

# MICHIGAN MAIN STREET

## LOCAL MAIN STREET BOARD SELF-ASSESSMENT TOOL



Michigan Main Street

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

## LOCAL MAIN STREET BOARD PERFORMANCE SELF ASSESSMENT TOOL

This Board performance self-assessment is intended to help you identify the foundational strengths of the Main Street Board and Main Street Organization and to prioritize opportunities for the coming years. Not only will the responses to this survey provide a way for the Board to identify future technical assistance and training support needs, but it will also provide a baseline to measure progress over time on these foundational criteria for Board members and the entire Main Street Organization. The intent of this tool is that it be used annually to re-assess progress and priorities, offering a consistent way to measure success and recognize your most important priorities for on-going Board development.

This tool is informed by universal Board best practices and aligns with Board development materials and training provided to your Main Street Organization through Michigan Main Street. Each section offers statements that, if true, reflect the practices and behaviors of a high-performing Board.

Completing a self-assessment is an opportunity to align the performance of your Main Street Organization with the operational and cultural strength of your Board. The tool assumes that Board members have completed a Board member orientation, participated in Board member training and have access to Board and organizational foundational and development documents and materials.

### INSTRUCTIONS FOR COMPLETING YOUR SELF-ASSESSMENT

- Provide the self-assessment to each of your Board members.
- Establish and communicate a deadline for completing the tool.
- Respondents will read each statement and consider its applicability to the existing processes and systems of your Main Street Board and/or organization. There are three possible answer choices:
  - Yes, and meets organizational needs.
    - *Select this answer if your Main Street Organization actively and consistently demonstrates this criterion and has processes in place to support its sustainability.*
  - Yes, and needs improvement to meet organizational needs.
    - *Select this answer if your Main Street Organization has taken steps toward actively and consistently demonstrating this criterion and recognizes that work needs to be done to ensure sustainability.*
  - No; does not meet organizational needs.
    - *Select this answer if your Main Street Organization does not demonstrate this criterion and might need to consider this a priority for Board development.*
- Gather the completed assessments from Board members and compile the results. You will look for how closely, or how far apart are the individual responses. Note where there is alignment, and where responses diverge.
- It is recommended that the Board hold a special meeting to review and engage in a dialogue about the compiled results. Guiding questions might include:
  - *What might you be noticing about these results?*
  - *What stands out?*
  - *What results, if any might require more exploration?*
- Ask Board members to individually select the top three criterion they believe most important to address over the next twelve months. Record these criteria on chart paper. Open the floor for additional dialogue or input. Provide each Board member with three votes (the “dot” method works well for this purpose) and have them select their top three from the compiled list. The three criteria with the most votes are the areas the Board will focus on for its development activities over the next twelve months.
- Share the outcome of this activity with your Michigan Main Street specialist to guide decision-making for technical assistance and training activities.

## PART TWO: MAIN STREET PLANNING AND STRATEGY SELF ASSESSMENT TOOL

This Self-Assessment Tool is intended to reflect on and identify your Main Street Organization’s strengths and challenges in planning and implementing a strategic direction. This tool will be used to guide decision-making for future technical assistance and trainings. It also provides an opportunity for your Main Street Board to prioritize your capacity-building activities.

Please read each criteria statement and select the most appropriate response. **Please complete and return your self-assessment to:** \_\_\_\_\_ **by:** \_\_\_\_\_

Criteria	Yes, and meets organizational needs.	Yes, and needs improvement to meet organizational needs.	No; does not meet organizational needs.
<b>STRATEGIC DIRECTION</b>			
The Board has adopted a Transformation Strategy(ies) to guide programming and the direction of the organization.			
The Board has developed a short-term vision and aligned strategic goals in support of the Transformation Strategy(ies).			
Measures of success aligned with the adopted strategic goals have been identified and are used to monitor and evaluate the work of the organization.			
<b>STRATEGIC PROGRAMMING</b>			
An annual Strategic Planning Session with the Board and Committee/Project Team Leads is conducted to identify and align projects/programming with the Transformation Strategy(ies).			
Committees/project teams develop projects and work plans specifically designed to meet the Board-defined strategic goals and measures of success.			
Board-defined measures of success are integrated into project work plans, and data collection needs are identified.			
The Board approves projects/work plans based on alignment with Board-defined goals and measures of success, the Four Point approach, and the completeness of the plan.			
The annual budget is developed to ensure adequate finances are available to support approved work plans.			
A fund development plan is created and deployed to achieve budgetary goals.			
Regular review of work plans/project progress occurs at Board meetings. Adjustments to work plans are made accordingly.			
Annual evaluation of programming is based on Board-defined measures of success.			
<b>COMMUNICATING THE VALUE OF MAIN STREET</b>			
The Main Street Organization has a defined role and value proposition within the community.			

The Main Street Organization continually strives to build relationships with key stakeholders and partner organizations (municipality, chambers of commerce, etc.)			
The Main Street Organization collects and reviews monthly and annual reinvestment statistics and data related to its Transformation Strategy measures of success.			
The Main Street Organization communicates the value and impacts of the organization's efforts to the community and its key stakeholders.			