

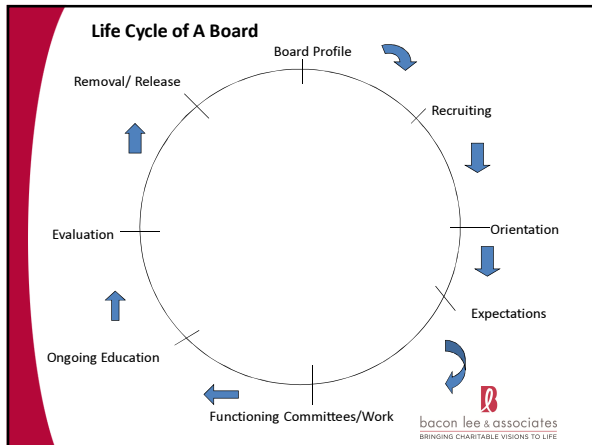


Engaging & Equipping New Board Members for Effective Service

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Telling Your Board Story

Activity

Share the profile of your Board with someone not from your area. What does your Board look like now?

Characteristics, ages, professions, level of involvement, passion for the work...



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Board Profile

- What is the profile of your Board currently?
- Does it mirror your community?
- Does it represent spheres of influence?
- Does it have:
 - Expertise
 - » Legal, Accounting, Marketing, HR, Fundraising, Construction, Planning, Investments, Program Development, etc.
 - Influence
 - Affluence



Recruiting

- Not “I have a friend who might do it...”
- Board Matrix – art & science
- Who does the recruiting?
- Active Nominating Committee
- Where do you find the right people?
- “Dating” potential Board Members...



Dating... from new member's perspective

How do you research a potential nonprofit?

- Guidestar, Form 990's, web sites
- Ask for a job description
- Copy of Annual Report
- Copy of Financials
- Copy of Strategic Plan
- Copy of Bylaws
- Conflict of Interest Policy



Dating, continued...



- Meet other board members
- Meet the staff
- Take a tour



Orientation

- Planned Session
- Tours
- Trustee Manual
 - Agendas, minutes, contact information
 - Budgets, by-laws
 - Important dates
 - Conflict of Interest policy
- Board Buddy System



Expectations

- Clear and concise
- One page job description
- Ask for a signature
- Financial participation outlined
- Meeting participation outlined
- What else?



Functioning Committees/Work

- Traditional Standing Committees
 - Finance
 - Fundraising
 - Governance/Nominations
- Traditional Ad Hoc Committees
 - Events
 - Evaluation of Personnel
 - Awards
 - Audit



Work At Board Meetings

- If it's longer than 1.5 hours...
- Consent Agenda
- Decision/Advice/Information
- More discussion than reporting
- Dialogue about an issue (small groups)
- Stories/Testimonials at every meeting



Ongoing Education for Board

- "How to read our financials" training
- Programmatic training
- Topical training
 - How to run a committee meeting
 - How to ask for money
 - Board roles & responsibilities



Evaluation of the Board

- Annually
- Typically with Chair terms
- Evaluating our work
- Evaluating our satisfaction



Removal/Release

- Depend on your bylaws
- Easily done at "end of term"
- Advisory Board role?
- Challenge: Necessary to remove now
 - Board Chair must take the lead
 - Follow your bylaws
 - Often a conversation resolves the issue



Resources you can use

- www.boardsource.org
- www.texasbar.org
- www.gailperry.com
- www.baconlee.com

