



**Strengthening Oklahoma's Safety Net,
One Community At A Time**

Board Bulletin

Volume 1, Number 7 • July 2003

Basic Responsibilities of a CHC Board

Six Basic Responsibilities

How a board goes about governing and ensuring that the organization serves the community involves a variety of activities. The following six elements - basic responsibilities of CHC boards - will be the focus of each *Board Bulletin* from July through December 2003:

- ◆ Define and Preserve the Mission of the Organization
- ◆ Make Policy
- ◆ Safeguard the Assets of the Center
- ◆ Select, Evaluate and Support the CEO
- ◆ Monitor and Evaluate Center and Board Performance
- ◆ Plan for the Long-Range Future of the Center

Mission - The Gold Standard To Measure CHC Effectiveness

The mission statement, the public declaration of the center's guiding principles or values, should:

- Explain why the center was established and whom it serves;
- Depict the services provided;
- Illustrate what makes the center special or different - why clients should use its services;
- Point to a clear direction for future center activities and priorities and form the basis for planning;
- Be 'flexible' - provide for changes in the community and the overall health care marketplace;
- Be widely distributed and/or visible to center board, staff, and clients; and
- Be simply worded, brief and to the point.

It is the board's job to continually clarify the mission of the center - making sure that it is still appropriate and relevant. The board must also understand that all corporate goals and objectives should be based on the mission statement. Because the health care environment is constantly changing, it is the board's job to be attuned to those changes and to ensure that the health center's goals and objectives remain dynamic and sensitive to the marketplace in which it operates. To visualize goals and objectives, try this football analogy. Think of goals as being touchdowns and objectives as being the 'first downs' necessary to score. In summary, it is the board's job to ensure that the mission statement is well crafted and relevant, and that its principles are being fulfilled through realistic goals and objectives.

If you have questions or want further information, please contact OPCA by phone or e-mail jgrant@okpca.org. The questions below are provided to help you measure the effectiveness of your health center's mission.

_____ Are the needs/goals of the community reflected in the mission statement? If not, why?

_____ Do you feel your health center's current and proposed programs and services are helping accomplish the center's mission and purpose?

_____ Is the board accomplishing the mission? If not, why?
Is the CEO accomplishing the mission? If not, why?

Oklahoma Primary Care Association
4300 N. Lincoln Blvd., Ste 203, OKC, OK 73105
(405) 424-2282 • Fax (405) 424-1111 • www.okpca.org

Primary source for OPCA Board Bulletins is the Governing Board Handbook, 2000 developed by U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), Bureau of Primary Health Care (BPHC), Bethesda, Maryland. Funded by HRSA/BPHC.