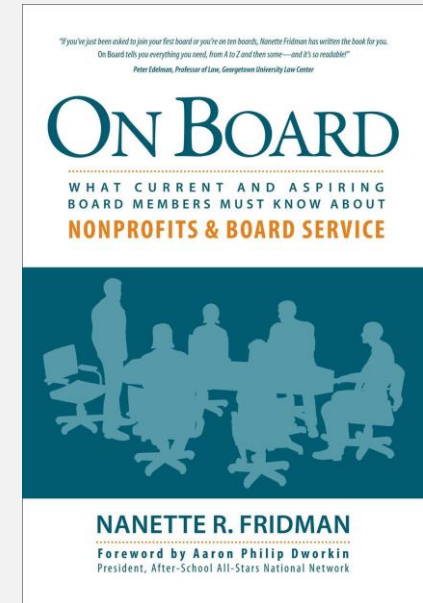
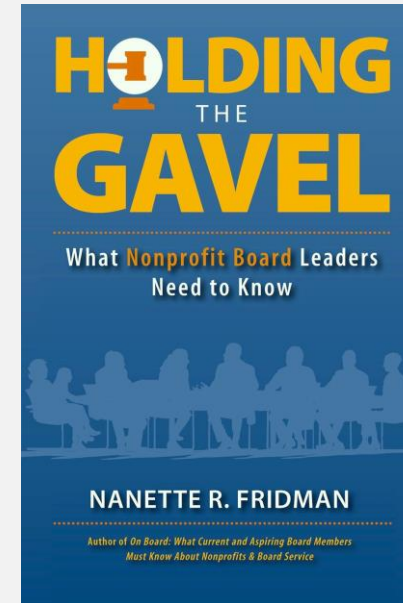


TAKE OFF YOUR ROSE-COLORED GLASSES:  
ASSESS AND IMPROVE YOUR BOARD TO  
ATTRACT NEW BOARD MEMBERS

March 2023

# INTRODUCTION OF NANETTE FRIDMAN

- President of Fridman Strategies, Inc.
- 25+ years of experience with nonprofits as a professional, lay leader, consultant & coach
- National speaker, trainer and facilitator
- Author of two books, *On Board* and *Holding the Gavel*
- BA, Tufts University
- MPP, Georgetown University Public Policy Institute
- JD, Georgetown University Law Center
- Harry S. Truman Scholar



# GOALS

- Discuss why people join a board
- Assess your board
- Think about changes that might improve recruitment and retention of board members

# YOUR BOARD

- Is your board strong?
- Is your board diverse and reflective of your congregation?
- Do you have planned leadership succession?

# WHY DO PEOPLE JOIN A BOARD?

WHY DON'T PEOPLE JOIN A BOARD?

# BOARD PROSPECT IDENTIFICATION & RECRUITMENT

- Where do you look for new board members?
- How do you cultivate and recruit them?
  - Who does it?
  - When?
  - What do you tell them about your temple?
  - What do you tell them about your board?
  - What do you tell them about being a board member?

# WHAT MAKES A POSITIVE BOARD EXPERIENCE?

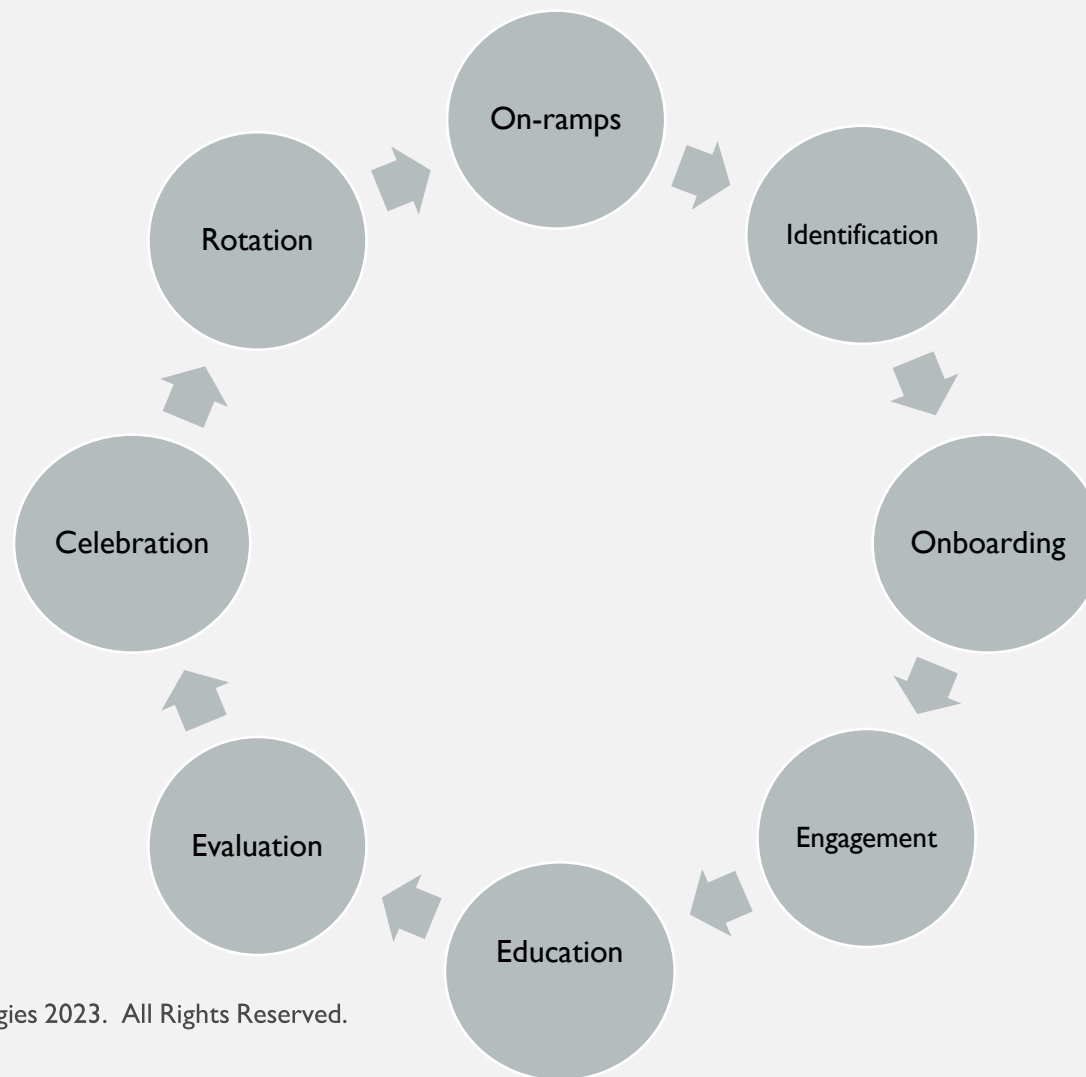


HAVE YOU ASSESSED YOUR BOARD AND  
BOARD EXPERIENCE?

## HOW MIGHT YOU ASSESS?

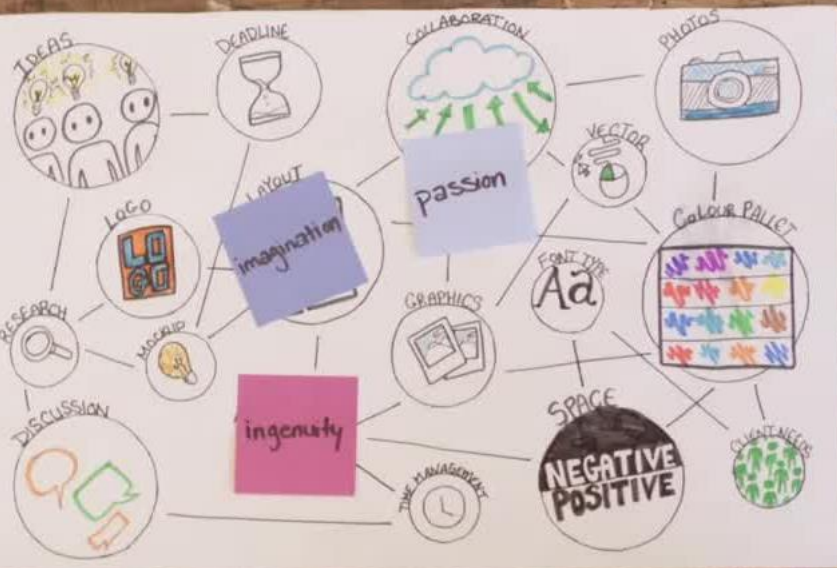
- Board Assessment
- Individual Board Member Self-Evaluation
- Governance Review
- Yearly Board Goals
- Meeting Evaluation
- Ease of Recruiting New Board Members
- Ease of Succession Planning
- Exit Interviews

# BOARD MEMBER EXPERIENCE



# HOW WOULD YOU ASSESS YOUR BOARD?

- Board Fundamentals
- Onramps & Identification
- Onboarding & Orientation
- Engagement
- Education
- Evaluation
- Celebration
- Rotation



# BOARD FUNDAMENTALS

- Current Composition
- Structure
  - Size
  - Number and productivity of meetings
  - Terms
  - Use of Committees
- Culture
  - Formal/informal
  - Hierarchical/flat
  - Historical/Innovative
- Policies
  - Giving
  - Attendance

# WHAT MIGHT MAKE YOUR BOARD & BOARD SERVICE...

- More participatory and engaging
- More meaningful
- More inclusive and reflective of your congregation
- More productive
- More attractive

## NEXT STEPS

- What one or two changes might have the most impact?
- With whom will you share these thoughts?
- Who is charged with this work?

## COMING UP

- **Beyond Soliciting: How to Engage Your Board in Financial Resource Development**

Monday, April 3, 2023 | 2:00 – 3:00 pm



## CONTACT INFORMATION

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