

20/twenty

STRATEGIC
CONSULTANTS

*Strategic Leadership
Conference
Tuesday, October 4th, 2022*



How to Diversify your Board



Toccarra D. Gartin, MPH, ASCP
Director of Administrative Services
20/twenty Strategic Consultants

What is Board Diversity?

Board Diversity

- to cultivate a broad spectrum of demographic attributes and characteristics in the boardroom.

Why do you want to diversify?

- Add new blood
- Adds specialize talents
- Ensures mission continues
- Helps fill gaps



Why Is Diversity Important?

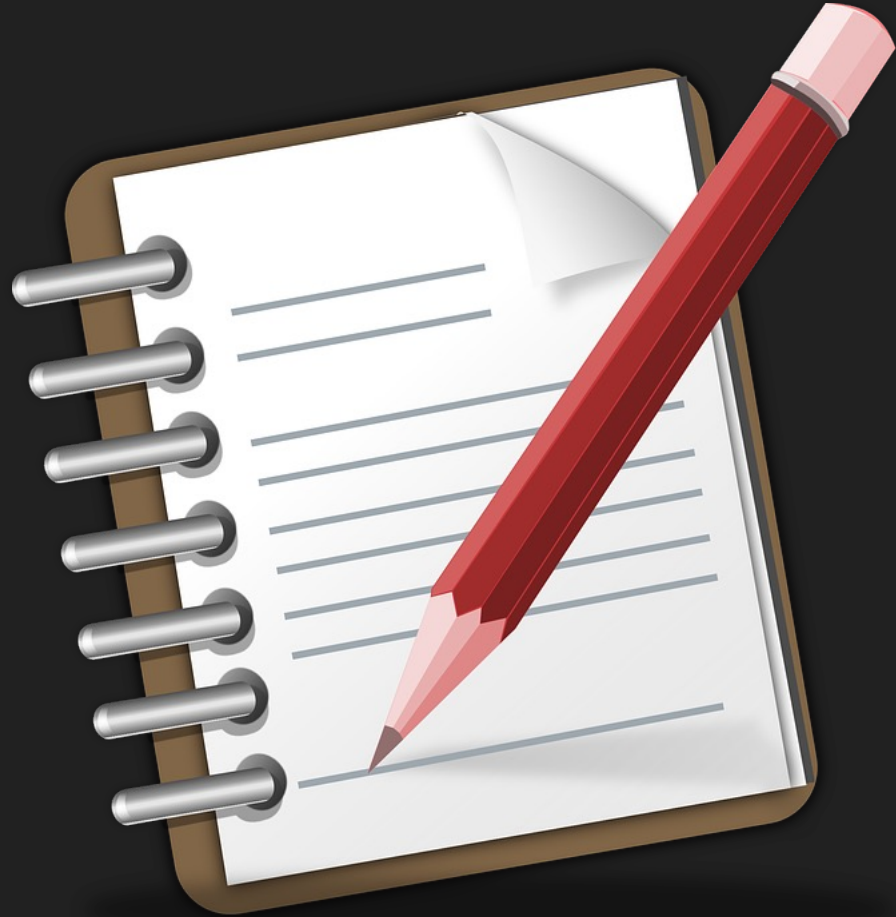
- Nonprofit boards of directors oversee the strategic plan and make important financial and operational decisions for their organization.
- The nonprofit sector serves people in need, people seeking equity and people in marginalized communities.
- A diverse nonprofit board that includes people of all genders, races, ages, sexual orientations, cultural backgrounds and levels of ability, will consider a variety of perspectives and ultimately make more informed decisions.

Board Diversity

What are your
organizations Values?

What specialized skills and
expertise do you think
donors and grantors want
on your board?

What specialized
expertise and skills does
the board want to have?



Make a list of them all

How Do We Look?



- How diverse is your board?
 - Does your board reflect the people that you are serving?



Example:

- At the start of the board year in January 2022 we had 12 board members
- 1 is a minority and 11 Caucasian
- February 1 Director passed away
- 1 retired
- 1 inactive
- 3 people have 7 or more years on the board



We realized we needed things to change

Next Steps

- Make a Commitment to Diversify
- Evaluate the board
- Create a plan for recruitment
- Make a commitment to have people from various experiences
- Establish an onboarding process
- Reassess the board to make changes, and recommendations.

Make a Commitment to Diversify

- Make diversity a part of your mission — not just your mission statement
- Take the lead in building and strengthening partnerships with other organizations with diverse boards
- Incorporate leadership development and civic engagement/organizing into all programs and activities.
- Continue to develop an infrastructure and resources to further build the capacity of The Welcome Project

Evaluate the Board

Run a diversity audit to see how your entire organization, not just your board, stacks up.

- 1. look at the demographics of your board.**
- 2. Look at the demographic of your community.**

Evaluate For What?

- Are there any groups that are underrepresented currently on your board?
- How does your board look (and your organization as a whole) compared to your community?

If the two are vastly divergent, it might be time to rethink your recruiting — and ask yourself why there's such a gap.

Recruitment strategies

- Post online on websites like www.idealists.org or www.createthegood.org
- Blast your social media accounts with the open position
- Collaborate with other orgs
- Identify events
- Ask partnering or neighboring organizations

**Make a commitment to have
people from various experiences**





Recruit for Skills

NOT FOR LOOKS!!!

- Integrate Diversity in your organization wide strategy
- Diversity of Ethnicity, gender, age and etc. should not be your end

Recruiting for Skills

- Young Professional Organizations
- Junior Board/committee
- Affinity group
- Colleges/Universities

Establish an onboarding process

Are you effectively onboarding your board members?

- ❑ **Start Onboarding During The Interview**
- ❑ **Start Engaging New Hires Before Their First Day**
- ❑ **Integrate Technology Into The Process**
- ❑ **Keep A Focus On Core Values**
- ❑ **Set And Communicate Clear Expectations**
- ❑ **Be Consistent And Thorough**
- ❑ **Engage Existing Team Members In The Process**
- ❑ **Create Workshops That Everyone Participates In**
- ❑ **Listen To Existing Members' Suggestions**
- ❑ **Combine Perspectives Of New And Existing Members**



Reassess Your Board

Beginning

- At the start of the board year in January 2022 we had 12 board members
- 1 is a minority and 11 Caucasian
- February 1 Director passed away
- 1 retired
- 1 inactive
- 3 people have 7 or more years on the board

Currently

- As of October 2022, we have 12 board members
- 6 are minorities, 1 fluent in French, 1 Fluent in Spanish, 3 Caucasian, 1 hearing-impaired and 2 women
- New Director hired in March 2022
- Total board experience is 20+ years

Questions?



20/twenty

STRATEGIC
CONSULTANTS

*Strategic Leadership
Conference
Tuesday, October 4th, 2022*

