



READ FIRST: Steps to Creating a Diverse Board

Board recruitment is an intentional and ongoing cycle that is critical to ensuring the people on the board mirror your community and have the skills and experiences to advance the mission. The following resources have been created to assist your board through the process of creating a diverse and inclusive board.

Step 1: Before you get started, consider watching/rewatching these two webinars that spotlight councils that have committed to the work of building a diverse and inclusive board.

- [‘Building & Diversifying Staff & Board’](#): Hear from Mary Uran from Girls on the Run Minnesota on her personal experiences diving into this important work and discover new strategies for creating an intentional process to diversify your council’s staff and board. (January 2022/40 minutes)
- [‘Spotlight on Board Recruitment: Building a Diverse and Inclusive Board – Wins, Warts, and All!’](#): Led by council directors and board chairs from Girls on the Run Snohomish County, Girls on the Run of the Triangle, and Girls on the Run New Jersey East. Learn how straight talk, open-heartedness, grace and intention are guiding their conversations and strategy. (March 2021/1 hour 15 minutes)

Step 2: Review the [Board Governance Timeline](#) for an example of a board recruitment cycle

Step 3: Read [Key Considerations to Creating a Diverse Board](#)

Step 4: Assess your current board using the [Board Matrix](#) to identify gaps and needs. If the council board decides to collect this information anonymously, you can use the [Individual Board Member Survey](#) as a template to create a survey

Step 5: Create a recruitment strategy using the [Board Recruitment Outlet & Strategy](#) tool

Step 6: Use the [Sample Board Member Marketing Language](#) as a guide to post the board member opportunity via social media, email, etc.

Step 7: Use the newly created **Board Interest Form** (formerly the Board Application) available now in all council’s Pinwheel environments under recruitment campaigns. Be sure to review the [Board Interest Form Pinwheel Instructions](#) to personalize the form.

Step 8: Schedule conversations with your potential candidates to assess the match and use the [Example Conversation Questions](#) as a guide to learn more about each candidate

Step 9: Create a pipeline! Connect with all people that submitted a Board Interest Form and find other ways they can support your council

Step 10: Vote on candidates; prepare and provide an onboarding process that equips and empowers board members to effectively activate their strengths

Step 11: Evaluate the process and adjust as needed!

Considerations:

1. **Do you have a board recruitment committee championing this process?** The board recruitment committee may be your Governance committee, IDEA committee, or a mixture of both. At minimum, the board recruitment committee should include the



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Executive Director, Board Chair, and 2-3 other board members, and be led by a board member. The full board will vote on the board member recommendations put forth by the committee.

- 2. When is your board recruitment cycle?** This may vary depending on your council's operational calendar. The [Board Governance Timeline](#) provides an example based on a fiscal year timeline but may be adjusted for a calendar year. While board recruitment is an ongoing cycle, consider holding spaces open on your board and extending your recruitment process in order to ensure you are prioritizing the need for a diverse and inclusive board.



- 3. Are your board member position descriptions, officer descriptions, and committee descriptions updated?**

Examples are provided on the council portal.

- 4. Is your board member expectation/commitment document updated?** Review the **Board Myths** document and assess if your expectations/commitment are aligned with creating an inclusive, diverse, equitable, and accessible experience.

- 5. When is the last time you reviewed your bylaws?** Ensure that the board size, term limits and renewals are working for your council and update as needed. The Mission Advancement Marker target for board size is 8-15. Best practice recommends term limits and renewals vary between 2-year term limit with up to 3 renewals or 3-year term limit with up to 2 renewals for a total of 6-years of service with a year break before board members are eligible for new term.
- 6. How do you ensure a positive experience for board members?**
 - Do you have a board member orientation process?
 - How are you creating a space where all board members feel valued, heard and a sense of belonging?
 - Do you schedule board member check-ins?
 - Is there time set aside during board meetings for board members to develop authentic relationships with each other?
 - Do board members complete self-evaluations and/or board evaluations?
 - Do you assemble an annual Board Impact Summary?