

Board Development
How to woo and win a great board member!

The Scope of the Position

- o Roles and Expectations
- o Time Commitment
- o Board Giving Policy
- o Conflict of Interest Policy
- o Whistle Blower Policy
- o Grievance Policy and Procedure

- o A board is only as good as its sitting board members
- o The effectiveness of a board determines how well strategic initiatives are realized

Board Development Process

- o Identifying potential candidates is everyone's job
- o Skills assessment of sitting board
- o Identify the skills missing from the board
- o Identify the skills necessary to meet the organizations strategic initiatives
- o Develop your board talking points to use with potential candidates

Board Big Picture Issues

- o Responsible for insuring the necessary skills are identified to properly perpetuate the board
- o Responsible for finding great people
- o Responsible for maintaining the integrity of the process: confidentiality, diversity, respect & dignity

Board Development Process

- o Subtle (or formal) background checks
- o Formalize slate for presentation to the board
- o Court your most desired candidates
 - o Wine and Dine, make it special
 - o Include the candidate's S.O. in the process
 - o Formal presentation with Q & A
 - o Provide complete transparency about the org
 - o Make the ask and give them 48 hrs to think about it if necessary
 - o Formal call in 48 hrs to get the response

You Get A "No."

- o Go for a commitment for future service
- o Ask for service at a lesser commitment level
- o Maintain the relationship

Continued Board Development

Education: Identify board educational needs and provide resources to enhance skills.

- o Bring in guest speakers
- o Provide info on local board seminars
- o Encourage attendance at Leadership Conference and other workshops
- o Survey board members to assess their board education needs

You Get A "Yes."

- o Formalize the acceptance with a formal letter
- o Immediately provide access to necessary information like board roster, email account, add to distribution lists, etc...
- o Provide a formal board orientation and provide a "board notebook" with necessary info to begin work

Continued Board Development

Evaluation: Healthy Boards Evaluate Often!

- o Organizational Programs
- o Strategic Plan Progress
- o Fund Development Plan
- o Legal Compliance
- o Ethical Performance
- o Individual Performance
- o Board's Annual Work

Board Orientation Book

- o Bylaws
- o Budget
- o Board Roster
- o Chorus Roster
- o Proof of Directors Insurance
- o Copy of board minutes
- o Organizational History and Elevator Speech
- o Anything helpful to a new board member!

Protect Organization Integrity

Healthy boards are not afraid to make difficult decisions regarding board member behavior.

- o Board Meeting Attendance
- o Committee Work
- o Financial Commitment
- o Toxic Behavior
- o Unprofessional Behavior
- o Unethical Actions

Before A Crises...

- Write a Board Legacy Statement
- Frank conversation about how noncompliance issues will be addressed, come to a consensus
- Engage in meaningful self evaluation process
- Leadership publically recognizes accomplishments
- Formal annual board evaluation

And Most Importantly...

Write Board Development Policies and Procedures and then do what you say you will do!