

BUILDING BETTER BOARDS

Woodland Owners Associations Conference
Saturday, September 23, 2007

EFFECTIVE BOARDS

- **Reflect age, gender, ethnicity of community**
- **Include financial, business, legal expertise**
- **Have representation from those served**
- **Have members with “personal influence”**

**YOU GET
WHAT YOU ACCEPT
AND
WHAT YOU REWARD**



**NEW MEMBERS
WILL NOT FIX
OLD PROBLEMS**

RECRUITMENT

- **Assess board's strengths and weaknesses first**
- **Look for new members on a continuing basis**

INVITATION TO SERVE

- **What's in it for them?**
- **Don't pressure if reluctant**
- **Be certain person knows expectations**
- **Be honest about commitment**

THE BIG LIE:

**“Serving on our board won’t
take much of your time.”**

ORIENT and EDUCATE

- **Conduct orientation program**
- **Welcome packet or notebook**
- **Job description**
- **By-laws, member contact info**
- **Calendar of events**

RETENTION

- Help volunteers grow, develop
- Provide new opportunities
- Nurture relationships with them
- Clearly define roles of paid staff and volunteers
- Chance to learn something new

RECOGNITION

- One size does NOT fit all
- Short “shelf life”—repeat often
- Learn about members
- “System” must be fair
- Maintain accurate records

**Knowledgeable board
members are happy ones—
and more apt to find new
ways to assist the
organization.**

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**NOW THAT WE HAVE
A GOOD BOARD,
WHAT'S NEXT??**

DOES YOUR ASSOCIATION:

- **Have a mission and a vision**
- **Have by-laws**
- **Have job descriptions for staff/board**
- **Have adequate resources**
- **Have a “public image”**
- **Regularly assess your own performance**

HOW IS YOUR BOARD DOING?

- **Members understand mission and products/services**
- **Structural pattern is clear**
- **Clear goals resulting from strategic planning**
- **Regular reports on finances, programs, performance**
- **Sets fund raising goals and meets them**

WHAT'S NEXT? (Con't)

- **Monitors progress towards strategic goals, organizational matters**
- **Regularly evaluates executive director**
- **Approved personnel policies**
- **All members involved in board's work**
- **Skills, stakeholders, diversity represented on board**

YOUR FOCUS FOR NEXT YEAR

**What do you believe your
association should focus on
during the coming year
to build a stronger association
and a better board?**

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