


**STRATEGIES FOR SUCCESS:
RETENTION FOR BOARDS OF
DIRECTORS**



**BOULDER COUNTY
BOARD
MATCH**
SOCIAL VENTURE PARTNERS
BOULDER COUNTY


Boulder County Social Venture Partners




Are You...


2

- Building a new board?
- Growing a an existing board?
- Joining a board?




SVP Boulder September 2011 © EDA Consulting 2011






3

Does your Board have an effective process for retaining, orienting, and developing members?



SVP Boulder September 2011 © EDA Consulting 2011




Overview

4

- Challenges
- Success factors
- Recruitment Process
- Board Development Committee
- Orientation
 - Board Manual
 - Board Buddies
- Meetings & Gatherings
- Board Training
- Self Evaluation
- Conflict Management
- Before You Join a Board


SVP Boulder September 2011 © EDA Consulting 2011




Challenges

5

- Unclear expectations
- Lack of commitment
- Low engagement
- Work load issues
- Under valued
- Underutilized



SVP Boulder September 2011 © EDA Consulting 2011



Success Factors

6

- Commit adequate resources
- Adopt a mutually-beneficial mindset
- Conduct evaluation
- Provide regular & appropriate recognition



SVP Boulder September 2011 © EDA Consulting 2011




Recruitment Process


BOARD COUNTY BOARD MATCH

7

- Clear process
- Define roles, responsibilities, and expectations
- Solicitation
- Application
- Interviews
- Notification
- Orientation



SVP Boulder September 2011 © EDA Consulting 2011




Recruitment Plan

BOARD COUNTY BOARD MATCH

8

- Pre-planning
 - Job descriptions
 - Letter of commitment
 - Board matrix
 - Prospect lists
 - Language (application, invitations)
 - Point person
 - Outreach efforts
- Application Process
 - Prep application
 - Deadlines
 - Call to action
 - Notification
 - Meeting invite
 - Board buddies
 - Decision making

SVP Boulder September 2011 © EDA Consulting 2011




Role of Board Development


BOARD COUNTY BOARD MATCH

9

- Design & communicate the process
- Create job descriptions
- Identify needed skills
- Evaluate solicit ideas



SVP Boulder September 2011 © EDA Consulting 2011




Orientation Check List


BOULDER COUNTY BOARD MATCH

10

- Overview & History
- Philosophy & Values
- Programs & Resources
- Fundraising Overview
- Board Structure & Resources
 - Description & Expectations
 - Communications
 - Board manual
- Letter of commitment
- Committees
- Board Buddies



SVP Boulder September 2011 © EDA Consulting 2011




Board Manual

BOULDER COUNTY BOARD MATCH

11

- Organizational Overview
- Legal Docs
- Policies & Procedures
- Financials
- Strategic Plan
- Board Descriptions
- Letter of commitment
- Contact Information
- Board Calendar
- Past Agendas & Minutes
- E-governance



SVP Boulder September 2011 © EDA Consulting 2011




Board Buddies


BOULDER COUNTY BOARD MATCH

12

- Pair new and tenured board members
- Board buddies for 3 months
- Meet up socially
- Answer questions
- Serve as a resource




SVP Boulder September 2011 © EDA Consulting 2011




Meetings & Gatherings

13

- Mission moment
- Shared roles & responsibilities
- Program, organizational reports
- Board portal
- Organizational tour
- Board buddy meetings
- Staff one-on-one
- Strategic planning
- Meeting Evaluation
- Annual social gathering reports



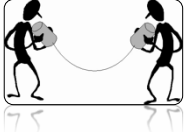
SVP Boulder September 2011 © EDA Consulting 2011




Effective Communications

14

- Consistent, quick, and accessible
- Effective project management
- Leverage technology (i.e. BoardEffect®)
- E Governance
 - Internal websites
 - Email
 - Teleconference calls
 - Web conference calls
 - Listservs
 - Discussion boards



SVP Boulder September 2011 © EDA Consulting 2011



Board Training

15

- Critical for success
- In-services or required professional development
- Hire outside facilitator
- Examples:
 - Financial management
 - Communications
 - Fundraising
 - Leadership
 - Programs




SVP Boulder September 2011 © EDA Consulting 2011




Evaluation

16

- Individual performance
- Board performance: meetings, decision-making, etc.
- Chair/President performance
- Committee performance
- Executive Director performance
- Organizational performance
- Exit interviews




SVP Boulder September 2011 © EDA Consulting 2011




Recognition

17

- Share organizational successes
- Connect successes to board work
- Highlight individual accomplishments
- Proper recognition at term's end
- Stay connected



SVP Boulder September 2011 © EDA Consulting 2011



Conflict Management

18

- Don't ignore!
- Embrace conflict
- Conflict process
- Don't take it personally
- Keep the mission focus
- Demonstrate leadership excellence



SVP Boulder September 2011 © EDA Consulting 2011




Before You Join a Board... 

19

- Set yourself up for success
- Know that it is about the mission
- Be aware of the time commitment
- Review your responsibilities and expectations
- Review the policies and procedures
- Review their financials




SVP Boulder September 2011 © EDA Consulting 2011 

Additional Resources 

20

- BoardSource
- Nonprofit Cultivation Center
- Colorado Nonprofit Association
- Independent Sector
- Society of Nonprofit Organizations
- Idealist.org
- BoardEffect
- Alltop Nonprofit
- IdeaEncore
- Taming the Troublesome Board Member*
- Trouble at the Top*

SVP Boulder September 2011 © EDA Consulting 2011 

Questions 

21



SVP Boulder September 2011 © EDA Consulting 2011 

THANK YOU!



22

Emily Davis, MNM
EDA Consulting
Boulder, CO
(303) 652-7536
emily@edaconsulting.org
www.edaconsulting.org
Twitter: @edaconsulting
Find us on Facebook and LinkedIn too!

SVP Boulder September 2011 © EDA Consulting 2011