

# Building a Great Board (in a nutshell)

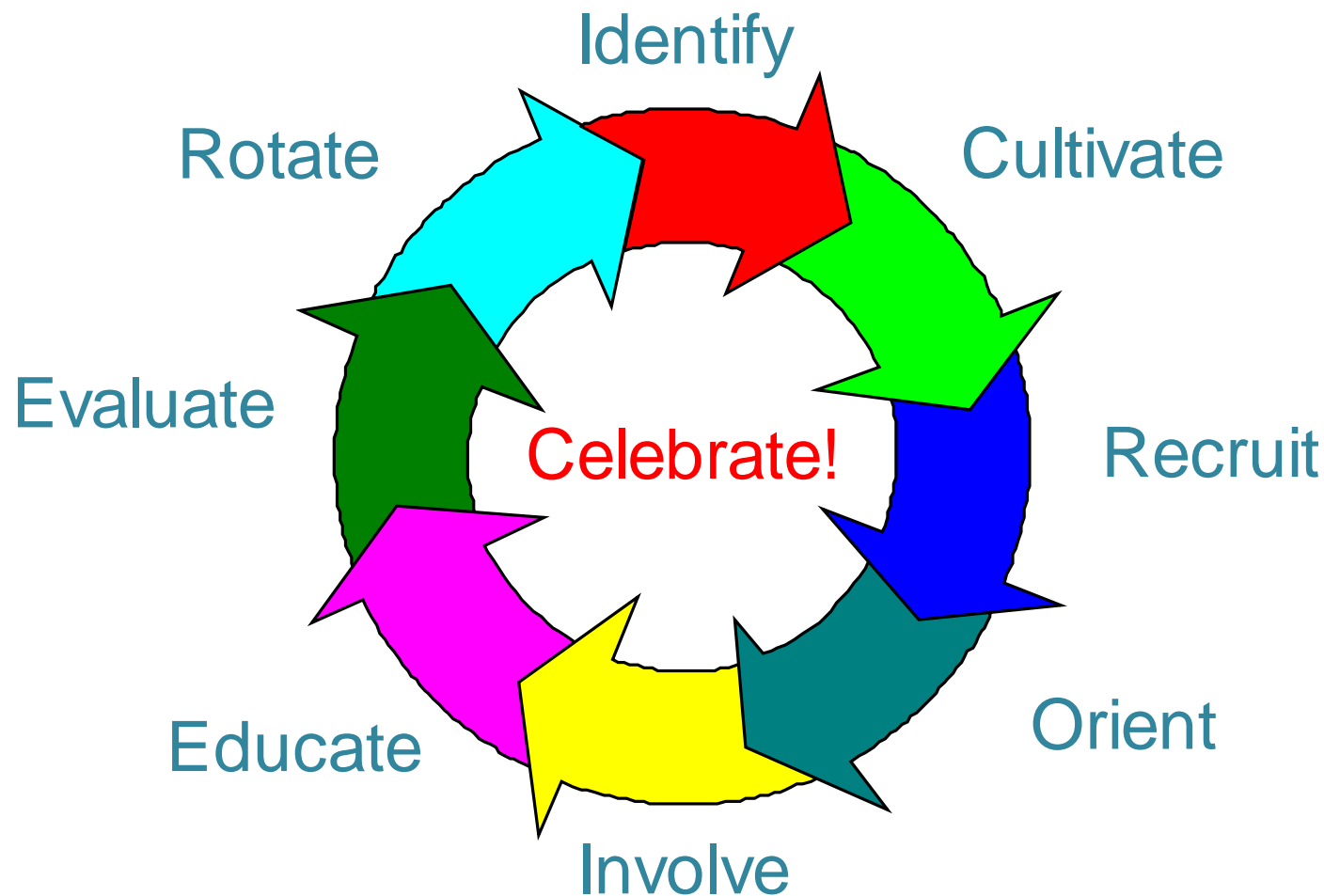
- Identify how to meet your strategic goals
- Set clear expectations
- Train! Train! Train!!!!!!
- Identify projects for each member
- Foster a culture of accountability

# Baseline Exercise

What challenges have you faced in:

- 1) finding
- 2) recruiting
- 3) retaining board members?

# The Board Building Cycle



# Board Matrix Exercise



# Step 2: CULTIVATE Potential Leaders

Now that you know what you are looking for, WHERE do you find them?

- Ask current board members, senior staff, and others to suggest potential candidates with needed characteristics
- If you don't know anyone who fits your criteria try these tools
  - Board Match:
    - The Volunteer Center (<http://theboardmatch.net/>),
    - Thrive Alliance for Nonprofits (<http://www.thrivealliance.org/>)
    - Hispanic Foundation (<http://www.hfsv.org/Initiatives/leadership-development>)
  - Rotary, Chamber, etc.

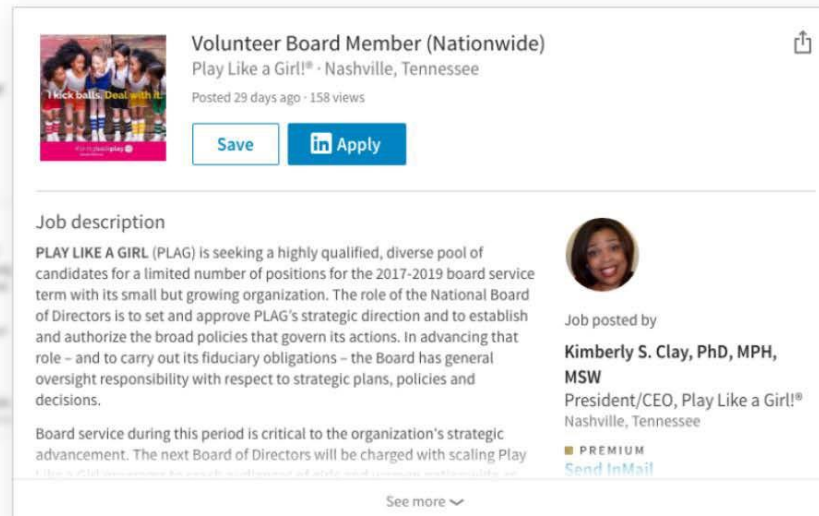
# Step 2: CULTIVATE Potential Leaders

**LinkedIn** for Nonprofits

<https://nonprofit.linkedin.com>

## Post your board opportunity

Leverage our job posting system to post board opportunities. While nonprofits can post directly on LinkedIn, consider working with **VolunteerMatch** so that your posts are free.



**Volunteer Board Member (Nationwide)**  
Play Like a Girl!® · Nashville, Tennessee  
Posted 29 days ago · 158 views

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**Job description**

PLAY LIKE A GIRL (PLAG) is seeking a highly qualified, diverse pool of candidates for a limited number of positions for the 2017-2019 board service term with its small but growing organization. The role of the National Board of Directors is to set and approve PLAG's strategic direction and to establish and authorize the broad policies that govern its actions. In advancing that role - and to carry out its fiduciary obligations - the Board has general oversight responsibility with respect to strategic plans, policies and decisions.

Board service during this period is critical to the organization's strategic advancement. The next Board of Directors will be charged with scaling Play

Job posted by  
**Kimberly S. Clay, PhD, MPH, MSW**  
President/CEO, Play Like a Girl!®  
Nashville, Tennessee

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# Demographic Profile-Boards and Executives

Gender	CEO	Chair	Member
• Male	28%	58%	52%
• Female	72%	42%	48%
• Other	0%	0%	<1%

# Demographic Profile-Boards and Executives

Age	CEO	Chair	Member
• 65+	13%	29%	16%
• 50-64	56%	43%	41%
• 40-49	20%	17%	26%
• <40	11%	11%	17%



# Comparisons

	Boards	Census
White	84%	61%
African American	8%	13%
Hispanic/Latino	5%	18%
Asian	3%	6%
American Indian	1%	1%

2018 US Census Bureau

# Demographic Profile-Boards and Executives

Ethnicity/Race	CEO	Chair	Member
• Caucasian	90%	90%	84%
• Black/AA	4%	5%	8%
• Asian	2%	2%	3%
• Hispanic/Latino	3%	3%	5%
• Not Hispanic/Latino	97%	97%	95%

# Racial and Ethnic Diversity

Both chief executives and board chairs report the highest levels of dissatisfaction with their racial and ethnic diversity.

27% of boards reported that they are 100% white; up from 25% in 2015.

# Why does Board Diversity Matter?

A board's composition impacts how it leads.

- Homogeneity = blind spots
- Boards with blind spots ineffectively address societal challenges and inequities, or even reinforce them.

# What gets in the way of Board diversity?

- Selection criteria (lack of?)
- Narrow views of diversity
- Devaluing member contributions
- Power/privilege embedded in board practices

- OVERCOMING HIDDEN BARRIERS TO BOARD DIVERSITY & INCLUSION
- Boardsource 2016

# What Will it Take to Change?





# Thank You!



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# Resources

## BoardSource ([www.boardsource.org](http://www.boardsource.org))

- **The Board Building Cycle**, Lakey, Berit M., 2007.
- **The Governance Series**
- **10 Basic Responsibilities of Nonprofit Board**
- **The Source: Twelve Principles of Governance that Power Exceptional Boards**

## Other Resources

- **Step Up!: How to Be an Excellent Nonprofit Board Member**, by Elizabeth Bailey & Nancy Schmidt