

How to Recruit Exceptional Board Members

Alyson Ball

Alyson@BoardsThatExcel.com

BoardsThatExcel.com

Introduction

- Board Recruitment may be the single most important activity of any board
- It is Leadership Selection
- “Purposeful Board Recruitment” Booklet from BoardsThatExcel.com

My goal for this Webinar : You select a few ways to improve your recruitment process

Today's Agenda

- Why do people join boards?
- Who Leads Board Recruitment?
- Board Recruitment Process
 - Preparation
 - The Recruitment Process
 - Nominations
 - Notification
- Additional Resources

Why do People Join Boards?

- Same Reasons They Donate Money
- The 7 Faces of Philanthropy (Prince & File)
 - Connections – social and business
 - Helping others feels right, repaying
 - Religious or Family Motivations

Think about what your organization offers to your board members (and volunteers and donors) and be sure to give it.

Who Leads Board Recruitment?

- Board Nominations Committee
 - Focused solely on board recruitment
- Board Development Committee
 - Board Recruitment
 - Board Orientation
 - Board Self-Evaluation (annually)
 - By-laws and Articles of Incorporation adjustments

NOTE: Board Vice President may be a good Committee Chair for Board Development

Process - Preparation

- Determine Board Member Recruitment Priorities
- Presented by the Board Development Committee at the 1st board meeting each year
 - Start with current skills summary
 - Who's leaving the board at the end this year?
 - What other skills are needed on this board?

The clearer you are about who you need, the more likely you are to get it.

Board Member Skills Summary

Board Members	JH	MS	KP	ML	JS	MC	JD	TOT
# Years Board Experience	5	2	7	6	3	5	13	N/A
Fundraising	x	x						2
Marketing	x	x						2
Legal Experience			x					1
Accounting/CPA				x	x	x	x	4
Strategy			x			x	x	3
Human Resources						x		1
Age	72	59	62	47	51	56	70	N/A
Male	x	x	x	x				4
Female					x	x	x	3

Board Recruitment Priorities

Skill or Background Required	High	Medium	Low
Fundraising			x
Marketing			x
Legal Experience		x	
Accounting/CPA	x		
Strategy		x	
Human Resources	x		
Age	Younger		
Male			
Female	x		

Board Recruitment Priorities

- At the first board meeting of the year, the entire board reviews the Board Recruitment Priorities for the year
- The board learns that they should look for these kinds of new board members:
 - Younger Board Members
 - Human Resources Specialists
 - Additional Female Members
 - Accountants/Financial-Savvy
 - Another Lawyer or Someone with Strategy Experience

Process – The Search

- All board members look for candidates and refer them to the Board Development Committee
- One or two people from the Board Development Committee meet with each potential candidate
- Deliver Board Recruitment Packet
- Follow up in 2 weeks to discuss interest
- If interest, discuss potential committee assignments
- Explain Process and Date of the Meeting
 - Committee recommends, Board votes
- No invitations to join the board at this time

Board Recruitment Packet

- Welcome Letter from the President of the Board
- Mission Statement
- Expectations of Board Members
- This year's annual budget
- Board Committee Descriptions
- Board Roster
- Strategic Plan
- Organization's Annual Report
- Other PR

Process – The Nominations

- Nominations Preview (3Q)
 - Presented by Board Development Committee
 - List of candidates with their qualifications
 - Include possible committee assignments for each
 - Q&A from board – no vote it taken
- New board member selection (4Q)
 - Requires a board vote (per bylaws)
 - Generally coupled with Board Officer selection for the upcoming year

Process - Notification

- Phone call to each board candidate
 - By Board Development Committee
 - Congratulations and Welcome
- Official, written letter from the New Board President
 - Invitation to the Board Orientation (date/time)
 - New Board Roster
 - How to access digital Board Manual

Board Recruitment Summary

- Board Development Committee leads
- Starts at the beginning of each year
- Starting point: Skills needed
- First Board Meeting: Board Recruitment Priorities
- All communication with candidates handled by the Board Development Committee
- Board votes on new members at the same, near-end board meeting each year
- Notification of selection and welcome by phone call and official letter from the (new) Board President

Characteristics of Exceptional Board Recruiting

- Be clear about what you need to accomplish
- Know the skills and demographics you need
- Match your needs with skills and interests of new board members
- Create ways to meet board members' needs
- Develop a successful, positive team
- Do good work and have fun

Additional Resources

- Best Practice Booklets
 - www.BoardsThatExcel.com/the-market/
 - 10 other booklets (planning, boards, committees)
- Articles about boards and organizations
 - www.ezinearticles.com
 - Search for “Alyson Ball”
- Teleconsulting with Alyson
 - www.BoardsThatExcel.com/ask-alyson/

Conclusion

- Questions ?
- Comments?
- General Discussion

Alyson@ BoardsThatExcel.com

www.BoardsThatExcel.com