Maximizing Impact: Developing Effective Board Members

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Faculty Disclosure

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Objectives

• Understand standard board positions and the necessary skill sets to be successful in these roles

• Discover how to build relationships to attract leaders with the needed skill sets

• Learn the importance of recognizing volunteers
Think about the board in which you serve…

If someone were to ask,

• “What does your BOD do?”
• “What is your BOD like?”
• “How does your BOD lead?”
• “What are the best qualities of your board members?”

What would you say?
Strategic Plan

Communication

Community and Member Involvement

Pride & Publicity

Volunteer to Lead

Retention & Recruitment

Your Mission & Values
Definitions of Leadership

• Gather in groups of 3-4 people
• As a group, write down a definition of leadership
Definitions of Leadership

• Read the definitions of leadership that have been distributed

• Which definition does your group prefer?

• Which definition do you prefer?
Question about Leadership:

What do leaders do?
Specific Skills of Individual Board Members

• Specific role function
  ➢ Some components may be determined by organizational bylaws or policies
  ➢ Other components need to be agreed upon by group for each position (role descriptions)
    • President
    • Vice President
    • Treasurer
    • Secretary
    • Committees
    • Other
Maximize Impact: Mission & Vision

• Board role (as a whole)
  ➢ Execute the **mission and vision** of the organization by creating programs and initiatives for the **constituents first**, then the community at large

• How?
  ➢ Know the mission & vision
  ➢ Create & administer programs and initiatives to exemplify the mission & vision
  ➢ Communicate the mission and vision
    ▪ In what you say
    ▪ In what you do
    ▪ In what you publicize
Maximize Impact: Strategic Plan

• Board role (as a whole)
  ➢ Create a **strategic plan** of the organization to accomplish programs and initiatives for the **constituents first**, then the community at large

• How?
  ➢ Discuss what kind of experience you want to create for constituents
  ➢ Discuss what kind of perceptions you want constituents to have
  ➢ Set goals
  ➢ Create action plan and align it with the budget
  ➢ Implement action plan
Maximize Impact: Communications

• Board role (as a whole)
  ➢ Communicate the mission, vision and plans of programs and initiatives for constituents first, then the community at large

• How?
  ➢ A communications plan
    ➢ Take time to talk to constituents face-to-face and take interest in them
    ➢ Newsletters
    ➢ Emails
    ➢ Phone calls
    ➢ Mailings
    ➢ Social media
    ➢ Calendar of events
    ➢ Organizational brochure
  ➢ Introduction at an event—explain how program/initiative meets mission & vision and how the constituent will benefit from the program
Maximize Impact: Build relationships

• Board role (as a whole)
  - Engage and build a sense of community in your organization among the constituents first, then the community at large

• How?
  - Make constituents feel welcome & part of the organization
  - Find out what the constituents want and need from the organization. What do they value?
  - Discern what is needed in the community that the organization could provide
  - Variety
  - Fun!!!!
  - Personally invite
  - Awareness of your constituents and where they are in their careers
  - Include social and networking events to BUILD RELATIONSHIPS
  - Provide enticing opportunities---tell them how the opportunity will enhance skills/career
Maximize Impact: Pride & Positive Publicity

• Board role (as a whole)
  ➢ Instill a sense of pride and positive publicity in the constituents first, then the community at large via your programs and initiatives

• How?
  ➢ Plan worthwhile programs & initiatives of value that make members proud to be a part of the organization
  ➢ Plan programs & initiatives that constituents can’t live without
  ➢ Be intentional with publicity and communications
  ➢ Happy, satisfied constituents will boast about the organization
  ➢ Recognize/award accomplishments (Chapter Leader of the Year, Member Awards, Quarterly “Above and Beyond” gift card drawings)
Maximizing Impact: Inspire Volunteers

• Board role (as a whole)
  ➢ Cultivate and encourage volunteers who are inspired to then lead

• How?
  ➢ Inspire
  ➢ Build the constituents’ passion
  ➢ Provide leadership opportunities
  ➢ Cultivate and orient leaders
  ➢ Mentor, encourage, and recognize leaders
  ➢ Set volunteers up for success!!
Maximize Impact: Sustainability

• Board role (as a whole)
  ➢ **Recruit and retain** members, volunteers, and leaders to maintain sustainability of the organization.

• How?
  ➢ Provide a valuable membership experience
  ➢ Determine your plan for success, execute it, and share it
  ➢ Communicate
  ➢ Build relationships
  ➢ Be intentional in your publicity
  ➢ Recognize strengths of members, how they can contribute to the organization, and take advantage of those strengths
Sustainability pyramid for leaders

1. Your Mission & Values
2. Strategic Plan
3. Communication
4. Community and Member Involvement
5. Pride & Publicity
6. Volunteer to Lead
7.Retention & Recruitment
Leadership: The Impact YOU Make

• Your definition of Leadership
  • As a leader, how will YOU make an impact?
Questions?
Upcoming Sessions

• Five Easy Ways to Create a Sense of Community
• Clear Channels: A Communications How-To
• Strategic Planning Workshop
• Board Boot Camp: How to Effectively Orient Your Board of Directors