

FRENCH HERITAGE SOCIETY, INC.

Measuring Effectiveness Policy

French Heritage Society, Inc. (“FHS”) has put in place this Measuring Effectiveness Policy to: (a) help ensure that FHS has defined, measurable goals and objectives in place; and (b) evaluate the success and impact of its program(s) in fulfilling these goals and objectives.

1. At least once every two years, FHS will review its goals and objectives toward achieving its mission and will complete a performance and effectiveness assessment (an “**Assessment**”) of its programs based on that review.
2. The first such Assessment will be in 2020, relating to the FHS performance in 2018 and 2019, and will be conducted by a Committee to be appointed by the Chairman of the Board after consultation with members of the Governance Committee.
3. The full Board of Directors of FHS will receive a written report of the Assessment:
 - a. Describing the activities that FHS undertook in the prior two years to achieve its goals and objectives;
 - b. Identifying the measures used to assess FHS’s effectiveness in achieving its goals and objectives;
 - c. Analyzing the effectiveness of FHS’s programs in achieving its goals and objectives; and
 - d. Recommending future actions that FHS might take to increase effectiveness based on the findings.
4. At the conclusion of this process, FHS will revise its goals and objectives, as needed, for the upcoming term and will suggest means of measuring them.

Adopted and effective as of November 21, 2019