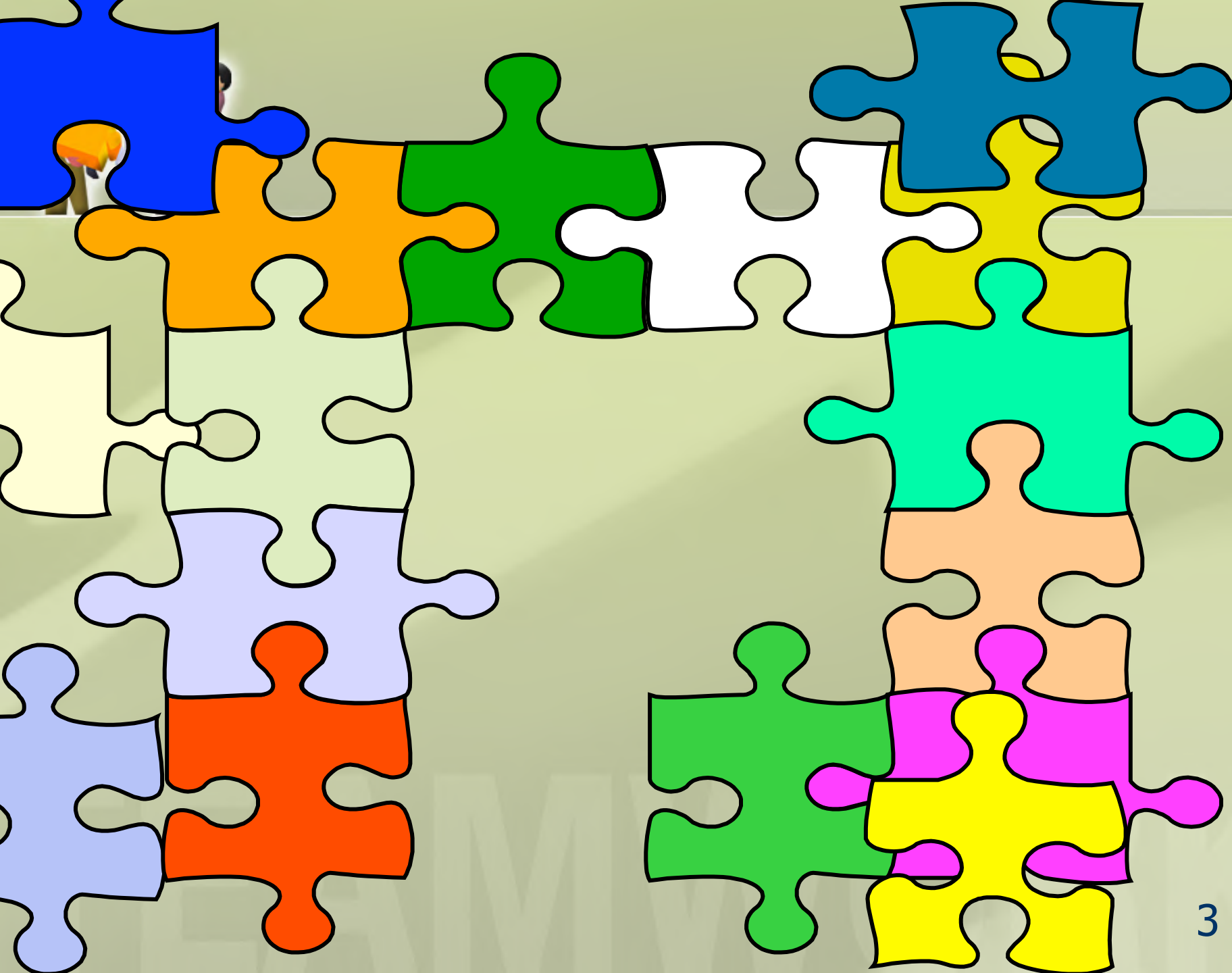


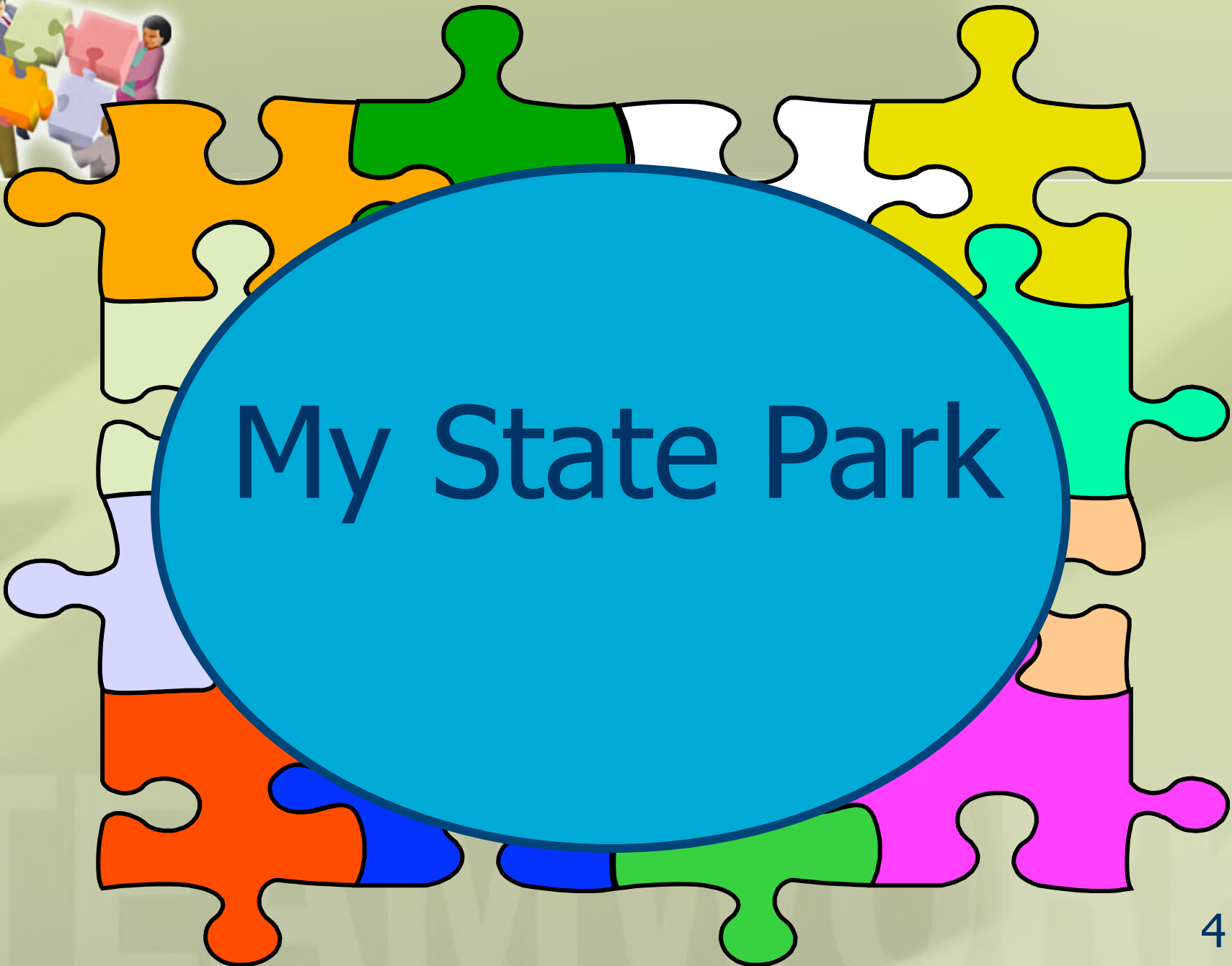


# **Board Recruitment, Retention & Training**

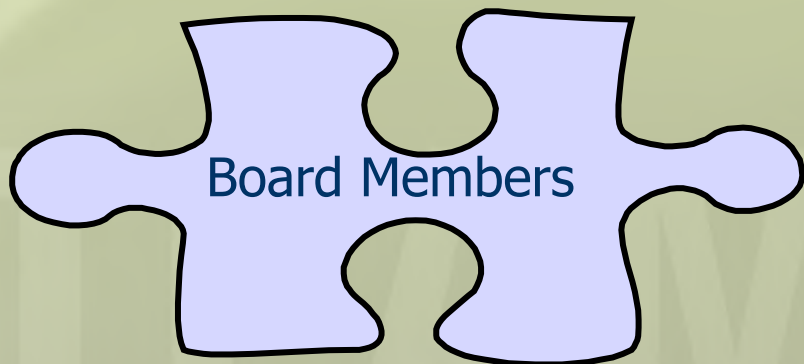


**Lynn Cherry, FL State Parks  
Foundation Board Member**





# My State Park





# This session will focus on

- **Board Recruitment**
- **Board Retention**
- **Board Training**



# Introductory Comments

No lasting positive change happens without volunteers having the passion to take action and being committed enough to persevere to the point of success



# Introductory Comments

Simple knowledge is rarely enough to create dynamic and systemic change.

A thoughtful “process approach” is needed to build the type of understanding that inspires action.





# Board Recruitment



# Board Recruitment

## Characteristics of a Super Board





# Board Recruitment

## 4 Steps to Recruit Great Board Members

1. Create a list
2. Establish a committee
3. Create a written board member job description
4. Develop a thorough orientation process



# Board Recruitment

## Strategic Planning

### Questions to ask during strategic planning session

1. What park improvements should be made in the next 5 years?  
Keep in mind improvements must be in the Unit Management Plan
2. What key characteristics do you find in a high performing board of directors?
3. What programs should the Friends sponsor in the next 5 years?
4. How can we make the Friends group stronger/better?
5. What must we do?
6. What should we do?
7. What should we not do?





# Board Recruitment

## Example Strategic Planning Outcomes

1. Start kayak rentals
2. Build partnerships
  1. Panama City Beach Chamber of Commerce
  2. Bay County Tourist Development Council
3. **Build board of directors**
4. Increase membership
5. Combine park map and membership information
6. Improve website



# Board Recruitment

Strive to translate vision, mission, and objectives into action.

Groups that perform, do things; they don't just plan and meet – however, for the first few months the group will need to establish its **action plan and process** before action can take place.



# Board Recruitment

## Bylaws

- Board of Directors Section
  - Board of Directors Election
  - Number
  - Term of Office
  - Voting
  - Removal of Board of Directors
  - Vacancies
  - Nominations Process for New Board Members

# Board Recruitment



PANAMA CITY BEACH  
CHAMBER OF COMMERCE

**CAUSE  
AN EFFECT**



Make dinner a selfless act by joining us for a fundraiser to support Friends of Camp Helen State Park. Come in to the Chipotle at **100 Pier Park Drive Suite 100** in Panama City Beach on **Tuesday, January 24th** between **5:00pm** and **9:00pm**. Bring in this flyer, show it on your smartphone or tell the cashier you're supporting the cause to make sure that 50% of the proceeds will be donated to Friends of Camp Helen State



Gift card purchases during fundraisers do not count towards total donated sales, but purchases made with an existing gift card will count.

PANAMA CITY BEACH,  
FLORIDA

AREA MAP

PANAMA CITY BEACH  
chamber of commerce

309 Richard Jackson Boulevard  
Panama City Beach, FL 32407  
ph 850.235.1159 fx 850.235.2301  
PCBeach.org

BUSINESS'S  
*after hours*







# Board Retention



# Board Retention

Once you have great board members, how do you  
keeping your board committed

Ask yourself the following questions:

- 1.** Are you providing meaningful work? Are you actually utilizing their expertise?
- 2.** Are your board members involved in strategic planning? Do you have an annual board retreat? Do you have an annual budgeting process? Do you have an annual report or other communication to board members on important topics?
- 3.** Are you providing opportunities for board members to express their views? Do you have an annual board retreat? Do you have an annual budgeting process? Do you have an annual report or other communication to board members on important topics?
- 4.** Are you expressing appreciation for your board members in person, in writing, in public, or in other ways? How important are they to your organization?

This relates to the board strategic planning. If they help create the plan – they will stay committed to making the plan happen.



# Board Retention

## 4 Strategies to Keep Your Strongest Board Members

1. Stir their emotions
2. Make it fun
3. Run efficient meetings
4. Offer regular trainings



# Board Training



# Board Training

## 3 Areas for You & the Board to Commit to are

- 1. Leading** – commitment to building partnerships to create lasting change
- 2. Learning** – involves continuous reflection, measurement, and evaluation
- 3. Communicating** – promote critical thinking



# Board Training

## 4 Elements of a High-Performance Board

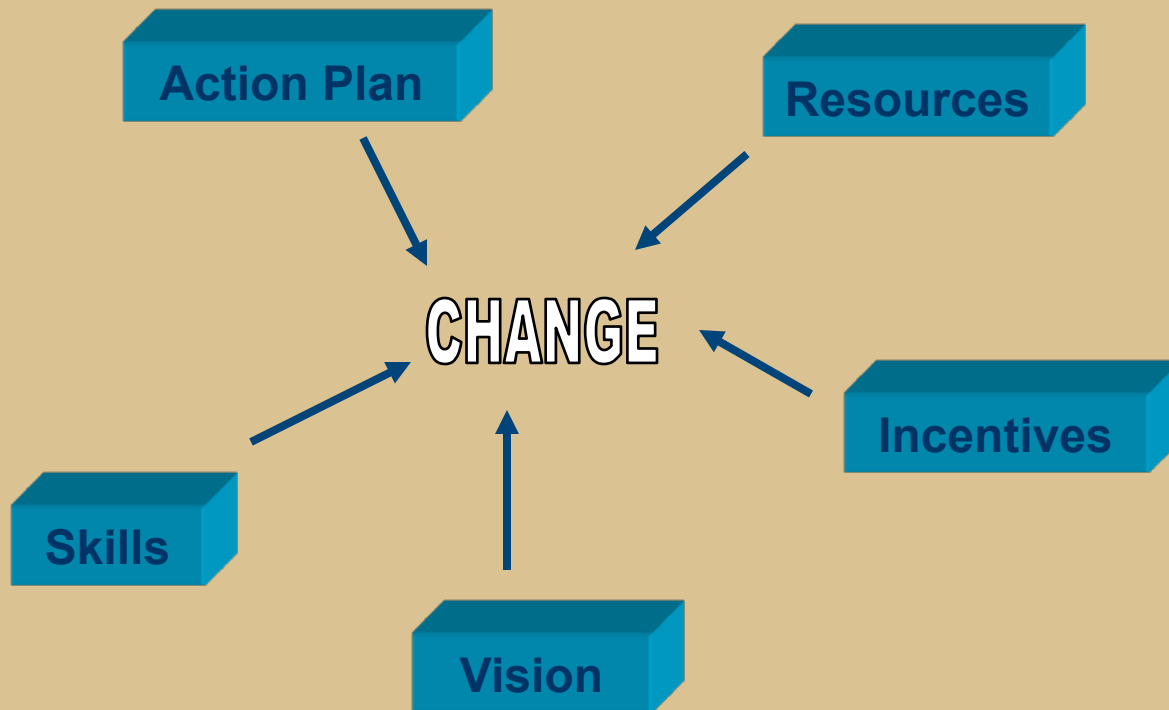
1. Sharing a strong sense of purpose
2. Trusting in team competencies and leadership
3. Sharing commitment to targeted goals
4. Having resources and tools to work with



# Managing Complex Change

Delorese Ambrose & Associates  
Enterprise Corp Ltd.

# Managing Complex Change



**THE FIVE MAJOR COMPONENTS OF CHANGE**



# Managing Complex Change

Vision



Skills



Incentives



Resources



Action Plan



**CHANGE**

# Managing Complex Change

Vision

Skills

Incentives

Resources

Action Plan

CHANGE

Skills

Incentives

Resources

Action Plan

CONFUSION

# Managing Complex Change

Vision →

Skills →

Incentives →

Resources →

Action Plan →

**CHANGE**

Skills →

Incentives →

Resources →

Action Plan →

**CONFUSION**

Vision →

Incentives →

Resources →

Action Plan →

**ANXIETY**

# Managing Complex Change

Vision

Skills

Incentives

Resources

Action Plan

CHANGE

Skills

Incentives

Resources

Action Plan

CONFUSION

Vision

Incentives

Resources

Action Plan

ANXIETY

Vision

Skills

Resources

Action Plan

GRADUAL  
CHANGE

# Managing Complex Change

Vision

Skills

Incentives

Resources

Action Plan

CHANGE

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Action Plan

CONFUSION

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GRADUAL  
CHANGE

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FRUSTRATION

# Managing Complex Change





# Closing Comments & Questions