

NOMINATING ORGANIZATIONS: GETTING THEM AND KEEPING THEM INVOLVED



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GETTING THEM INVOLVED

A successful and fruitful Director Nomination and Appointment Process is a 3-step process. It involves:

1. Identifying the District's Mission, customers and needs
2. Identifying the types of people who can meet those needs and the groups where they can be found.
3. Communicating the District's Needs to those groups

STEP 1

Identifying the District's Mission, customers and needs

How?

- Planning – especially strategic planning
- Meeting with customer groups
- Meeting with local conservation partners

STEP 2

Identifying the types of people who can meet those needs and the groups where they can be found.

At your next Board Meeting, spend 20 minutes and reviewing your District's strategic business plan (or at least your annual goals and objectives). When you look at the tasks listed, can you identify that you need:

- **People with special knowledge or skills to carry out tasks in the plan?**
Does the District need people with the knowledge and skills help with District programs or operations? – teachers, accountants, lawyers, farmers, biologists, businesspersons, media personnel, public relations specialists, experienced fund raisers, etc.
- **People with knowledge about or influence over certain customer groups?**
To get customers to take an action, does the District need someone with knowledge about certain groups? - municipal officials, developers, farmers, foresters, engineers, mine operators, etc.

- **People who can provide vision, leadership, direction and make decisions?**
Does your District Board need new members who are involved in the current environmental issues in your county? – members of watershed groups, planning commissions or zoning boards, board members of banks or local charities, etc.

Write down a list of:

(*column 1*) your District's knowledge, skill, influence, visionary, leadership, direction, and decision-making needs and brainstorm

(*column 2*) the type of organizations in your county where you might find people with these skills.

THOSE are the organizations you want to have as nominating organizations.

Some examples might be:

- local conservation and environmental groups
- boards of key organizations
- advertising and marketing organizations
- department heads at local universities and school principals
- agricultural organizations
- county commissions and councils
- professional associations

>> RESEARCH LOCAL POSSIBILITIES

newspapers

community advertisements

word-of-mouth

first-hand knowledge

etc.

STEP 3

Communicating the District's Needs to those groups

1. Once you identify specific organizations you would like to approach, send a letter to those organizations explain what the District does and what the District is looking for. Include a copy of a recent annual report or newsletter.
(See sample cover letter)
2. You can identify other potential contacts by using:
 - News releases (See sample news release)
 - News advertisement
 - Orientation events
You may also want to invite members of identified nominating organization prospects to attend an orientation meeting. Make sure:
 - The orientation event is an event of its own. Don't try to do the orientation during a regular monthly board meeting
 - Choose a convenient time, location
 - Give a presentation
 - Cover your mission, vision, goals, objectives, major issues, programs, and funding sources
 - Cover the benefits of involvement

- ✓ The self satisfaction of doing something good for your community and the environment
- ✓ The opportunity to be a community leader
- ✓ The opportunity to represent your interests
- ✓ The opportunity to take a pro-active approach to soil and water conservation issues in the community
- Cover committee member duties, responsibilities, term of service, qualifications, and time commitment
- Cover other opportunities for involvement, beyond the Board of Directors
- Provide hard copies of the information shared in the presentation
- Offer time for socializing, refreshments
- Provide each attendee with an interest card or some other easy way to get back to you if they're interested.

Support Materials

To successfully recruit nominating organizations and the individuals your District needs, you'll need to develop support materials. The support materials include:

- Recruitment Prospectus
The recruitment prospectus explains why you exist, your programs, and services (See example)
- District Director Position Description
The position description explains the responsibilities and obligations of a District Director. It can also explain the benefits of the position (See example developed by the Leadership Development Committee)
- Other support materials the District may develop. (mission statement, vision statement, copies of newspaper clippings, etc.)

When you meet with members of prospective nominating organizations - - or better yet, have the opportunity to address their membership at a meeting - - be sure to highlight the benefits of being involved, give examples of some of the District's accomplishments and clearly state what you are asking for.

KEEPING THEM INVOLVED

Once your Conservation District has created a successful process for getting nominating organizations that will provide potential directors and associate directors, it's important to keep the lines of communication with those organizations open and productive.

Listing Nom Orgs in Annual Report/Newsletter
Importance of Diversity