

Be Careful What You Ask For Effectively Recruiting the Right Board Members

WSAE

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One Goal. One Team.[®]

Objectives

- Recruit with intent
- Position organization to fulfill the mission

Board Development & Recruiting

- Ensure the board operates efficiently and effectively through ongoing board development and recruitment.
- **Tactics for recruiting board members:**
 - Employ a nominating committee
 - Determine the gaps in expertise and knowledge
 - Determine the time commitment
 - Create and rank a list of prospects
 - Meet with prospective board members

Board Development & Recruiting

- **Strategies for board development and recruitment:**
 - Orientation
 - Ongoing education
 - Annual self-assessment
 - Examine board composition
 - Ensure prospects are “officer material” – willing and able
 - Defined and staggered terms

Board Development & Recruiting



Activity

Board Development & Recruiting

Board Orientation

- Sample board orientation schedule:
 1. Overview of agenda
 2. Overview of organization
 3. Overview of board manual
 4. Roles and responsibilities
 5. Board job descriptions
 6. Board structure and operations
 7. Strategic plan review
 8. Calendar for the upcoming year
 9. Evaluate the meeting

Board Development & Recruiting

Sample Table of Contents for a Board manual:

1. General Board Information
2. Legal/Historical Documents
3. Organizational Planning Documents
4. Board Policies
5. Finances
6. Organizational Information
7. Other Possible Information

Board Development & Recruiting

Sample Board Member Job Description:

- 1.Regularly attends board meetings
- 2.Commitment to participate
- 3.Accepts assignments
- 4.Prepare themselves for meetings
- 5.Gets to know other committee members
- 6.Active participant
- 7.Participates in fundraising

Board Development & Recruiting

- Gaining and Maintaining Board Member Cooperation
 - Make sure expectations are clear
 - Respond to failure to perform
 - Respond to each failure to perform
 - Have clearly outlined consequences
 - Be prepared to deal with fall out

Board Structure

Board Leadership

- Board Chair
- Vice-Chair
- Secretary
- Treasurer
- Committee Chairs

Board Structure

Board Committees

- Nomination/Governance
- Finance and Audit
- Executive
- Marketing
- Fundraising
- Special Events
- Policy Review
- Advocacy

Board Structure



Activity

Board Assessment

Recruiting and keeping a well-functioning board takes work.

- Individuals should ask themselves:
- *After a year or more of service: Why am I on this board?*
- *Before signing on: Why would I join this board?*

Board Assessment

Annually --

- Each individual completes an assessment of the board.
- The board chair or a third party advisor compiles the results.
- The board discusses how to improve.

Align Contact Information

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