

# Jeff De Cagna FRSA FASAE [he/him/his]

## Executive Advisor, Foresight First LLC

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15 August 2022

Marion Cornish  
Nominations Committee Chair  
International Social Capital Association

Dear Marion:

It was a great pleasure to meet you online last month. Please accept this letter of interest and board candidate resume as part of my nomination for a Director – Ordinary position (3-year term) on the International Social Capital Association [ISCA] Board of Directors beginning 28 September 2022.

With its official founding occurring just a year ago, ISCA is truly a 21st-century association. At this nascent stage in its history, ISCA needs directors and officers who understand the challenges ahead in this turbulent decade and who bring the right habits of mind to guide the association into the future. If I am elected to serve as an ISCA director, I will bring the following future-oriented capabilities and mindsets to the work:

- **Association contrarian**—As an ISCA director, I will collaborate with my board colleagues to question association management’s orthodox beliefs, i.e., the deep-seated assumptions we make about how the world works, and think and act beyond orthodoxy in board conversations and decision-making.
- **Foresight practitioner**—As an ISCA director, I will invite my board colleagues to embrace the duty of foresight so we can direct our attention toward intentional learning with the future and prepare the association to thrive throughout this decade and beyond.
- **Governing designer**—As an ISCA director, I will partner with my board colleagues to strengthen our individual and collective capabilities as directors/officers and decision-makers on behalf of the association, and ensure that association operations move forward smartly.
- **Stakeholder and successor advocate**—As an ISCA director, I will encourage my board colleagues to use our commitment to the importance of social capital to build relationships with a variety of potential stakeholders, and to take actions that will benefit our successors, including those we will never know personally.
- **Stewardship catalyst**— As an ISCA director, I will work with my board colleagues to ensure the focus of our shared endeavor is always on leaving the association better than how we found it.

Marion, I am very excited about the possibility of serving on the ISCA Board of Directors, and I hope to have the opportunity to discuss my candidacy with you and the other members of the ISCA Nominations Committee in the coming weeks. Thank you for your consideration.

Respectfully submitted,



Jeff De Cagna FRSA FASAE  
Executive Advisor, Foresight First LLC

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## Board Candidate Resume

### ***Capabilities, Experience, and Expertise Overview***

With thirty years in the association community and twenty years of advising, collaborating with, and serving on association/non-profit boards and similar groups, Jeff De Cagna will bring significant capabilities, experience, and expertise to board service. In his work as an advisor, Jeff's contrarian perspective challenges association boards to examine orthodoxy and shape their conversations and decision-making for the future. Through his extensive service on boards and high-stakes committees, Jeff has developed a deep understanding of the responsibilities of board stewardship. Jeff has invested in building his capabilities both as a professional and as a director through ongoing and intentional learning in DEI, foresight, governing, innovation, and strategy,

### ***Board/High-Stakes Committee Service Overview***

#### **Chaordic Alliance Council of Trustees [2002-2004]**

*Served a two-year term on the Council of Trustees, including one year as Presiding Trustee.*

#### **The Center for Association Leadership/ASAE Research Foundation Board of Directors [2007-2010]**

*Served a three-year term on The Center/ASAE Research Foundation Board, including one year on the Joint ASAE/Center Board and one year on the Joint Planning Committee. (In 2008, the board structure was changed to create a "board within a board" concept, and The Center's name was changed to the ASAE Research Foundation.)*

#### **ASAE Board of Directors [2008-2010]**

*Following board structure change in 2008, served final two years of term on both the ASAE Board of Directors and the ASAE Research Foundation Board of Directors. Served on the Finance Committee from 2008-2010.*

#### **RedRover Board of Directors [2011-2013]**

*Served a three-year term on the RedRover Board, including one year as vice-chair and one year as chair. Served as chair of the Board Development Committee.*

#### **American Tinnitus Association (ATA) Board of Directors [2012-2014]**

*Recruited to serve and served for two years on the ATA Board.*

#### **ASAE Key Consultants Committee (KCC) [2013-present]**

*Currently serving on this ASAE "key" committee that voices the concerns of independent and firm-based consultants who specialize in working with associations to ASAE's CEO and senior management. Served as KCC Chair from May 2015-August 2016.*

#### **ASAE Research Foundation Research Committee [2019-2021]**

*Served a three-year term. Chaired the AI/Automation Task Force and served on the Diversity, Equity, and Inclusion (DEI) Task Force.*

#### **NIGP Talent Council [2020-present]**

*Currently serving a three-year term. Facilitated the Talent Council's strategic conversations and facilitated a foresight process for the NIGP Quad (the association's top four governing groups) in 2021.*

#### **ASAE Individual Honors Committee [2021-present]**

*Currently serving a three-year term participating as a judge in selecting recipients for ASAE's three highest individual honors. One of four past recipients presently serving on this committee and the only past recipient of the Academy of Leaders Award.*

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***Academic Background, Professional Learning, and Board Development Overview***

***Academic Background***

Bachelor of Arts in political science, The Johns Hopkins University, 1990.  
Master of Education, concentration in learning and teaching, Harvard Graduate School of Education, 1997

***Professional Learning***

Executive Certificate, Strategy and Innovation, Massachusetts Institute of Technology, 2008  
Oxford Scenarios Programme, University of Oxford Saïd Business School [UK], 2011  
Foresight Practitioner Training, Institute for The Future, 2015  
Specialization, Design Thinking and Innovation, University of Virginia Darden School of Business, 2016  
Certificate, Diversity, Equity, and Inclusion in the Workplace, University of South Florida, 2021

***Board Development***

Leadership Certificate for Non-Profit Board Chairs, BoardSource, 2012  
Governing for Nonprofit Excellence, Harvard Business School, 2013  
Certificate of Nonprofit Board Consulting, BoardSource, 2017  
Decision84 Virtual Conference on Boards [Australia], 2020 and 2021

***Selected Resources by Jeff for Association Boards/Decision-Makers***

[The Duty of Foresight: Five Years Later](#)

[Making Learning Intentional in The Turbulent Twenties](#)

Ten Purposeful Provocations for Association Boards: [Part I](#) and [Part II](#)

The Reinvention Mandate: [Part I](#), [Part II](#), and [Part III](#)

[The Turbulence Ahead: How Associations Must Navigate 2021 and Beyond](#)

[Building a Fit-for-Purpose Association Board in The Turbulent Twenties](#)

[Building a fit-for-purpose association board](#) [One Minute Governance Podcast | Episode 123 Guest Host]

***Awards and Recognition***

ASAE Fellow, Class of 2001  
Fellow, Royal Society of Arts [UK], 2011  
ASAE Academy of Leaders Award, 2019