“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
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”
Power Up Your Conservation District
Board Works by Ledgerwood

Ray Ledgerwood
Owner
1260 SE Harvest Drive
Pullman, WA 99163
Telephone 509.332.2218
Cell 208.301.4728
Email rayledgerwood@msn.com