

November XX, 2022

<Prefix> <First Name> <Last Name> <Suffix>
<Role>
<Institution Name>

Dear <First Name>,

In today's difficult environment, a strategic governing board is critical to your institution's long-term welfare and vitality. By empowering presidents and leadership teams to adapt to changing environments, transform business models, and implement innovative, student success-focused solutions, governing boards can prepare their institutions to transform and thrive.

But how do boards transition from "business as usual" to becoming truly "strategic"? Boards often wait until it is too late to consider meaningful transformative action. AGB is here to help facilitate these important discussions. Every year, we work with hundreds of our member institutions to build more strategic boards with the following kinds of support:

- **Strategic planning and transformation** consultation to identify the strategies, resources, and leadership needed for your institution not just to survive but to thrive
- **Board workshops and retreats**, customized for each institution, that provide practical context and perspectives on the policies, practices, and characteristics of strategic boards
- **Board and presidential assessments** that improve self-reflection and thereby strengthen relationships, build trust, and improve effectiveness
- **Strategic partnership strategies** that promote prosperity, including how to leverage mergers and affiliations
- **Professional development and coaching programs** to help build the capacity of the institution's leadership and enhance the partnership between the board chair and president—the bedrock of a strategic board
- **Justice, diversity, equity, and inclusion (JDE&I) action plans** to design a path for incorporating JDE&I into your boardroom operations, developing board members and leadership, and measuring progress

Although strategic transformation is hard work, it's easy to get started with support from AGB. Now included with your AGB membership is a One-Hour Governance Consultation, which is a discussion between your president/CEO and/or board chair and an expert AGB consultant who will be paired based on the discussion topic(s) chosen. Your One-Hour Governance Consultation can focus on strategic transformation.

I look forward to connecting you with an expert who can strengthen the welfare and vitality of your institution. Our AGB team consists of consultants who have walked in your shoes as college, university, system, and foundation board and committee chairs, board members, and presidents.

To learn how we can help your board, contact my team.

Online: AGB.org/consulting

Email: consulting@AGB.org

Phone: 202-776-0865

Sincerely,

A handwritten signature in cursive script that reads "R. Barbara Gitenstein".

R. Barbara Gitenstein, PhD
Senior Vice President for AGB Consulting
President Emeritus, The College of New Jersey