

Board Recruitment

An effective board does not happen by accident. It must be carefully built and maintained by the collective efforts of every board member. When the executive director is hired, that person should also collaborate on identifying new board members. Two factors should serve as starting points. The first is the need for diversity. This includes diversity of demographics including race, gender, religion, national origin, ethnicity, sexual orientation, socioeconomic status and the presence of a sensory, mental or physical disability; linkages to various sectors of the community; and the individual skills and interests which members bring. Strong boards have a composition that is representative of the larger world in which they operate.

The second factor is the need for commonality in board members. While acknowledging the need for diversity, the board must ensure that members have a shared belief in the mission and essential values of the organization. Each member must be committed enough to give the time and resources needed.

The objective of the recruitment process is to identify and select people who can operate as a team in performing the board's duties. The first step is to identify those skills and characteristics that are needed on a well-rounded board. Common skills sought for newly forming CASA boards include human resources/personnel management; public relations/media experience; nonprofit management skills; accounting/financial management; office administration; fund development experience and volunteer management.

Potential board members should be interviewed personally by members of the nominating committee to determine their interest and suitability and to explain the responsibilities and expectations of CASA board members. Friendship with a committee member should not ensure a position on the board. Screening of potential members should be conducted using the same methods required for staff and volunteer applicants. This includes child protective services and criminal background checks. This sends the clear signal the CASA program is a professional organization that is serious about finding quality board members. The board candidate should be informed in advance about the screening process and should be asked to sign a release authorizing the program to obtain the necessary information.

Once board members have been selected, they should be given a thorough orientation regarding the CASA program and what will be expected of each board member and the board as a collective body. Training for the new board on the roles and responsibilities of boards is imperative at this stage. In addition to the learning opportunity, it also offers a chance for new board members to get to know each other. Bringing in a consultant from United Way, the local community college or another nonprofit to provide the training is usually a good idea.

Considerations in Selecting Board Members

A major goal in selecting board members for the new CASA program is the development of a professional and credible image in the community, particularly among the many professionals that will come in contact with the program once volunteers are assigned to cases. It is crucial, therefore, to develop a board of individuals who are not only qualified and committed to the CASA program, but who are also free of potential bias or conflict resulting from their employment or other organizations with which they are affiliated. CASA program planning committees often specifically recruit people with these connections, believing that the program will benefit from their other affiliations. While this can be very helpful in the planning stages, once a governing board is established, it is wise to avoid using individuals from organizations where real or perceived conflict of interest may develop. A CASA board member must be able to make a firm commitment to carry out the duties of membership. As long as a potential for conflict exists, that person faces the likelihood that at some future point, one or both of their roles may be compromised.

BOARD AND BACKGROUND SELECTION CHARACTERISTICS

MANAGEMENT & ADMINISTRATION COMMUNITY REPRESENTATION

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| <ul style="list-style-type: none"><input type="checkbox"/> Finance/Accounting<input type="checkbox"/> Law<input type="checkbox"/> Personnel<input type="checkbox"/> Strategic Planning/Visioning<input type="checkbox"/> Community Needs Assessment<input type="checkbox"/> Membership Services<input type="checkbox"/> Public Relations<input type="checkbox"/> Marketing<input type="checkbox"/> Computerization<input type="checkbox"/> Managing Geographically Separate Offices<input type="checkbox"/> Leadership Skills<input type="checkbox"/> Leadership Potential<input type="checkbox"/> Public Speaking<input type="checkbox"/> Community Savvy/Contacts | <ul style="list-style-type: none"><input type="checkbox"/> Seniors<input type="checkbox"/> Youth<input type="checkbox"/> African-Americans<input type="checkbox"/> Asian-Americans<input type="checkbox"/> Hispanic/Latino Americans<input type="checkbox"/> Native Americans<input type="checkbox"/> Religious Community<input type="checkbox"/> Business/Labor<input type="checkbox"/> Parents/Clients<input type="checkbox"/> City/County Government<input type="checkbox"/> Collaborating Organizations<input type="checkbox"/> Education<input type="checkbox"/> Media<input type="checkbox"/> Persons with Disabilities<input type="checkbox"/> Community Volunteers<input type="checkbox"/> Downtown Area<input type="checkbox"/> Outlying Geographic Areas<input type="checkbox"/> Funding Community<input type="checkbox"/> Old Guard in Community<input type="checkbox"/> Newcomers<input type="checkbox"/> Military |
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FUNDRAISING

- Special Events Management
- Clout/Connections
- Foundations
- Corporations
- Small Businesses
- Endowment Funds
- Personal Wealth
- Government Contracts
- Ability to Secure Donated Goods
- Ability to Ask for Donations
- Ability to Make Personal Contribution
- Self-Generated Revenue
- Planning of Fundraising Effort
- Capital Campaign
- Investments

PROGRAM EXPERTISE

- Volunteer Management
- Youth Involvement
- Business Partnerships
- Technical Assistance
- New Program Development
- Education and Training
- Subject Area Knowledge