



All a-Board!

The Purpose, People, and Process of CAA Boards

5. People: Staying a-Board: 5 Ways to Engage and Retain CAA Board Members

Discussion Guide

Length: 11:12”

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Video Summary

This video discusses five practices that CAPLAW has found to be hallmarks of engaged and committed boards: educating board members, communicating openly, requiring participation, continually enforcing policies, and making it fun. Join us in the studio as late-night talk show host Carlton Caplaw and renowned band leader Carmen Alto present these practices and trade ideas, examples, and laughs.

Learning Objectives

After watching this video, participants will be able to:

- Understand the importance of fostering commitment on a CAA board of directors throughout a board member’s term.
- Highlight five best practices for engaging and retaining members on a CAA board of directors.
- Get board members thinking about different ways in which they can promote engagement and commitment on their own boards.

Using the Video Effectively

Suggestions for how to use this video include:

1. Ask board members to watch the video on their own, and at a board meeting, facilitate a discussion of individual members’ reflections or responses to the questions below.
2. Show the video during a board meeting and facilitate a discussion of the questions below.
3. Show the videos as part of a larger board orientation or training process and facilitate a discussion of the questions below.

Suggested Discussion Questions

1. Pause the video for discussion after each item on the top five list and ask viewers to discuss the item and its applicability to your CAA’s board.
2. Do you feel engaged as a board member? Are you excited to attend board meetings? Do you enjoy them? What, if anything, is missing?
3. Do most board members on your board complete their terms? Why or why not?
4. Does your board already engage in some of the practices presented in the video? How are they working? How could the board adopt others that are mentioned?
5. What are two ideas presented in the video that you think your board could really benefit from? How would you go about implementing them?
6. Are there ways to engage and/or retain board members that weren’t included in the video but that you think are helping or could help your board?