



Face-to-Face - 2024 Advanced Practice Forum (Virtual Forum)  
 Friday, March 1, 2024, from 10:00-5:30 pm EST  
 and Saturday, March 2, 2024, from 10:00-2:30 pm EST

**Measuring Anything and Everything: Tangible and Intangible Results**  
**Unravelling the Complexities of Measuring Organizational Impact in the Context of CEO**  
**Accountability to the Board for Results**  
**PRELIMINARY FORUM OUTLINE**

**FRIDAY, MARCH 1, 2024 | 10:00 AM -5:00 PM**

**V: Feb 20, 2024**

TIME	TOPIC	FACILITATOR/PRESENTER
10:00-10:05 am	Welcome	Karen Fryday-Field, GOVERN CEO
10:05-10:30 am	Introduction and Goals for the Forum	Jeremiah Dameron, Director, Affiliate Services, GOVERN for IMPACT
10:30-11:00 am	<b>Setting the Stage on the Measurement and Monitoring Dilemmas: The <u>Opportunities and Challenges</u> for Measuring and Reporting Impact in CEO Monitoring Reports to the Board</b> in the Context of: <ul style="list-style-type: none"> <li>CEO’s Demonstrating Results to the Organization, the Board, and the Broader Careholders/Primary Stakeholders</li> <li>Board Accountability to Holding the CEO to Achieving the Critical Organizational Outcomes for and With Beneficiaries for Specific Values</li> </ul>	Matt Carpenter, CEO Ann Arbor Area Transportation and Karen Fryday-Field
11:00-1:00 pm	<b>Measuring Intangibles – How to Measure Anything</b>	Kenn Oke, Vice President, Field Ministries, Avant Ministries
1:00-1:30 pm	Lunch Break	
1:30-3:30 pm	<b>Evaluating Social Impact: Practical Approaches</b> <ul style="list-style-type: none"> <li>A Framework and Tools for Measuring the Social Impact/Ends/Critical Outcomes of Organizations               <ul style="list-style-type: none"> <li>What to Measure?</li> <li>How to Measure?</li> </ul> </li> </ul>	Corey Newhouse, Founder and Principal, Public Profit
3:30-3:45 pm	Break	
3:45-5:00 pm	<b>Fundamentals of Board’s Monitoring CEO/Organizational Ends (Results, For Whom, At What Worth)</b>	Karen Fryday-Field, Senior Consultant Meridian Edge Leadership & Governance Consulting
5:00-5:30 pm	<b>Key Takeaways and Tangible Insights and Admin Items</b> <ul style="list-style-type: none"> <li>Preparing for Day Two</li> </ul>	Jeremiah Dameron, Director, Affiliate Services, GOVERN for IMPACT
5:30 pm	Adjourn	



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**SATURDAY, MARCH 2, 2024 | 10:00 AM -2:30 PM**

**V: Feb 12, 2024**

<b>TIME</b>	<b>TOPIC</b>	<b>FACILITATOR/PRESENTER</b>
10:00-10:30 am	<b>Experiencing a Measurement Dilemma in Terms of Sharing Results with a Board</b> <ul style="list-style-type: none"> <li>Do “Scorecards” Measure Up?</li> </ul>	Rose Mercier Partner and Consultant, The Governance Coach™
10:30-10:45 am	Break	
10:45-11:45 am	Measuring the Value of Social Outcomes	Stephanie Robertson Founder and CEO of SiIMPACT Strategy Group
11:45-12:15 pm	Break	
12:15-12:45 pm	Debrief Discussion – Measuring the Value of Social Outcomes: Implications for a Board using Policy Governance	Richard Stringham, Partner and Consultant, The Governance Coach™ and John Bohley, Principal Consultant, Boards on Course
12:45-2:00 pm	<b>Board Monitoring the CEO/Organizational Ends (Critical Outcomes) Results</b> <ul style="list-style-type: none"> <li>A Real-World Key Case</li> <li>Collaborative, Co-Creation of Possible Interpretation, Target Setting, and Measurement Approaches</li> </ul>	
2:00-2:30 pm	Collaboration and Learning Reflection	
2:30 pm	Adjourn	