



All a-Board!

The Purpose, People, and Process of CAA Boards

2. People: How do you get the right people on the board?

Discussion Guide

Length: 8:35"

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Video Summary

This video focuses on the importance of a CAA board's efforts to identify and recruit engaged, active individuals to serve as board members. It presents a process to more effectively N.A.M.E. new board members that involves understanding the board's **N**Needs, assessing a potential board member's **A**Attributes, ensuring alignment with the organization's **M**Mission, and communicating **E**Expectations.

Learning Objectives

After watching this video, participants will be able to:

- Understand how strategic board recruitment boosts a board's capacity and increases impact.
- Track board composition and analyze board strengths and weaknesses.
- Identify and recruit potential board members who possess needed skills and expertise.
- Develop procedures to assess and select board member applicants for board service.

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. What did you take away from watching this video?
2. Are there areas of expertise you wish were represented on the board?
3. How does your CAA's board track who serves as board members?
4. What are some ways in which your CAA could develop a pipeline of candidates for board service?
5. What changes would you make to your process for engaging and recruiting potential board members?

6. How does your CAA's board ensure that the interests and values of board member candidates align with the organization's mission?
7. How does your board ensure that it follows the required selection procedures for each board member?