



More Than Just a Warm Body: Recruiting, Orienting and Retaining a High-Impact Board

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How To Recruit

Steps for Successful Recruitment

1.

Set your Priorities

- What strategic **partners** does your organization need?
- What **sectors** of community do you need represented?
- What **skills** do you need?
- What **demographics** do you think are important?
- What priorities have you already met w/current board?
- What gaps do you have?

2.

Identify Candidates

- Review your matrix and 3 dimensions at board meeting
- Brainstorm 30-60 minutes list of people
- Assign 2-3 board members to screen-next step

3.

Screen for fit

- Invite possible candidate to lunch/coffee with one board member & CEO/ED
- Share knowledge and details of organization
- Answer questions honestly
- Evaluate cultural fit
- Recommend yes or no to board

4.

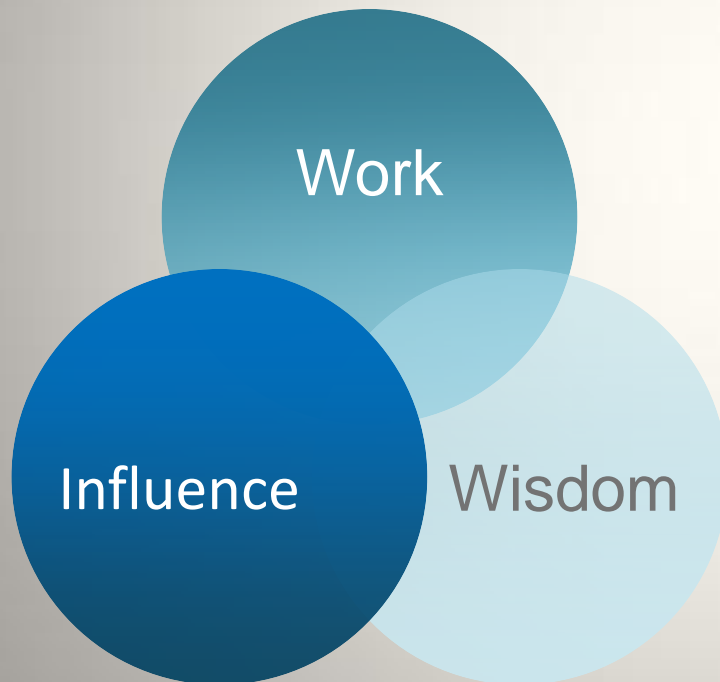
Now ASK and vote!

Identifying Candidates

In addition to your matrix consider the following....



3 dimensions of board qualifications



1. Do they have a wisdom you don't already have?
2. Will they do the work?
3. Do they bring wealth or connection to wealth for fundraising?
4. Do they open doors with their influence?
5. Will they serve as good ambassadors?
6. Do they represent the population you are trying to serve?

EXAMPLE

Sector	Legal	Schools	Healthcare	Corp. Business	Law Enforcement
Skills	Accounting	Counseling	Teaching	Marketing	Human Resources
Demographics	Male	Female	Under 45	Ethnicity	Rural
Com. Partners	Hospital	Health Dept	School	Realtor	Courts

Start your Matrix!

Sector					
Skills					
Demographics					
Com. Partners					

Board Orientation

Considerations and Content

TOPICS to cover


- Role of board
- Relationship between CEO and Board
- Board function basics: when you meet, committees, job descriptions etc.
- Organization basics. Staffing, programs, statistics, funding, outcomes
- Board list, who is on board
- Strategic plan, upcoming board projects

Presented

- Annually
- By board chair & CEO/Executive Director
- Include Board Packets/binders and availability of materials online

Key Points!!

- 1 **Board recruitment must be strategic, intentional and timely**
- 2 **The right board mix results in high-impact dynamic board groups**
- 3 **Board recruitment can not be approached as a burden, but as an opportunity!**
- 4 **Don't recruit what you already have.**
- 5 **Orienting board members is key to engaging & retaining good board members**
- 6 **Board members are motivated by different things-keeping them engaged is important to retaining them**



For more information and full presentation contact



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