

# 2023 ACM West Region Conference & Trade Show



**Alliance for Community Media**

ARIZONA CALIFORNIA COLORADO HAWAII NEVADA NEW MEXICO

**West Region**

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**Building a Better Board  
Strategies for Effective Governance**

**WELCOME!**

# Speakers - Geoff Green

CEO, Santa Barbara City College Foundation  
Santa Barbara, CA

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<https://tedxsantabarbara.com/2020/philanthropy-as-a-radical-act/>



# Speakers - Mike Johnson

Recently Retired Executive Director of CCX Media  
Northwest Suburbs of Minneapolis, MN

EMAIL: [mjohnson278@mchsi.com](mailto:mjohnson278@mchsi.com)



# Speakers — Keri Stokstad

Most recent position CEO/Executive Director  
Midpen Media Center  
Palo Alto, CA

EMAIL: [kstokstad@gmail.com](mailto:kstokstad@gmail.com)



# Board Leadership

- What is the role of the board?
- Best practices for building a strong leadership team

## [Legal Duties of a Nonprofit Board](#)

Simon Sinek's "Start With Why."

[https://www.youtube.com/watch?v=\\_-fdJzvpX60](https://www.youtube.com/watch?v=_-fdJzvpX60)





# Board and the Leadership Team

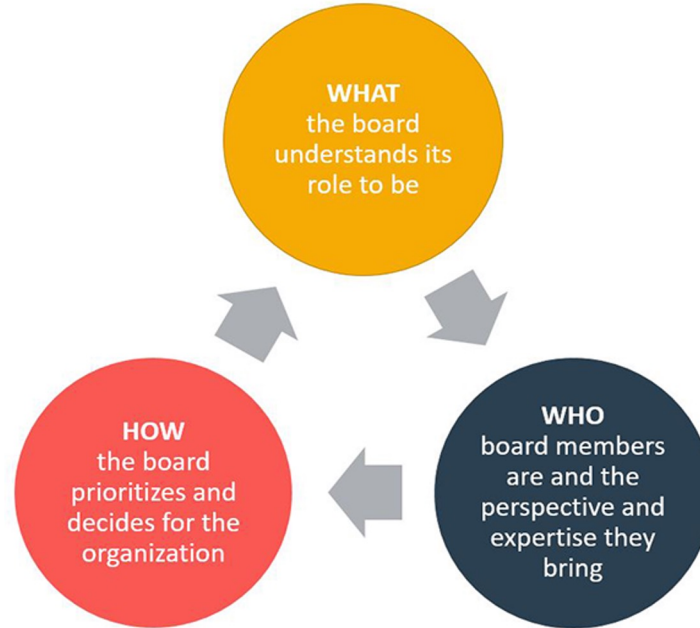
Building a strong nonprofit board and leadership team requires careful planning and ongoing communication.

- Define roles and responsibilities
- Recruit the right people
- Build trust and communication
- Foster a culture of transparency and accountability
- Provide ongoing training and professional development



## The Four Principles of Purpose-Driven Board Leadership

Prioritizing mission over organization, governing through clear policies, engaging in strategic thinking and planning, and fostering a culture of learning and evaluation.



[https://ssir.org/articles/entry/the\\_four\\_principles\\_of\\_purpose\\_driven\\_board\\_leadership](https://ssir.org/articles/entry/the_four_principles_of_purpose_driven_board_leadership)wallestad, A. (2021). The Four Principles of Purpose-Driven Board Leadership. *Stanford Social Innovation Review*. <https://doi.org/10.48558/S4ZJ-Q994>

# Board Composition

To effectively govern a nonprofit organization, it is essential that the board has the right mix of skills, diversity, and experience.

- Identify the needed skills and experience
- Seek out diverse perspectives
- Provide ongoing education and training
- Regularly evaluate board performance
- Ensure a strong board leadership structure





# Effective Communication

Promoting transparency, ensuring effective communication, and fostering a culture of trust are critical strategies for nonprofit organizations.

- Emphasize transparency
- Encourage open communication
- Establish clear policies and procedures
- Foster a culture of trust
- Use technology to enhance communication



# Decision-Making

Effective decision-making is a critical aspect of nonprofit board governance.

Best practices for decision-making, including effective use of committees, decision-making frameworks, and conflict resolution.

- Use committees
- Establish decision-making frameworks
- Ensure all perspectives are considered
- Address conflicts of interest
- Use consensus-based decision-making
- Regularly evaluate decision-making processes



# Strategic Planning

Strategic planning is an essential component of nonprofit board governance.

- Set clear goals and objectives
- Develop strategies and action plans
- Measure success
- Involve stakeholders
- Revisit the plan regularly





# Board Evaluation

Regular board evaluations are an important aspect of nonprofit board governance.

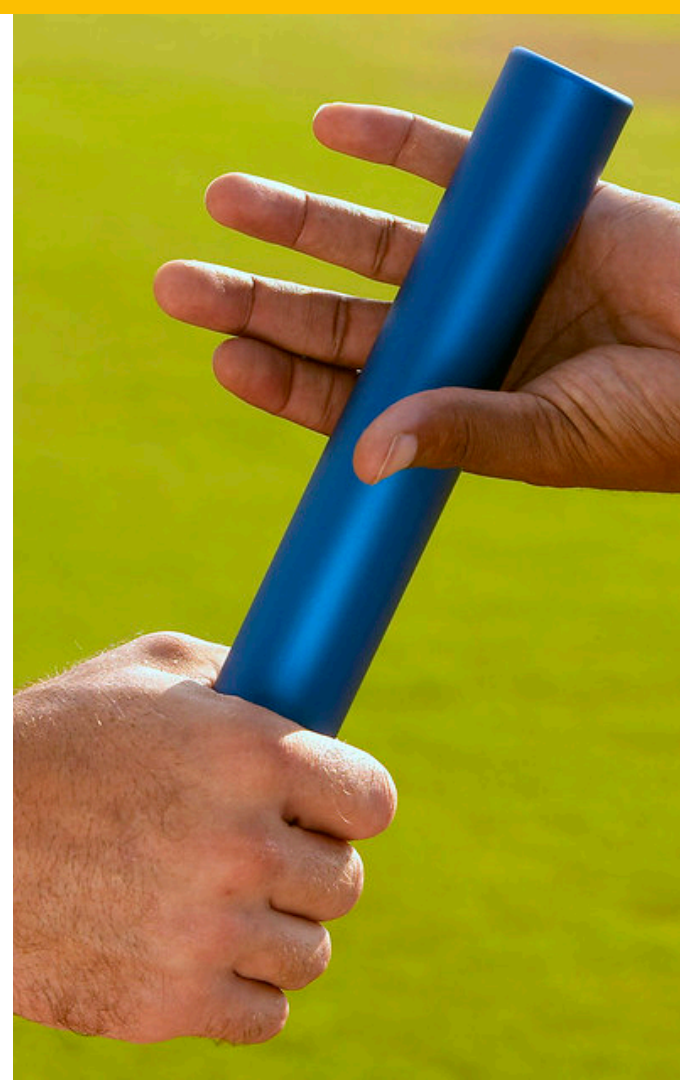
- Conduct regular evaluations
- Use the results to improve board performance
- Address issues identified in the evaluation
- Consider external evaluations
- Ensure evaluations are ongoing with regular check-ins to ensure progress is being made and goals are being achieved



# Succession Planning

Succession planning on a nonprofit board is important to ensure the sustainability and effectiveness of the organization.

By planning for leadership transitions in advance, a nonprofit board can ensure that it has the necessary leadership talent, skills, and experience to guide the organization through periods of change and uncertainty.





**Thank you. Let's Discuss! 😊**

# Resources

1. **BoardSource** - BoardSource is a leading resource for nonprofit boards, providing guidance on best practices, governance, and leadership development. Their website offers a range of resources, including articles, webinars, and research reports.
2. **National Council of Nonprofits** - The National Council of Nonprofits is a network of state and regional associations that serves as a resource for nonprofits. Their website offers a range of resources, including best practices, legal and financial guidance, and advocacy resources.
3. **Independent Sector** - Independent Sector is a national membership organization for nonprofits, foundations, and corporate giving programs. Their website offers resources on board governance, including a range of resources on best practices, legal and regulatory issues, and leadership development.
4. **The Bridgespan Group** - The Bridgespan Group is a nonprofit consulting firm that provides guidance to nonprofit organizations. Their website offers a range of resources, including articles, case studies, and tools on nonprofit governance, leadership development, and strategy.
5. **The Nonprofit Times** - The Nonprofit Times is a leading source of news and information for nonprofit organizations. Their website offers a range of resources, including articles, webinars, and research reports on nonprofit governance, leadership, and management.
6. **Stanford Social Innovation Review** - The Stanford Social Innovation Review is a leading journal on social innovation, providing insights and guidance on best practices in the nonprofit sector. Their website offers a range of resources, including articles, webinars, and research reports on nonprofit governance, leadership, and management.

# Resources

7. **Association of Fundraising Professionals** - The Association of Fundraising Professionals is a global professional association for fundraising professionals. Their website offers resources on best practices in fundraising, nonprofit governance, and leadership development.
8. **GrantSpace** - GrantSpace is a service of the Foundation Center, offering resources and guidance to nonprofits and grantseekers. Their website offers a range of resources, including webinars, articles, and guides on nonprofit governance, leadership, and management.
9. **Nonprofit Quarterly** - The Nonprofit Quarterly is a leading journal on nonprofit management, offering insights and guidance on best practices in the sector. Their website offers a range of resources, including articles, webinars, and research reports on nonprofit governance, leadership, and management.
10. **The Chronicle of Philanthropy** - The Chronicle of Philanthropy is a leading source of news and information on the nonprofit sector. Their website offers resources on nonprofit governance, leadership, and management, including articles, webinars, and research reports.
11. **Joan Garry - Nonprofit Leadership Lab** - The Nonprofit Leadership Lab is an online membership community for nonprofit leaders and staff that provides access to resources, webinars, workshops, coaching, and online forums to help them develop their skills, knowledge, and networks. The Lab supports members in leading their organizations more effectively and offers a library of resources on a variety of topics related to nonprofit management.
12. **Calnonprofit.org** is a website that provides resources and support for nonprofits in California. It offers a range of resources and information on topics such as advocacy, nonprofit governance, fundraising, and public policy. The website also provides tools and templates that nonprofits can use to improve their operations and manage their programs more effectively. It also features news and updates on issues that impact the nonprofit sector, as well as a job board for nonprofit job seekers and employers.

# Resources

**Cynder Sinclair, Nonprofit Kinect** [cynder@nonprofitkinect.org](mailto:cynder@nonprofitkinect.org)

The link on my website that contains two short board training videos along with the two respective workbooks.

<https://nonprofitkinect.org/virtual-board-training-santa-barbara/>

Link to a short version of Simon Sinek's "Start With Why."

<https://www.youtube.com/watch?v=-fdJzvpX60>

Links to some of my articles I have written for Noozhawk and some from Blue Avocado that I thought they might like:

<https://www.nonprofitkinect.org/article/15870-keep-your-nonprofit-board-out-of-the-weeds>

<https://www.nonprofitkinect.org/article/12323-board-members-hold-the-key-to-nonprofit-organizational-sanity-and-sustainability>

<https://blueavocado.org/board-of-directors/the-governance-support-model-for-nonprofit-boards/>

<https://blueavocado.org/board-of-directors/should-staff-contact-with-the-board-be-restricted/>

## Facebook Groups

**Nonprofits Unleashed** - Powered by Network for Good

**Nonprofit Communications Professionals**

**Nonprofit Happy Hour** - Founded in 2016 by Vu Le, creator of [NonprofitAF.com](https://NonprofitAF.com)

## Reddit

<https://www.reddit.com/r/nonprofit/>