

Director Recruiting and Engaging- May 2025 Team Meeting

District Staff Suggestions

- Locally Led Meetings
- Discuss what the district is about people
- Advertising and social media
- Ask people for their ideas on items or things they would like to see happen in the county
- Have associate board members
- Attend other organizations meetings such as cattlemen's; encourage and invite individuals to attend your board meetings
- Encourage and invite people to attend board meetings as guests
- Be honest
- Let people know they have a voice to be heard about what they and their area wants according to conservation
- Current directors sometimes know someone interested
- Discuss the board process at outreach events and encourage questions and interests
- Encourage cost-share participants to attend meetings, become familiar with district activities.
- Get someone interested in conservation
- Offer snacks
- Increase community outreach by hosting informational events and partnering with local schools, FFA/4-H groups, and ag-related organizations. Highlight the impact of board service on local conservation efforts.
- Invite interested community members to attend monthly board meetings or events, start interested people at associates so they can learn before they step into a director position.
- Talk with local FSA or NRCS office about producers that might want to serve
- More activities/events targeted at board members and how they can be better board members
- Reach out to the community. Examples would be insurance agents, bankers, teachers, local business owners
- Respect their time, feed them, encourage them
- Review and discuss board recruitment for associates quarterly
- Share information with FFA to encourage their future participation.

- Sometimes you have to “force” the engagement!
- Talk to producers who are very vested in volunteer conservation measures on their own land.
- Talking to existing producers
- To be engaged in the community as much as possible to expose the District to the community and also helps you come into contact with potential board members
- Try to recruit producers from all areas of the district and all backgrounds try and have some diversity so all aspects are represented.
- We always look through our files at outstanding producers that are familiar with our programs and what we do
- Reaching out and seeing who has a passion for conservation.
- Offer more on director meeting expense
- Pay them more