which to adjourn	No	Yes	No	Yes	M
Adjourn	No	Yes	No	No	M
Take a recess	No	Yes	No	Yes	M
Question of privilege	Yes	No	No	No	Chair
	Yes	No	No	No	Chair
Subsidiary Motions					
Lay on the table	No	Yes	No	No	M
Previous question (end debate)	No	Yes	No	No	2/3
Limit or extend debate	No	Yes	No	Yes	2/3
Postpone to define time	No	Yes	Yes	Yes	M
Refer to committee	No	Yes	Yes	Yes	M
Amend amendment	No	Yes	Yes (a)	No	M
Amend	No	Yes	Yes (a)	Yes	M
Postpone indefinitely	No	Yes	Yes	No	M
Incidental Motions					
Appeal (from chair's decision)	Yes	Yes	Yes	No	M
Division of Assembly	Yes	No	No	No	Chair
Division of Question	No (b)	Yes	No	Yes	M
Parliamentary and other inquiries	Yes	No	No	No	Chair
Withdraw a motion	No	No	No	No	M
Point of order	Yes	No	No	No	Chair
Suspend rules	No	No	No	No	2/3
Object to consideration	Yes	No	No	No	2/3
Consider seriatim	No	No	No	Yes	M
Main Motion					
Reconsider	Yes	Yes	Yes	No	M
Rescind or appeal	No	Yes	Yes	Yes	2/3
Take from the table	No	No	No	No	M
Ratify	No	Yes	Yes	Yes	M

(a) – Debatable only when applied to a debatable motion

(b) – A member can demand a separate vote on each part of the motion having two or more independent resolutions. No second, no vote on demand.

Procedures at a Glance

To do this*	You say this	May you interrupt speaker?	Must you be seconded?	Is the motion debatable?	Is the motion amendable?	What vote is required?
Adjourn the meeting	I move that we adjourn.	No	Yes	No	No	Majority
Recess the meeting	I move that we recess until...	No	Yes	No	Yes	Majority
Complain about noise, room temperature, etc.	Point of privilege	Yes	No	No	No	No vote required***
Suspend further consideration of something	I move we table it.	No	Yes	No	No	Majority
End debate	I move the previous question.	No	Yes	No	Yes	Two-thirds
Postpone consideration of something	I move we postpone this matter until...	No	Yes	Yes	Yes	Two-thirds
Have something studied further	I move refer this matter to a committee.	No	Yes	Yes	Yes	Majority
Amend a motion	I move that this motion be amended by...	No	Yes	Yes	Yes	Majority
Introduce business (a primary motion)	I move that...	No	Yes	Yes	Yes	Majority

* The motions or points above are listed in established order of precedence. When any one of them is pending, you may not introduce one that's listed below it. You may introduce one that's listed above it.

*** Chair decides.

Strategic Planning Tools

A Business Review Worksheet - Who You Are...

Organization Name:

Year Established:

Type of Program (non-profit, government, combination):

Significant Milestones:

Mission Statement:

A Business Review Worksheet – Where You Are...

Audience Profile (city, county, regional, other):

Services Offered:

What Technology is Available to You?

A Business Review Worksheet – Where You Are Going:

Goals (The broad statements of good intent adopted by the organization governing body):

Objectives (specific and measurable actions; quantitative and qualitative; include time frame):

A Business Review Worksheet – What Needs to Change:

Please identify as Internal or External.

Strengths	Weaknesses
Opportunities	Threats

Training and Program Offerings



TRAINING OPPORTUNITY	FOCUS	RECOMMENDED FOR
Introduction to Keep Texas Beautiful	<ul style="list-style-type: none"> Welcome and Introduction Who and what is Keep Texas Beautiful? Keep America Beautiful and the Behavior-Based Approach Organizational Check-up Overview: Fundraising and Fund Development; Marketing & Media; Project and Programs: Don't Mess with Texas Trash-Off, Great American Cleanup, Lake & River Cleanup, Arbor Day poster contest, and Texas Recycles Day, Networking 	<ul style="list-style-type: none"> New KTB coordinators Board Members Community Leaders Volunteers
Guide to Affiliate Coordination* *New	<ul style="list-style-type: none"> Board Development Fundraising Community Outreach Volunteers KTB Programs – In-Depth Review 	<ul style="list-style-type: none"> KTB Coordinators with 2+ years of experience
Keep Texas Beautiful Forums	<ul style="list-style-type: none"> Professional Development Panels/Round Tables Outside Speakers on topic area Networking 	<ul style="list-style-type: none"> All KTB Coordinators
Keep Texas Beautiful (KTB) Annual Conference	<ul style="list-style-type: none"> Statewide Issues Networking Education 	<ul style="list-style-type: none"> All KTB coordinators Board Members Community Leaders Volunteers
Keep America Beautiful (KAB)	<ul style="list-style-type: none"> National trends New Director Training Professional development 	<ul style="list-style-type: none"> All KAB Coordinators
KAB New Director Training	<ul style="list-style-type: none"> Review of KAB Behavior Based system for change History of KAB Review of reporting requirements 	<ul style="list-style-type: none"> New KAB Coordinators
KAB Community Training	<ul style="list-style-type: none"> Pre-certification and Certification workshops 	<ul style="list-style-type: none"> Potential KAB communities
KAB Executive Training	<ul style="list-style-type: none"> Issues and concerns Program Trends Networking 	<ul style="list-style-type: none"> KAB Coordinators

Program Calendar

- Great American Cleanup –March 1 to May 31
- Don't Mess with Texas Trash-Off – First Saturday in April unless first Sunday is Easter then moves one week later to second Saturday in April
- Earth Day – April 22
- Texas Arbor Day – Last Friday in April
- KTB Conference – Mid June to Mid July
- Make a Difference Day – Fourth Saturday in October
- Texas Recycles Day – November 15

Notes

Response Form

Please complete the information below.

Name _____

Company _____

Address _____

City _____ State _____ TX _____ Zip _____

Phone _____ Fax _____

E-Mail _____

Please indicate your areas of interest by checking the appropriate box.

- I would like information on Keep Texas Beautiful Membership
- I would like information on the Keep Texas Beautiful Youth Patch Program
- I would like information on Youth Environmental Stewards (**YES!**) Membership
- I do not have the following items listed in page 5 that are provided by KTB:
 - KTB Training Manual CD (dated 2003)
 - KTB Plastic Logo Sign 12"x36"
 - KTB Logo Slicks/ Brand Parameters
 - KTB Video (provided 9/00)

Return this form to:

**Keep Texas Beautiful
8850 Business Park Dr., Suite 200
Austin, Texas 78759
FAX: 512-478-2640**

Questions? 1-800-CLEAN-TX