

*“Being the Best
District Board Ever”*

Oklahoma Annual Meeting

February 2019

Effective Organizations

Goals

Working
Environment

Tensions

Procedures

R before I and T

- Relationships before issues and tasks
- Relationship “Bank Account”
 - Deposits
 - Withdrawals
 - Overdrawn?

The “Question”

- **“What do you want to accomplish as a Conservation District Official?”**
- Becomes the basis for building an effective board
- Board becomes successful through a support system
- Individuals accomplish

Board Members Toolkit

from Association Management – January 2002

- Always show up
- What's your leadership legacy?
- Get an early start on board materials
- Look forward, not back
- Continually review mission, vision, and plan
- Strategic thinking is a special responsibility
- Talk to new members
- Bring in a member – it sets the needed example
- Have your calendar with you
- Understand the plan for crises
- Figure out a filing system
- Board work doesn't take a holiday
- Disagree at the board meeting, but present a united front
- Ask for staff research help early
- Rapid turnover of executives costs time and money

Board Members Toolkit

from Association Management – January 2002

- Deal with the name game now
- Tune in to leading indicators
- Grow room for members
- Agree on what constitutes success
- Achievement flows from the team at the top
- Resist the temptation to micromanage
- Bottom line: Money really matters
- Be mindful of other people's time as well as your own
- Ask for great volunteers
- Effect a wonderful transition

Your Board Experiences

- The good
- The bad
- The ugly

Mission & Goals

- Purpose of organization is defined
- Who we serve & why
- Goals are developed, agreed to, written, and shared
- Values of the organization discussed and agreed to
- Priorities discussed and agreed to

Organization & Structure

- Type of organization
- Operating rules, procedures, legal
- Structure & requirements
- Committees, task forces
- Accounting
- Meetings

Roles & Responsibilities

- Position description
- Roles
 - Envision a program to meet the natural resource & people needs
 - Hold everyone accountable
- Responsibilities
 - Program, Education, Supervision, Administration
- Working relations between board members & staff
- Prepared for meetings, completing assignments, ethics, responsible

Members Recruitment

- Large pool of candidates
- Candidates recruited on meeting needs
- Recruitment prospectus – goals, qualifications, etc
- Election and appointment
- Associate board members

The Reward and Cause

Motivating Factors

- Political
- Pride
- Prestige
- Purpose
- Profit / Economic
- Partners
- Purpose
- Business
- Social
- Community Service
- Accomplishments
- Heritage

Development & Training

- Orientation early and over a period of time
- Mentoring
- Board member training needs
- Ongoing training and education

The Reward

Three Things all Board Members Need:

- To know role and responsibilities
- To be kept informed
- To have a meaningful contribution

Board Member – Staff Partnership

- Leadership partnership
- Defined differences between policy making and program management
- Constructive interactions promoted
- Regular review of member – staff relationship – role definition
- A board member for personnel to contact?

Meetings

- Defined schedule, agenda structure
- Balance participation & discussion with need to make decisions
- Strategic instead of reports review
- High order & policy relevant issues – not micromanagement
- Agendas, reports, background documents distributed in a timely matter
- Location & physical arrangements conducive to good board work
- Facilitation and useful tools & equipment
- Feedback & evaluation

Internal Communication

- Members identify specific information, desired format, deadlines
- Timely, accurate & useful information proved to all members
- Variety of approaches employed
- Identify preferred communication media
 - email, fax, voice, regular mail

External Communication

- Identified target audiences to maintain communications with
- Appropriate information in professional form in a timely fashion'
- Members take active role in developing networks
- Communication planning – message, action desired, media, evaluation
- Policy on who speaks for the board, review and approval of presentations

Policy Development & Planning

- Board's policy setting and planning procedures
- Strategic & Business planning – longer term compass setting
- Short term – annual plans with tasks, timelines, responsibilities & resources identified
- Active monitoring of plans
- Policies developed and adhered to reflecting priorities, values, and desired end states

Accountability & Evaluation

- Board reviews and evaluates their organization & accomplishments
- Evaluation criteria for staff executive
- Evaluation of programs – questions and use of feedback information
- Use evaluation to revise priorities, plans, decisions

Long-Range Board Development

- Needs of the board are identified
- Time set aside periodically to review the board's;
 - goals
 - structure
 - teaming
 - operations
 - issues
 - problems
 - outcomes from program
- Plan developed & identify and secure resources for long-range board development

The Need

Analyzing the Needs of Your District

- Inventory district programs & activities
- Identify strengths, weaknesses, goals of district
- Identify the current talents of board members
- Recruit for needed talents
- Invite local organizations to recommend candidates with needed talents, experience, knowledge

The Competing 2-letter Words in Board Development



*“IF IT IS TO BE,
IT IS UP TO
ME”*

*“IF IT IS TO BE,
IT IS UP TO TO
US”*



Most Important 2 Letter Words for Board Development

“IF IT IS TO BE, IT IS UP TO ME”

Why?

BECAUSE ONLY YOU CAN
DECIDE IF THERE IS GOING TO
BE AN “US”

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