

Finding, Recruiting, & Onboarding Outstanding Board Members

A CMU Governance Webinar

Presented by



THE GOVERNOR JOHN ENGLER

**CENTER FOR
CHARTER SCHOOLS**

CENTRAL MICHIGAN UNIVERSITY



What We Will Cover

- Framing Thoughts
- Ideal Board Composition
- Identifying Priorities
- Steps for Recruiting and Orienting Board Members
- Sample BoardOnTrack Resources

Welcome!
We're so glad you're here.



Mike Mizzoni

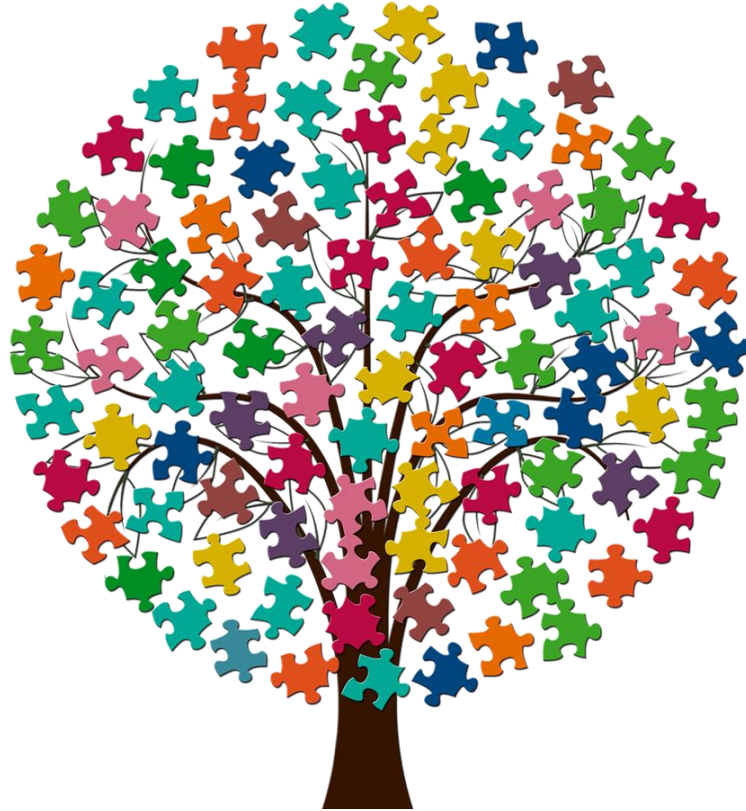
Chief Governance Officer



Gina Fafard

Senior Governance Coach

**Exceptional boards are made of
exceptional people.**



What is a Charter School Board?

Your charter board is more than a group
of well-meaning volunteers.

Rather...

It's a highly effective team,
strategically assembled,
to bring the skills, expertise, temperament, and time,
to govern a multimillion-dollar public enterprise.

What's the Right Size?

- At least 3 standing committees:
Governance, Finance, Academic Excellence
- Establish as needed or Ad hoc:
Development, CEO Support & Evaluation
- Minimum of 3 people per committee
At least one board member serving on each, except Governance
- Trustees only serve on one committee
Encourages more focused participation and avoids burnout

Board Size Evolution



Which Standing Committees?

Most Charter School Boards Can't Live Without...

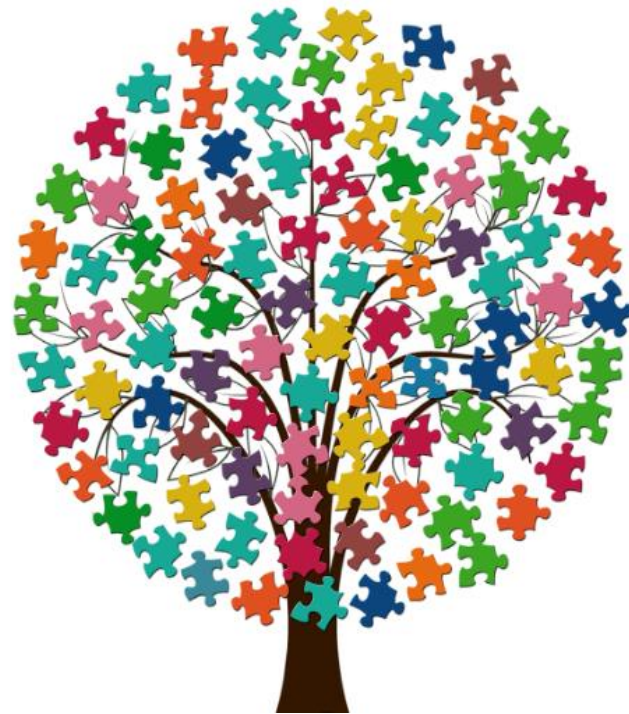
- Governance / Executive
- Finance
- Academic Excellence

Add as needed...

- Development (Fundraising)
- *CEO Support & Evaluation*
- *Facilities*

Key Skills & Expertise

- Finance
- Facilities—acquisition, build out, financing
- Legal
- HR, Personnel
- Fundraising, Marketing
- Education – but not too narrow a focus
- Previous governance experience



Start with Skills But Don't Stop There

Board Member Qualities

- Entrepreneurial
- Sense of humor
- Passion for the mission
- TIME
- Group process

Diversity Considerations

- Ethnicity
- Gender
- Age
- Geography
- Religion
- Socio-economic

Role of Governance Committee

- Board Composition (Developing Diverse Board)
 - ◆ Recruiting
 - ◆ Nominating
 - ◆ Onboarding new trustees
- Roles & Responsibilities
 - ◆ Full Board
 - ◆ Committees
 - ◆ Individual trustees
- Board Orientation and Education
- Succession planning for officers & CEO
- Can also serve as the CEO Evaluation Committee

Step 1: Take Stock of Your Current Members

- Inventory of Skills & Demographics
- Board Member Term Information
- Succession Planning
- Governing for Growth





Dashboard



Meetings



Documents



Board Goals



Assessments



CEO Evaluations



Reports



Training



Resources



Team



Settings

Team

PEOPLE

COMMITTEES

TERMS

MEMBERS REPORT

GROUP BY:

YEAR



Click for details report, to see who's included in the report for that date range

SKILLS SUMMARY	CURRENT FY18-19	FY19-20	FY20-21	FY21-22
Academic Excellence				
Development				
Facilities				
Finance				
Governance				
Human Resources				
Key Qualities				



Sufficient Expertise



Minimal Expertise



Insufficient Expertise



Insufficient Data

DEMOGRAPHICS	CURRENT FY18-19	FY19-20	FY20-21	FY21-22
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Age



Dashboard

Meetings

Documents

Board Goals

Assessments

CEO Evaluations

Reports

Training

Resources

Team

Settings

Kyle's School for Gifted Youngsters

Kyle McCarthy

END MIMIC

Help

Team

PEOPLECOMMITTEESTERMSMEMBERS REPORT

Key Qualities

Sufficient Expertise Minimal Expertise Insufficient Expertise Insufficient Data

DEMOGRAPHICS	CURRENTFY18-19	FY19-20	FY20-21	FY21-22
Age				
Gender				
Ethnicity				

MEMBERSTERMSDEMOGRAPHICS COMPLETEDSKILLS COMPLETED

Step 2: Approve Recruitment Priorities

Form Should Follow Function

- What does the board need to accomplish in the next 3 - 5 years?
- What skills and expertise are needed to make that happen?
- Is your board demographically diverse?

Step 3: Get The Right Tools in Place

- Governance Committee (Manages the recruitment efforts)
- Written Job Descriptions
- Screening Questions / Evaluation Rubric
- Board Member Agreement
- Orientation Materials

Step 4: Identify Potential Candidates

- ➔ Preparing for the search
- ◆ Be intentional
 - ◆ Have a job description
 - ◆ Elevator pitch for cold calling
 - ◆ Brainstorm referral sources

JOIN Our Board

JOIN THE CHARTER SCHOOL BOARD

3 REASONS TO JOIN THE COCOSPAs BOARD

- Unique Offering**
The Contra Costa School of Performing Arts is a unique 6-12 public charter school located in the heart of Contra Costa County. It is the only 6-12 Arts school in the eastern Bay Area and the only 6-8 charter school in the western Bay Area.
- Caring & Talented Staff**
Contra Costa School of Performing Arts has a staff that cares tremendously about kids. COCOSPAs also has professional, working artists who bring pre-professional training to the students.
- Opportunity to Serve**
Serving on the COCOSPAs board is an opportunity to serve an incredible community that spans the east Bay Area. COCOSPAs kids come from Vallejo, Fairfield, Concord, Walnut Creek, Pittsburg, Antioch and even Brentwood! **AZELY NOVI.**

APPLY NOW!

Application period is open from 9/20/22 through 10/19/22.

CONTACT US TO LEARN MORE

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JOIN Our Board

Amani Public Charter School

JOIN THE CHARTER SCHOOL BOARD

Mission Driven
Mission is to provide students who attend school from 5th through 8th grade with the academic and critical thinking skills necessary to succeed in competitive high school programs, college, and the career of their choice.

Academic Programs
Years strong, Amani is growing the program to include an Elementary School. It is a unique moment for you to join this amazing team and make an impact on the educational landscape in lower Alameda County.

Opportunity to Serve
Serving on the Amani Board is a chance to be part of a wonderful community. We are used on raising achievement and providing opportunities for the students and families of our school. **Unit Vernon, NY.**

MORE

Debra Stern
Founder & Executive Director
ds@amanicharter.org
www.amanicharter.org

Where will you find candidates?

→ Referral Sources vs. Candidates

- ◆ People too close to the organization to be effective
- ◆ Current and past board members, current donors
- ◆ Local leaders who support your mission (political)

→ Circle of Influence

- Local college and university departments (Education, Business, etc.)
- Your local Chamber of Commerce / Rotary Club
- Affinity groups like a chapter of Prospanica or NAWMBA; TFA

Step 5: Screen Candidates

Use agreed-upon screening questions

- Visit the school
- Attend a Board / Committee Meeting
- Use an objective ranking/scoring tool
- Be sure to screen for cultural fit



ABC Charter School

Board Candidate Evaluation Form

Candidate Name: _____	Date: _____
Evaluator Name: _____	

1. Relevant Expertise:

Does the candidate have expertise relevant to a board position? Will his or her expertise fill a need unmet by current board members? Has the candidate had enough experience within his/her field such that s/he can make meaningful contributions? Is the candidate willing to share his or her expertise as a board member?

Please check only the TWO most relevant areas of expertise:

- | | |
|---|--|
| <input type="checkbox"/> Strategic planning | <input type="checkbox"/> Governance |
| <input type="checkbox"/> Senior management/leadership | <input type="checkbox"/> Facilities/Real Estate |
| <input type="checkbox"/> Accounting/finance Fundraising | <input type="checkbox"/> Education |
| <input type="checkbox"/> Legal | <input type="checkbox"/> Politics/ Connections |
| <input type="checkbox"/> Marketing/PR | <input type="checkbox"/> Community Representation/Organizing |

Definitely Reject	Probably Reject	Unsure	Probably Invite	Definitely Invite
1	2	3	4	5

2. Teamwork:

Will the candidate make a good team member? Is the candidate open to hearing others' opinions and perspectives? Sensitive to group dynamics? Willing to put organizational needs before his or her interests and needs in making decisions?

Definitely Reject	Probably Reject	Unsure	Probably Invite	Definitely Invite
1	2	3	4	5

Step 6: Nominate and Onboard

Governance Committee Tasks

- ◇ Nominates for full board approval

**Does your board have an approved nomination process?*

Provides an Orientation

- ◇ Orientation process and packet
- ◇ Training session (include authorizer/state training)
- ◇ Mentorship Program / Board Buddy

**Does your board have an approved orientation process?*

Steps for Better Recruiting

6 Steps for Better Board Recruiting

Step 1: Take stock of your current membership

Step 2: Align on recruitment priorities

Step 3: Get the right tools in place

Step 4: Identify *potential* candidates

Step 5: Screen all Candidates (be consistent with process)

Step 6: Nominate and Onboard

**Where do you find
exceptional board
members?**

More Places to Find Board Candidates

1. Current and past board members; Non-voting committee members
2. Anyone you know to be a super networker and connector!
3. Local nonprofit and political leaders who support your mission
4. Local college and university presidents
5. A local New Leadership business group/Next Generation young professionals
6. Your current donors
7. Successful graduates of your school who are professionals and love the school

Questions?

We're here to help.



Schedule a call with your
Governance Coach.

gina@transact.com



Chat with us live
in BoardOnTrack.



Learn about Board
Governance Support.

mike@transact.com

Resources:

[Board Composition: Sample Policy For Board Composition & Expansion](#)

[Cold Calling to Find Exceptional Trustees](#)

[Recruiting: Setting a Strategy](#)