

Board Recruitment – Strategy Plan

- 1. Current Board Member Evaluation / Assessment** – In the fall of each year, the nominating committee will assess the profile of the current roster of board directors. Effective boards are built and maintained by the collective efforts of every board member. While creating diversity is very important to achieve an effective board, it is equally important that to ensure a commonality regarding a shared belief in the mission and essential values of the organization. This assessment includes determining which board members rotate off of active duty, either by completing a term, failure to comply with board member expectations or for any other personal reason.
- 2. Create Demographic Profile Grid** – The board profile grid is utilized to determine the existing characteristics of the current board as well as to determine the desired characteristics of potential new candidates. A major objective in choosing potential board members is the development of a professional and credible image in the community. Categories on the grid include such things as leadership skills, legal expertise, accounting experience, fundraising ability, marketing experience, age, gender, ethnicity, geographical representation, etc. The grid serves as a matrix to assist the board in ensuring the diversity needed for functional governing.
- 3. What does our organization have and what does it need?** Once the nominating committee has completed the compilation of the board profile grid, a determination is made regarding what the organization currently has in place and what it needs for the next round of board member nominations. This information is conveyed to the board.
- 4. Recruitment** – Nominations are secured from the board and a recruitment phase is implemented. All potential board members should be interviewed personally by members of the nominating committee to determine their interest and suitability. This is also an appropriate time to explain the responsibilities and expectations of CASA board members. Recruitment is most effective when based on the actual work that the individual will be asked to do on the board. If you let them know in advance what you want and expect them to do, they are more likely to contribute in an effective way to the needs of the board.
- 5. Present Nominees for Approval** – Once the recruitment phase has been completed, the nominees for board appointment are approved by the board. Prior to formal election to a board appointment, background checks are conducted on all candidates. New board members participate in a formal orientation and training session at the beginning of their tenure.