



How to Develop a Successful Board

It pays to follow good governance

TREY
research

ScaleUp

Goals of SCVF Consultants in Service Online Session

- Understand duties of the board vs the ED
- Discover how to develop a high-functioning board
- Learn how to capture and retain good board members

Getting Grounded

Please go to chat on the bottom of your app and indicate your title and the org in which you are associated.



Planning, Strategy & Reporting: Board vs ED

	Board	ED
Define mission, vision, values	Yes	
Set strategic priorities, strategic plan, succession plan	Yes	
Execute on plan, staff work plans, operations		Yes
Annual budgets, tax reporting, annual state filings	Approve	Yes
Identify programming and funding		Yes

Board & Committee Meetings: Board vs ED

	Board	ED
Set Policies: Whistle blower, conflict of interest, document retention and destruction, financial policies, gift acceptance policies	Approve	Yes
Financial and legal reporting and oversight (review bylaws and maintain compliance)	Yes	
Chair or serve on a committee	Yes	
Prep, attend and participate in all board meetings	Yes	Yes
Annually plan a schedule of board and committee meetings, gather meeting packets and distribute 1 week in advance		Yes

You Want a High Functioning Board?

One Step at a Time



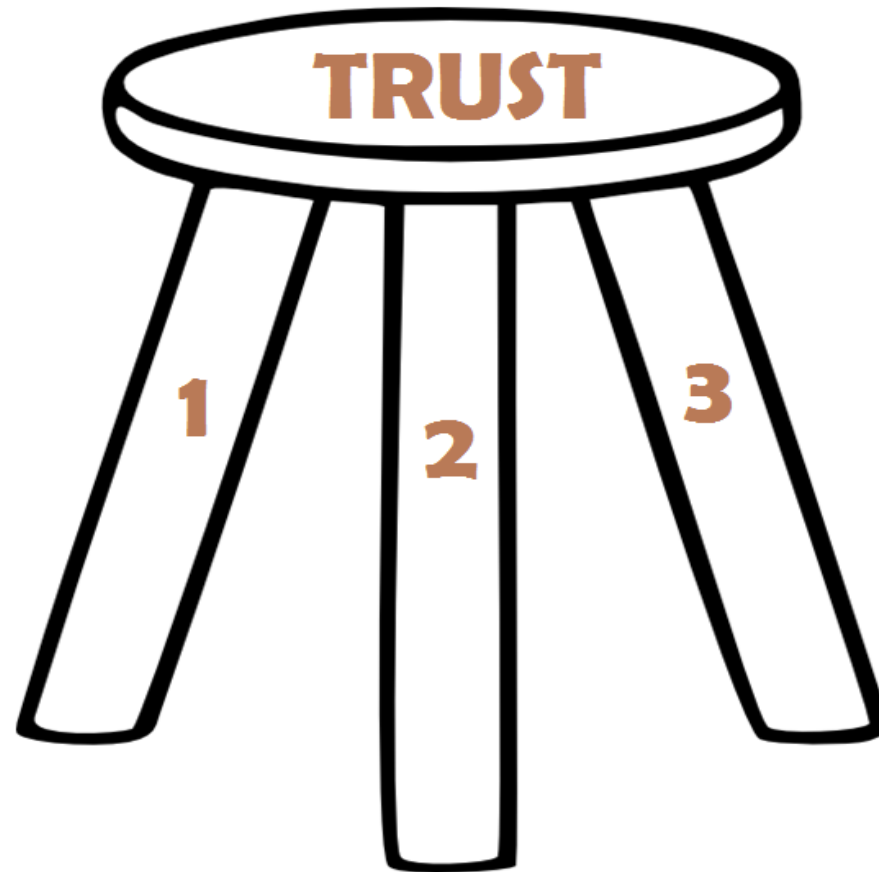
Human Resources: Board vs ED

	Board	ED
Work direct with staff	Only when approved by ED	Yes
Board and committee job descriptions	Approve	Yes
Hire staff, oversee all programming		Yes
ED job description, hire ED, support ED, determine ED compensation package	Yes	
Annual board evaluation of its own performance, goal is to ID how to improve practices	Yes	

Conduct of the Board

- Provide leadership, enhance org profile
- Know the org and be passionate about the mission
- Treat ED with respect and don't step on toes or go direct to staff unless approved by ED
- Be reliable and build trust
- Lead with a “personally significant” annual donation (top 3 donation in personal philanthropic portfolio)
- Spread the joy – be a “brand ambassador” and identify possible new donors, suggest new board members, bring to personal and professional circles including community outreach.

How to Build Loyalty



How to Capture & Sustain Enthusiasm

Make engagement on the board enjoyable, easy and clear

Connections

- Make connections between board members
- Be intentional
- Create a culture of positivity
- Onboarding mentor match
- Committee chairs stay in check with members
- Take the time for 1:1 with each board member

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Technology

- Make it as easy as possible for members to NEVER miss a meeting
- Provide board packet and committee agenda one week in advance
- Offer board training platforms
- For critical conversations:
 - meet in person
 - pick up the phone
 - set up a video call

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Priorities

- Board priorities should be clear and obvious
- Share strategic priorities, strategic plan, succession plan
- Narrow it down to a clear focus on action items

Additional Board Best Practices

- **Training** is necessary especially new board member orientation
- Job descriptions and other board expectations should be in writing and provided to prospects as well as current directors, sample of job description from BoardSource is [here](#)
- Consider how to best reflecting a few directors who represent those you serve or have served
- Board size of at least 7, meet at least 6X a year
- Boards **must** have a chair and a treasurer, **should** have vice chair and secretary
- Term limits are important, consider no more than 9 consecutive years
- Committees are important to **accomplish goals** (GSD)

The Board Matrix IS Your Road Map

Use Board Skills Matrix Frequently

Decide on goals and then organize by board terms & use to recruit for needed composition

- **Functional expertise and skills** (i.e.: marketing, HR, finance, legal, DEI)
- **Experiences** (i.e.: entrepreneurial scaling, other board experience, government, volunteer, military, leading change)
- **Resources and capacity** (has time to serve, access to funding/other resources)
- **Connections in the community** (i.e.: corporate, media, government, associations)
- **Leadership/Collaboration Style** (i.e.: visionary, communicator, bridge/team builder, consensus builder, challenger, wisdom)
- **Demographics** (age, gender ID, zip code, ethnicity)

Term Limits & Succession Planning

Why it is best for the long-term sustainability of your org

- Board
- Chairs
- Committees
- ED (no term limits)



Inherent Power Dynamic Between Board and Staff

How to break it down.

-
- Trust and respect
 - Sounding board
 - Shared mission, vision, passion, values
 - Clarity of roles
 - Open to change
 - Just the right amount of communication, no lone rangers allowed



Thank You

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Governance Resources

Propel for Nonprofits

- [Board roles and responsibilities](#)
- [Board profile matrix](#)
- Online training [here](#) including dashboards, fundamentals of budgeting, healthy chair/ED partnership

Governance Blog

Ann enjoys [Leading Well](#) – share with your board!

BoardSource

Board Assessment [here](#)

MN Council for Nonprofits

- [Publications](#) such as the grant directory, salary survey, legal handbook etc
- Once post-covid, they convene leaders

St Croix Valley Foundation

- [Consultants in Service](#)

National Council of Nonprofits

Many free templates [here](#)