

Reimagining your Board: A Case Study of Radical Transformation



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For some Executive Directors, managing the board can feel like a chore



***At the same time, we often waste the time
and brainpower of our board members***



And we often make excuses for why our board members don't show up at meetings or read the materials in advance





1. What do we need the board to do?

Where are we headed?

What do we want the board to do to ensure that we are a well-functioning and forward-thinking organization?

How can the board help us get to where we want to go?

2. What is the right structure for enabling those things to happen?

- **Do we need working committees? How many? What types? Who will staff them?**
- **How often does the board need to meet as a whole?**
- **What do we want to put in the job description of board members?**

3. Who in the community lines up with our strategic goals and needs?



4. What do we do to recruit them?

- Board manual**
- Website**
- Clear expectations**
- Meetings to determine compatibility**
- Site visits**

How we transformed the Board

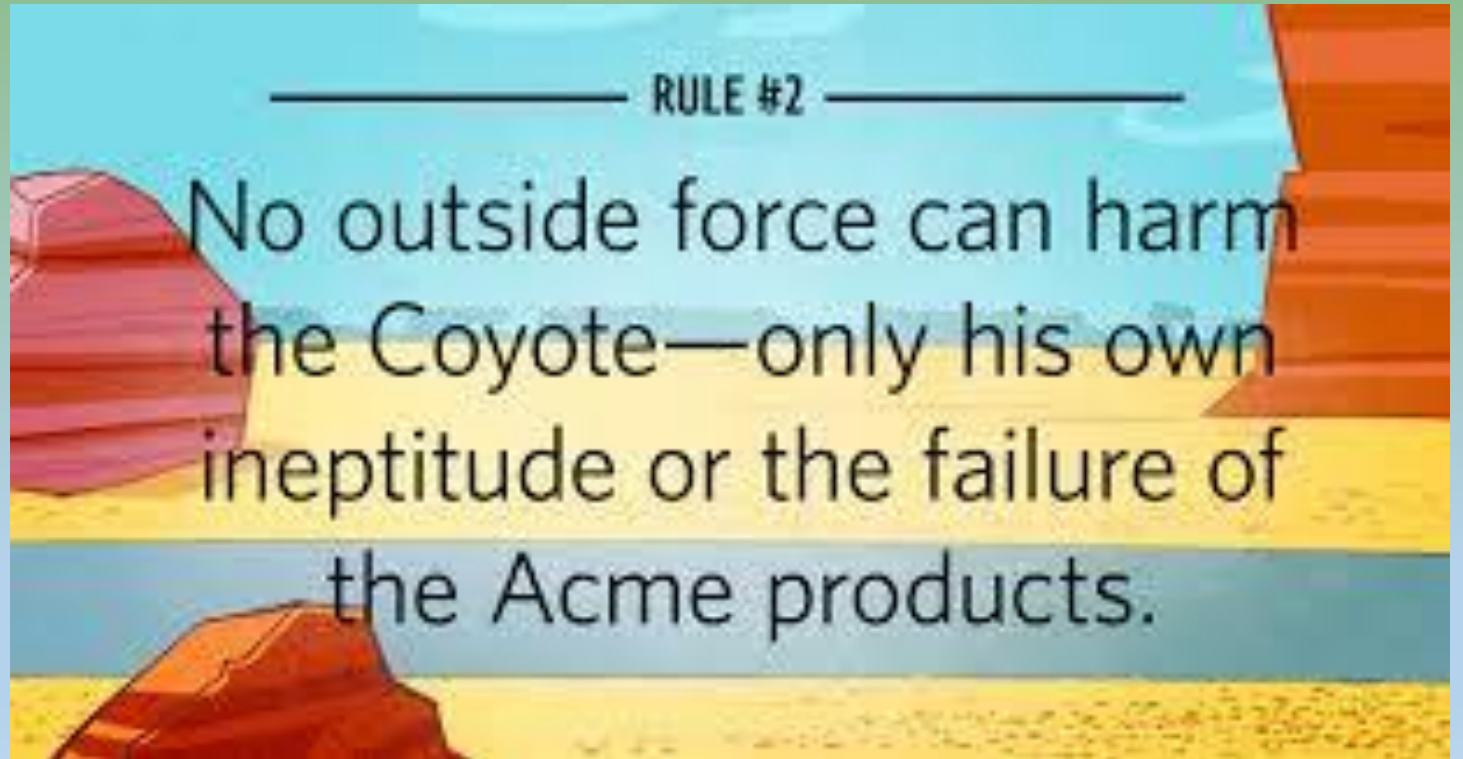


Where are we headed?

Strategic Priority	Initiative	Outcomes	Lead	Resources required	Start date	End date
Strategic Priority 2: Organizational Development	2.1 Board Development	Board membership between 8-10 individuals	Board members	Time spent meeting perspective members	2015	2016
	a. Strategically increase board membership to support desired growth	Board engaged in promotion and fundraising		Funding to support stewardship		
		Increase in fundraising and on-going financial audits				



What is the right structure



Making the board whole

Committees

Fundraising

Marketing

Communications

Gifts

Operations and Finance

Human
Resources

CPA/Accounting

Nonprofit
Management

Program and Evaluation

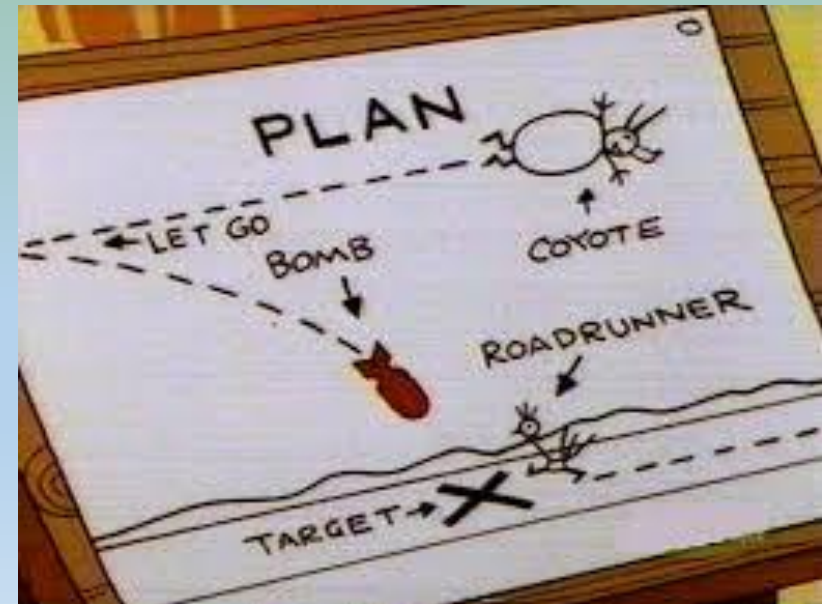
Program
Development

Outcome
measurements

Best practices

Who in the community

- Developed a list of potential names to serve or recommend
 - Meet the objectives of the committees
 - Good fit with organizational culture and values
 - Ability to engage at a high level—*thinkers and doers*
 - Focus on diversity



What we did

- Board Manual Revision
- Website updates
- Clear message



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Recruitment

- Meet with potential candidates
- Asked for specific skills to contribute with how they can
- Site Visits to program(s) that aligned with candidate's passion
- Transparency
 - Organization's Life Cycle
 - Financials
 - Board recruitment process



Growth

