



BOARD ENGAGEMENT

Meeting Coordinators Inc. 2020

How to Keep Your Board Active and Engaged



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IDEAS FOR IMPROVING YOUR
BOARDS ENGAGEMENT



TIME 40 MINUTES –
LET'S GET STARTED



WHAT IS A SUCCESSFUL BOARD?



**WHAT IS AN ACTIVE BOARD –
HOW DO YOU DEFINE
ENGAGEMENT**

Strategic Board, Operational Board, or both

- **Strategic Boards** or governing boards are focused only on the big picture and work as a collective body, delegating managerial tasks to paid staff or volunteer committees within the organization. The board's members still have individual responsibilities, but they are not "boots on the ground". Governing boards manage financial plans, not budget sheets.
- **Working Boards** are focused on day to day operations and perform active tasks in implementation of the organizations strategic plan. Working boards are responsible for both strategic planning and implementing the activities.

Effective Boards by ASAE

- **Three major functions of a Board**
 - **Oversight – ensuring the organization is well managed and legally compliant and resources used in advance of its mission**
 - **Insight – taking the time to fully understand the membership and their environment the risks and opportunities facing the members and organization and the organizations capacity to provide valuable services according to its mission**
 - **Foresight – looking ahead and anticipating what will effect the membership in the future and strategically positioning the organization to prepare for and meet future opportunities and challenges**
- **The three main points of successful and productive boards**
 - **A strong strategic orientation,**
 - **Culture of self-assessment and accountability,**
 - **Healthy attention to board member recruitment and retention**

ASAE Handbook of Professional Practices, 3rd Edition by Sue Radwan co-editor with John Cox

TABLE 14.2. PERFORMANCE MEASURES YOUR BOARD SHOULD CONSIDER.

Stewardship	Strategic Performance	Internal Accountability	Chapter Relations	Member Relations
Overall quality of board relations with staff	Effectiveness at strategic rather than operational thinking	Board's ability to set performance standards for itself	Overall quality of board-chapter relations (if applicable)	Overall quality of board relations with the membership
Overall quality of relations among board members	Board participation in advocacy, public policy	Board's record of enforcing self-imposed performance standards		Accountability to the members
Stewardship over the organization's resources	Effectiveness at aligning the organization's resources with strategic needs	Board's securing feedback on its own performance from key constituencies		Direct outreach and engagement of members
Willingness of the board to take responsibility for difficult decisions	Ability to serve as a catalyst for change			
Ability to make decisions based on organizational interests not self-interest	Understanding the organizational external environment			
Collegiality of board atmosphere	Ability to promote achievement of the strategic plan			
Leading the organization in a way that maintains the public trust in nonprofits				

Problematic Board Issues

- Troublemaker
- Not doing work
- Introvert
- Flat – no excitement no energy with the board
- Personality clashes
- Breaking the law

Fun Interactive Activities

- Getting to Know YOU to each others and membership
- Personal strengths and challenges
- Contests
- Outreach – calling members, connection to people, sending notes
- Board retreats, cooking classes, happy hour, storytelling
- Appreciation



FIVE RULES OF BOARD ENGAGEMENT

- 1. Onboard all over again – it is a new day**
- 2. Clean and easy to understand communication**
- 3. Help the board work smarter – remove time wasters**
- 4. Prioritize Strategy over Operations**
- 5. Look to the Future**

Five Rules of Board Engagement

1. Onboard all over again – it is a new day
2. Clean and easy to understand communication
3. Help the board work smarter – remove time wasters
4. Prioritize Strategy over Operations
5. Look to the Future

Developing the board

- Developing Executive Director/ Board President Working Relationship
 - Culture, Rules of decision making
 - How does each role encourage involvement
 - Set up specific tasks: Survey, Activities, Education
- Emotional Quotient
- Policies
 - Clear open discussion policy - board is a safe zone
 - **Communication, communication, communication**
 - Asking for diverse opinions – respectful
- Diversity on board – different backgrounds – may have to explain past information
- Cover competencies - bring skill set needed for the board



CONCLUSION