

Engaging ALL Ages in Your Organization

Alberta's Youth Volunteer Society
&
Edmonton Seniors Coordinating
Council

INTRODUCTIONS

Group Introductions

Share your name and how long have you been with your organization.

How many people are on your board? _____ How many vacancies? _____

What 3 skills do you bring to your Board / Organization?

1. _____

2. _____

3. _____

From your point of view, what are the current challenges with your organization?

1. _____

2. _____

3. _____

Board Recruitment : Marketing Approach

Product: The organization is the 'product' you want to sell

Tools: The board as a 'tool' that will sell the organization

It's the organization that
you are trying to sell to
the public!

- Everyone on the Board is an ambassador and should be ready to sell the organization ... assuming that the organization is healthy.

- It is difficult today to find good people to recruit to the board positions

- If the Board (the tool that runs the organization) isn't in good working condition, then it is almost impossible to recruit new members.

Focus on the Positive Of the BOARD

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Characteristics of Board Meetings

Structure of Your Board

Opportunities for Board Skill Development

Social Factors

**Satisfaction and
Accomplishment**

Other ...

Some Characteristics Associated With Healthy Boards

- Bylaws in order
- Policies and meeting processes in place
- Job descriptions for Board Members-everyone has something to do
- A well organized Chair or President to lead the meeting
- Length of meeting is set

- Agendas and minutes prepared and circulated
- There is opportunity for everyone to speak at the meeting
- Mutual respect
- Fun! Some social aspect i.e. networking time, perhaps treats
- Dynamic
- Enthusiastic Nominating Committee
- Productive meetings

- There are opportunities to learn new skills
- Mutual trust
- Shared vision
- Strategic plan
- Regular evaluations
- Debriefing after heavy meetings
- Appreciation of the time given by board volunteers
- Recognition of contribution of board volunteers

Remember ...

If the tool isn't in tip top shape, it is difficult to sell anything...

At this stage, give yourself permission to **STOP** and get your resources in shape, bring in outside sources or do less, or collaborate with another organization

How Can You Recruit to a Diverse Audience?

So your **TOOL** is in good shape and you are ready to start **RECRUITING!**

If we continue to do things in the same way we will continue to get the same results.

**EVERYONE is a
SALESPERSON for the
BOARD!**

SKILLS ASSESSMENT TOOL

The Skills Assessment
Resource creates a very
deliberate approach to
looking at what skills you
need on your board, so that

your board can run your
organization effectively.

Once you have determined the skills that are needed on the Board, where do you go to look for these?

What do we mean by the term **diversity**?

- age
- ethnicity
- gender

What are the benefits of having diversity on your board?

There is value in increasing public awareness of your organization and board in a way that is more inclusive.

Is your organization inclusive?

Remember ...

**No one wants to be a token
member of an organization.**

Is your organization
inclusive?

Are you willing to provide mentoring and opportunities for skill development to include a wider range of people?

How can we introduce
diverse communities on the
board?

- Collaboration –what are the opportunities to work together
- Establish Trust and Build Relationships

- Nurture existing or new relationships
- Be Open to change!

How do we recruit?

Brainstorm traditional and nontraditional methods of board recruitment!

Easy TIPS to Recruitment

Consider Introducing New People Through Opportunities to Engage with Your Organization:

- Committees
- Special Projects
- Events

When introducing people to Board Opportunities consider:

- Developing an interview process
- Create a Job Description and a Recruitment Package

- Create opportunities to help the both the Recruiter and the Recruited determine if they are compatible I.e. lunch meeting, coffee meeting, etc.
- Invite them to a board meeting to observe and assess

- Provide them with manageable tasks and responsibilities to engage in a meaningful way
- Provide them with a mentor and opportunities for skill development

Summary & Final Thoughts

“I am convinced that life is 10% what happens to me and 90% how I react to it.”

– Charles Swindoll

- **Dwell on the positive**
- **Be Open to Change**
- **Be Intentional About Including Others**
- **Stop** – if you feel the board isn't where it needs to be to recruit new people then take the time to put it into working order

- **After Your Assessment** if you aren't getting the people you want, then evaluate what you are doing, aim to do less, and accept that this is okay!
- **Restructure if necessary**
- **Collaborate whenever possible** – Be willing to collaborate with other organizations that are of like purposes I.e. Co-sponsor and event, successful partnerships, opportunities to share resources, opportunities to combine organizations, etc.