

Webinar Slides

Diverse Board Recruiting Unlocked



Dr. Joynicole Martinez



Caroline Hoy



Diverse Board Recruiting Unlocked – Agenda

- Introduce webinar guest Dr. Joynicole Martinez
- Define “diversity”
- Discuss the current state of diversity on nonprofit boards
- Outline why diversity is important
- Point out causes of poor diversity in board recruiting
- Identify actionable ways to improve diversity in nonprofit boards
- Take questions from the audience (please post them in chat throughout webinar)

Diverse Board Recruiting Unlocked

Board Diversity Advocate

- 20-year nonprofit veteran
- CEO of Alchemist Agency, a nonprofit & business consultancy
- Currently serves on four nonprofit boards
- Based in North Carolina



**Dr. Joynicole
Martinez**



What does “diversity” mean? What does it NOT mean?





Diversity may not be what you think it is.

What it is NOT:

- Checking racial diversity boxes

What it IS:

- A variety of experiences and perspectives

Diversity may include: race, age, gender, religion, income level, geographic background, sexual orientation, etc.



Is this group "diverse"? What if they all went to the same university, work at the same firm, and are from the same city?



Current State of Nonprofit Board Diversity

(According to BoardSource *Leading with Intent: 2017 National Index of Nonprofit Board Practices*)

1. 90% of CEOs and 84% of board members report as Caucasian.
2. 27% of boards identify as all white. This compares to 25% in 2015.
3. 65% of CEOs report they are somewhat or extremely dissatisfied with their board's racial and ethnic diversity.
4. 41% of board chairs express the same levels of dissatisfaction.



Gender & Age Board Diversity Snapshot

(According to BoardSource *Leading with Intent: 2017 National Index of Nonprofit Board Practices*)

	CEO	Board Chair	Board Member
<u>GENDER</u>			
Male	28%	58%	52%
Female*	72%	42%	48%
Other	0%	<1%	<1%
*Women of color make up only 14% of board members			
<u>AGE</u>			
+65	13%	29%	16%
50-64	56%	43%	41%
40-49	20%	17%	26%
Under 40	11%	11%	17%



Why is diversity important for a nonprofit?

1. Understanding the needs of the community served by the mission
2. More creative problem solving
3. Better perspective on effect of organization's actions on the public
4. Inclusive image for outreach, increased fundraising opportunities



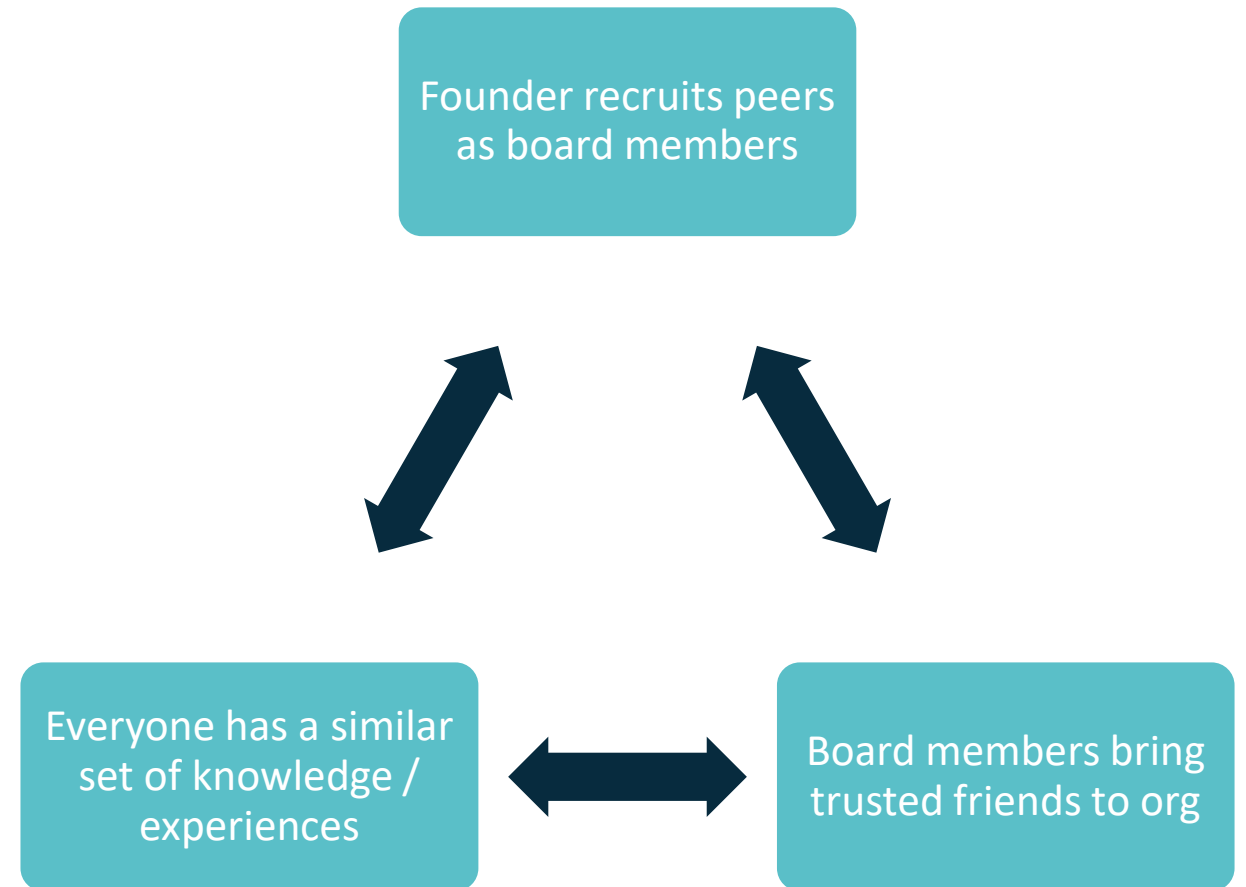


Causes of Poor Diversity

Everyone has good intentions.

To serve the mission, they recruit people they have experience working with.

Often this ends up being people with the same set of experiences they have.



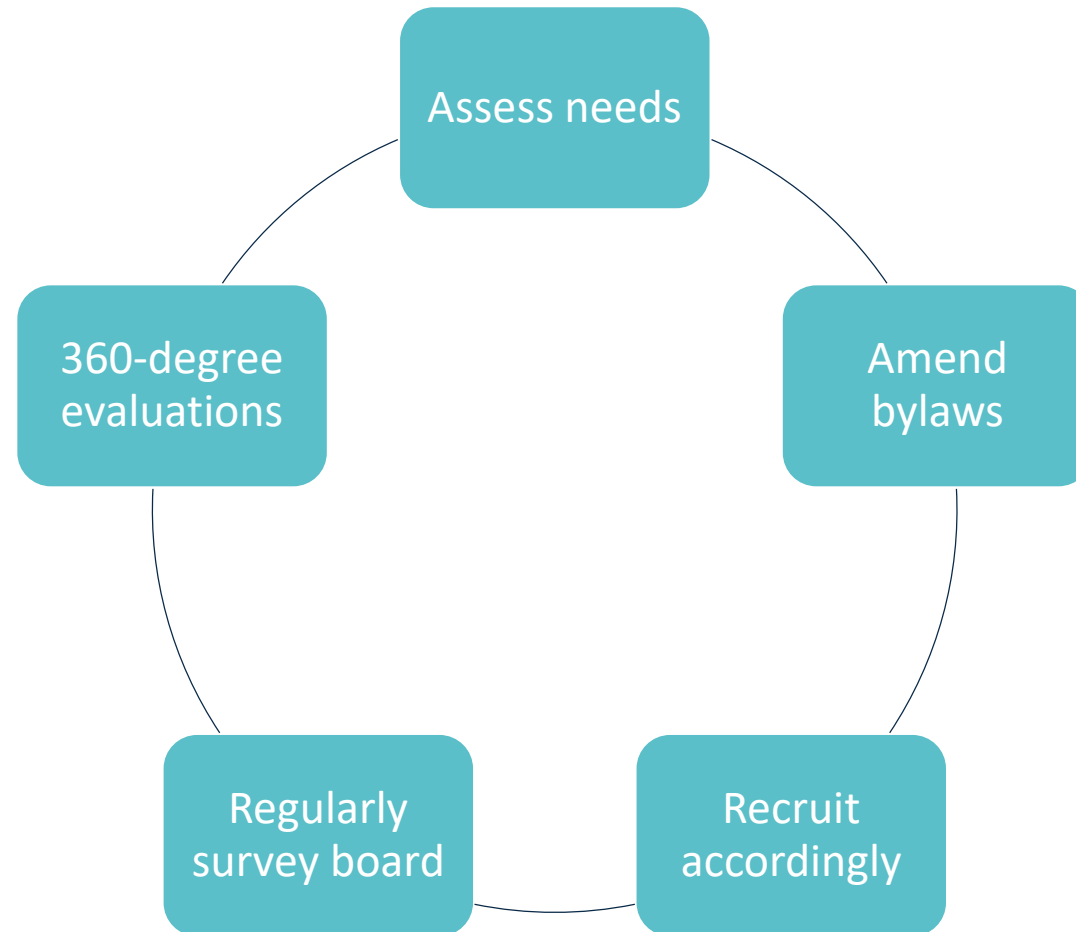


Diversifying Board Recruiting – First 3 Steps

- 1. Evaluate, evaluate, evaluate!** What perspectives are lacking on the board? What areas of expertise are needed? Is the community served by the mission represented on the board?
- 2. Create a vacancy on the board.** This may require being creative, for example creating a non-voting board position until a voting member term limit expires, or amending bylaws to expand number of board seats.
- 3. Recruit from the community.** Ask staff and volunteers to identify candidates from the population served by the nonprofit. Consider redefining board member donation requirements, if the nonprofit serves low-income groups.



Board Diversity Preservation – How Do We Not Backtrack?



Constant process of assessing needs and bylaws, evaluating and surveying all stakeholders, then acting accordingly



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