

Building Stronger Boards

May 26, 2016

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Identify

- Develop the Board Profile
- Expand Board Diversity

What Do We Need & Whom Do We Want?

In beginning the search process, the board development committee needs to guide the board in asking the following questions:

- 1) Thinking about the challenges facing our organization, what characteristics, skills, experience, and backgrounds will we need in the next 3-5 years?
- 2) What personal qualities are important for our board members?
- 3) What is the current composition of our board?
- 4) What gaps will we need to fill over the next few years?

Cultivate

- Develop a Pool of Potential Board Members
- Cultivate Relationships

Where to find suggestions for board members

- Colleagues
- Board members of other nonprofits
- Articles & reports in the local media
- Board members
- Local leadership programs
- Current volunteers
- Current committee or task force members
- Local government

Whom to consider for board membership

- Community leaders
- Executives of local corporations
- Owners of small businesses
- Individuals in professions related to the organization's mission
- People who have benefited from the organization's services
- People who have an affinity with the mission

Where to look for potential board members

- Religious institutions and congregations
- Major corporations' outreach programs
- Trade, professional, and fraternal associations
- Local businesses
- Local colleges, community colleges, and universities
- Clubs (retired professionals)

Recruit

- Explore Interest and Mutual Fit
- Prepare for Nomination & Election
- Formal Nomination & Election

Materials to share when recruiting

- Annual reports
- Brochures
- Board roster
- Newsletters
- Social media info.
- Schedule of board meetings
- R&R of the board
- R&R of individual board members
- Brief history/fact sheet
- Committee job descriptions
- Calendar of committee meetings

Orient

- Prepare New Members for Active Participation
- Conduct an Orientation

Involve

- Get Everyone Engaged with the Work of the Board
- Work to Develop the Board as an Inclusive Team
- Clarify Responsibilities

Develop ways to involve board members

- Clearly stated objectives for each meeting
- Use of consent agendas for routine decisions & reports
- Time set aside for questions and discussion
- Participation as a “whole” rather than a few who dominate discussion
- A chair who keeps the discussion focused and moving forward

Barriers keeping members not involved

- Members received insufficient or ineffective orientation
- The executive committee is too active
- Agendas are weak
- Members do not feel well used
- There is little or no opportunity for discussion = frustration
- Members who are allowed to monopolize the discussion
- Board participation has become routine after many years of service

Educate

- Create Regular Opportunities for Board Education

Evaluate

- Assess the Board's Performance

Rotate

- Keep the Board Fresh

Celebrate!

- Appreciate Efforts & Celebrate Achievements



