




Welcome

- Agenda:
 - Our Mission & History
 - About the Program & Program Delivery
 - The Standards for Excellence Code
 - Accreditation and Recognition
 - Training and Resources
 - Q&A



Our Mission

Promote the highest standards of ethics and accountability in nonprofit governance, management and operations, and to facilitate adherence to those standards by all nonprofit organizations.



Standards for Excellence History

- 1998: Program launch in Maryland
- 2001 to 2003: Pilot project to replicate the program in five other states.
- 2004: Launch of the Standards for Excellence Institute
 - Additional replication partners
 - Membership and Services directly to nonprofits to nonprofits around the country



Standards for Excellence History

- 2005: Launch of National Standards for Excellence certification program
- 2006: First Licensed Consultant Series
- 2007: First Seal of Excellence awarded through Standards for Excellence Institute
- 2012: First organizations recognized under Tier One (*now called Basics*)
- Currently about 200 Seal holders
- 2014: Online applications for accreditation and tiered recognition
- 2014: Seal of Excellence displayed on GuideStar
- 2014: Standards for Excellence version 2.0 released



The Standards For Excellence Program



- The Code
- Resources & Training
- Voluntary Accreditation
- Educating the Public



Program Delivery

- Membership
- Licensed Consultants
- Replication Partners



STATES WITH INSTITUTE MEMBERS

LICENSED CONSULTANTS AND PARTNERS

Our community of nonprofit organizations, consultants and partners can be found throughout 27 states and the District of Columbia!



Membership Services / Benefits



- Free Standards for Excellence educational resource packages
- Free one-on-one technical assistance
- Member pricing on accreditation and recognition
- Member pricing on educational programs



Standards for Excellence Replication Partners 2016

Standards for excellence Replication Partner

The Standards for Excellence Code

- The code provides a framework and step-by-step guidelines to achieve a well-managed and responsibly governed organization.
- 6 Guiding Principles with 27 topic areas of specific performance benchmarks that characterize effective, ethical, and accountable organizations.



The Standards for Excellence Code

- Preamble
- Mission, Strategy, and Evaluation
- Leadership: Board Staff and Volunteers
- Legal Compliance and Ethics
- Finance and Operations
- Resource Development
- Public Awareness, Engagement and Advocacy





Mission, Strategy and Evaluation



- Mission and Impact
- Planning Strategically
- Organizational Evaluation
- Program Evaluation
- Strategic Partnerships



Leadership & Governance



- Governance and Fiduciary Responsibility
- Executive Supervision, Performance, and Compensation
- Board Effectiveness
- Succession Planning and Leadership Development
- Board Member Independence
- Board Meetings



Leadership & Operational Management

- Executive Function
- Supporting the Board
- Organizational and Financial Sustainability
- Managing Employees and Volunteers



Cultural Competency



- Assessment
- Strategy and Planning





Legal Compliance and Ethics



- Maintaining Legal Compliance
- Required Public Disclosures
- Reporting Misconduct and Whistleblower Protection
- Conflicts of Interest
- Ethics Code





Finance and Operations

- Financial Budgeting, Reporting, and Monitoring
- Internal Controls and Financial Policies
- Administrative Policies
- Risk Management and Insurance



Resource Development

- Resource Plan
- Sources of Income
- Fundraising Activities
- Donor Relationships and Privacy
- Acceptance of Gifts
- Fundraising on Behalf of the Organization





Public Awareness, Engagement and Advocacy



- Educating and Engaging the Public
- Advancing the Mission through Public Policy
- Engaging in Lobbying and Political Activity



Implementing the Standards

- Educational Resource Packets
- Educational Programs
 - Webinars
 - In Person
 - Contract Trainings
- One-on-one technical assistance for members



Voluntary Accreditation and Recognition Program

Standards
basics

Standards
basics enhanced

Accreditation and Recognition

"An important outcome of this process has been better trained staff and volunteers that have a **stronger understanding of our mission, philosophy and operating systems**. We believe we are a **stronger organization**, as a result."

Academic Research - April 2014

The Standards Effect

Accountability Standards for Nonprofit Organizations: Do Organizations Benefit from Certification Programs?
Nancy Chun Feng, Daniel Gordon Neely, and Lise Anne D. Slatten, 2014.

Category	Amount
Direct Public Support at Application	\$286,589
After Accreditation	\$323,754

Direct public support amounts of comparable non-accredited organizations shrank in the same timeframe.

"Donors appear to respond favorably to the certification [leading to]... **additional resources flowing into the sector**"

Accreditation or Recognition? Start with Assessment!

Full Accreditation Process

- Shorter timeline
- Take a systems approach
- Less expensive than applying at each tier
- Better if you have a chunk of time/resources to focus on the application process

Tiered Recognition Process

- Go at your own pace; feedback and assistance from staff at each level
- Each level builds on the previous tier across each topic area
- More expensive over time if you choose to advance
- Better if you have smaller amounts of time/resources to devote to the process over a longer period of time.

Full Application Instructions Available Online at www.standardsforexcellenceinstitute.org

Accreditation and Recognition Process

PRE-WORK

STEP 1

STEP 2

STEP 3

FIGURE OUT WHERE YOU'RE STARTING:
Take our online self-assessment. The assessment will give you an idea of how much work you have to do, and whether you should start at a lower level of recognition or just go for the goals.

PUT TOGETHER YOUR TEAM:
You'll need a Standards champion. Your team should consist of board and staff members who are dedicated to making sure that your application passes with flying colors.

CHART YOUR COURSE:
Figure out what areas you need to work on, assign them to somebody, set up a timeline (consider when your board meets - a lot depends on them), and start pulling your application together.

INTENT TO APPLY:
Once you've put together your team and your plan, you'll want to submit an "Intent to Apply." This will make sure you're on our radar when you call for assistance and will help us plan for fluctuating demand throughout the year.

Applications consist of...

REVIEWS

Apply for Accreditation or Recognition

Organizations who want to demonstrate that they've met the benchmarks can submit an application for third party review and receive in-depth feedback on your policies, practices, and procedures. You can submit an application for full accreditation or you can take it at your own pace using the tiered recognition process.

1. Yes/No Questions
2. Descriptions of how the applicant meets the benchmarks
3. Documentation illustrating compliance with benchmarks

...All submitted in an online application

ACING YOUR APPLICATION

PRO-TIP

GET THE EASY PARTS OUT OF THE WAY FIRST. START WITH THE BENCHMARKS YOU KNOW YOU MEET AND ORGANIZE OUT FROM THERE.

EASY
80%

>

HARD
20%

Access our educational resources and technical assistance

Don't reinvent the wheel. We have logical resources, models, and samples for everything we require.

ATTEND A TRAINING

We offer in-person and webinar training for organizations implementing the Standards or working on their applications.

IMPORTANT NOTES

Answer ALL the questions in the application. Even if the answer is N/A, we're going to want to know why.

Achieve the right balance between not-enough information and too-much information.

Ask us for help - we're happy to talk through responses to the tough questions with you or clarify our expectations.

Following these tips will reduce your work during the review process.

TIERED PROCESS

Standards Basics		<p>Basics Tier The focus of the benchmarks in this tier is around legal and regulatory compliance. Applicants will undergo a staff review prior to recognition at the Basics tier.</p>
Standards Basics Enhanced		<p>Basics Enhanced Tier These benchmarks focus on deepening and improving governance and management practices. Applicants will provide an updated application and undergo a staff review and a review by the national Ethics Standards Committee.</p>
Accreditation		<p>Accreditation At the final tier, organizations must demonstrate that they meet all the benchmarks in the code. Applicants will provide an updated application and undergo a three-stage review process that includes a staff review, peer review, and a review by the national Ethics Standards Committee.</p>

REVIEW PROCESS

STEP 1

STEP 2

STEP 3

STAFF REVIEW
GOAL: To make your application the best it can be. The staff will review your application to make sure it's complete and that you've provided sufficient information. In some cases, you will be asked to correct areas where the benchmark is not met.

PEER REVIEW
GOAL: To determine whether your application demonstrates that you meet the Standards benchmarks. Your application will be assigned to an experienced team of peer reviewers who may ask you some more questions about your application.

ETHICS STANDARDS COMMITTEE REVIEW
GOAL: To determine whether you are an excellent organization. The Committee will review the designations placed on your application and make a final decision whether to approve your application. Even at this stage, if necessary, you will have the opportunity to provide additional information to improve your application.

CELEBRATE!
You'll receive the notification of your award and you'll sign a licensing agreement. After that, we recommend having a big party. Invite us! We'll present you with a framed certificate and tell all your stakeholders how great you are.





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6

ONGOING WORK



What to Expect After the Award

Accreditation isn't an end-game. It's a process of organizational monitoring and continuous improvement. Don't put your award on a shelf and wait until your renewal to think about it again.



<p>ANNOUNCE YOUR ACCOMPLISHMENT!</p> <p>... everywhere. Your website, your Facebook page, your LinkedIn, your newsletters, your annual report, your local newspaper.</p>	<p>BE PART OF A COMMUNITY OF EXCELLENCE</p> <p>Follow us on Facebook, LinkedIn or Twitter to connect with other organizations like yours and our experienced staff and volunteers.</p>	<p>ANNUAL REQUIREMENTS</p> <p>We'll give you a handy list of annual requirements that you'll need to keep up with to stay excellent. This also helps with the next step: Renewal.</p>	<p>RENEWAL</p> <p>Your first license will cover three years. Then, you'll need to submit updated materials in order to maintain your accreditation. Upon your first renewal, your license period will be extended to five years.</p>
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Source: Accreditation and Recognition Program Procedures Guide. Available at www.standardsforexcellence.org





CARRY THE CODE

Available for free on these platforms





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