

Appointing and Managing Boards and Commissions

Presented by
Mark T. Ravenscraft

The How-To's...



- Create Plum Book
- Do Training
- Manage the process
- Communicate effectively
- Conduct Evaluations

Plum Book

- Term originated in Washington
- It lists all appointees for Federal government policy and supporting positions
- Your BCC “Plum Book” is your best friend AND secret weapon

Your County's "Plum Book"

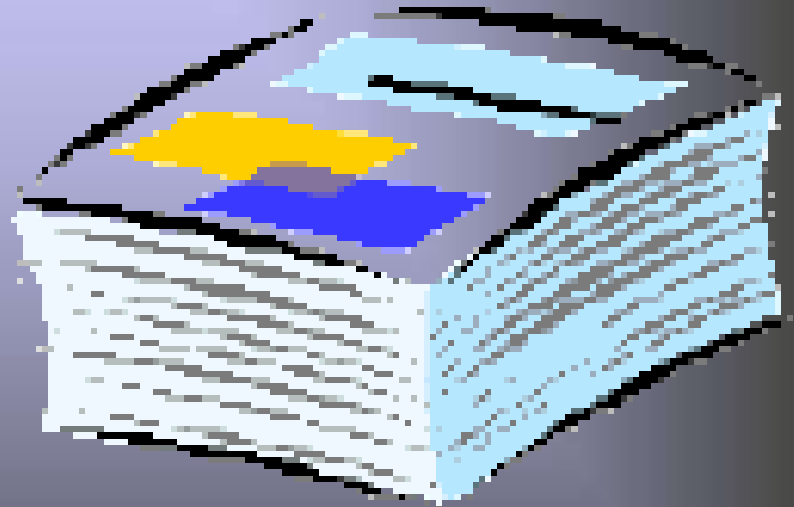
Database should include

- Position(s) appointed to
- Time periods
- Contact Info
- Individual Profiles



Individual Profiles

- Photos
- Resumes
- Notes
- Contact information



Candidate Selection

- Create inventory of prospects (think ahead)
- Set up a screening procedure
- Interview
- Use a qualification matrix ranking system
- Score and pre-select with clear justification
- Formally announce the appointment

Set up a screening procedure



- Require a written statement of purpose
- Resume
- Related experience
- Special skills

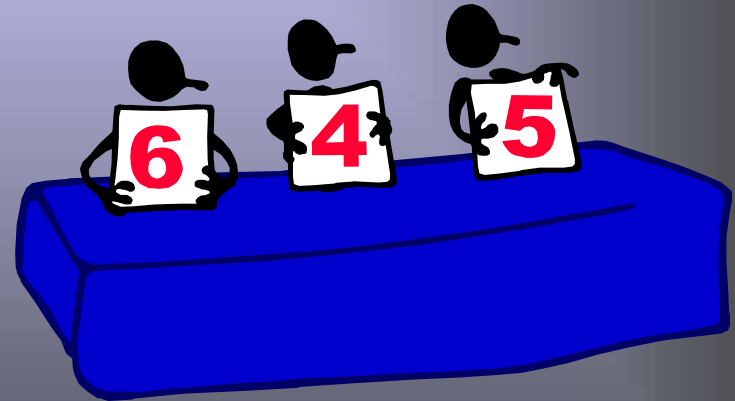
Interview



- Keep interview notes
- Use interview matrix
- Interview questions should be consistent
- Interview venue – comfortable, but formal

Matrix Ranking System

- Point scores for categories of your criteria
 - 1-5 points for media relations experience.
 - 1-10 points for financial and budgeting experience;
- The higher the score, the better the ranking.



Training

- Need for committment
- Essentials
- Orientation
- Continuous Training
- On-line record of training

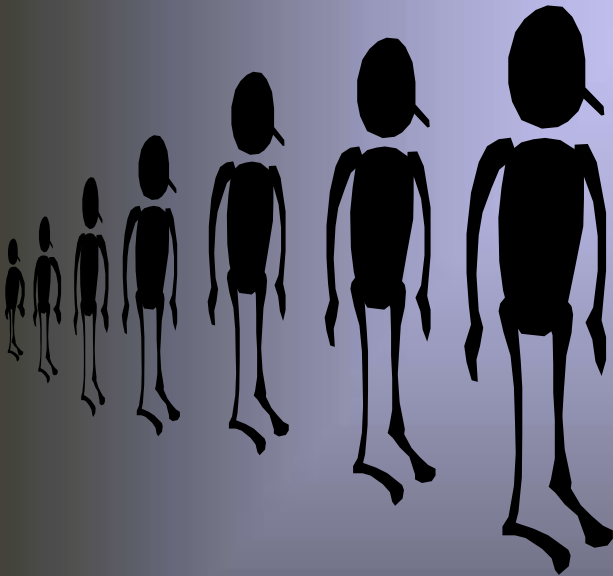


Essentials

Four things go to all new appointees:

1. The budget of the agency
2. The statutes from the Ohio Revised Code
3. The latest Annual Report of the agency
4. The BCC letter of appointment with a list of expectations

Recruitment



- Ask for referrals from existing appointees
- Public service TV and radio announcements
- Include invitation in a news release announcement four times a year (quarterly)
- Open invitation on website

Orientation

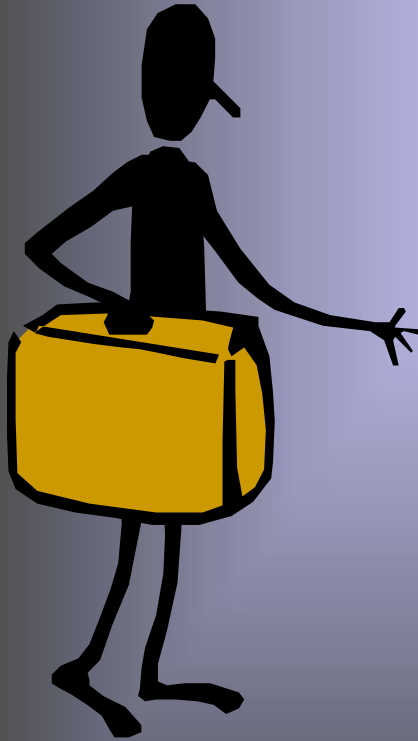
- Inform the appointee of the job responsibilities
- Stress the importance of their commitment
- Provide BCC handbook regarding ethical, legal, operational issues and procedures

On-Going Training

- Training seminars should be held at least twice a year.
- Provide tutorials on the website



How to Manage



- Table of Organization
- Close Monitoring
- Technical assistance
- BCC staff contact
- Automate records

Table of Organization

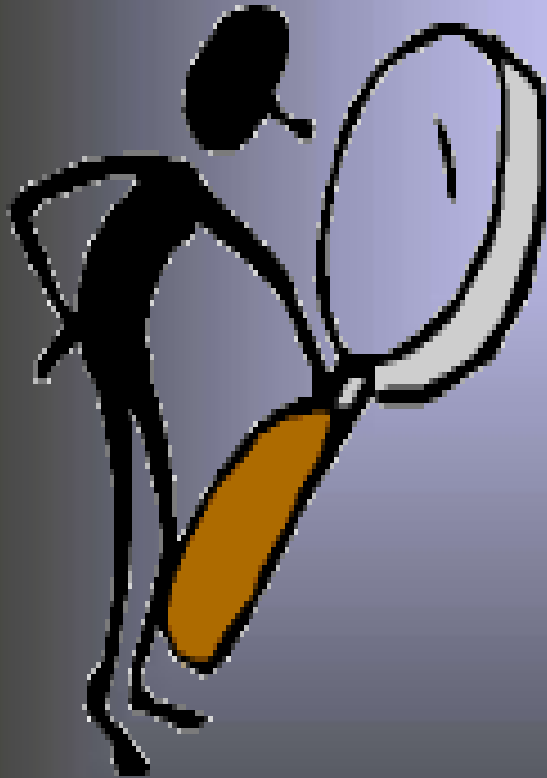
- A flow chart
- A clear picture of who serves where and how all Boards and Commissions relate



Monitoring

- Attend and audit meetings
- Keep attendance records
- Participate in the Annual Reports process
- Track achievements for recognition and support
- Archive press and news reports
- Review minutes

Monitoring



- Monitor vacancies
- Prepare replacements
- Keep the boards balanced (e.g., diversity)
- Always ask appointees: “What would improve your job as a Board Member?”

If we could shrink the earth's population to a village of precisely 100 people, with all the existing human ratios remaining the same, it would look something like the following

There would be:

57 Asians

21 Europeans

14 from the Western Hemisphere, both north and south

8 Africans

- 52 would be female

48 would be male

70 would be non-white

30 would be white

- 70 would be non-Christian

30 would be Christian

- 89 would be heterosexual

11 would be homosexual

- 6 people would possess 59% of the entire world's wealth and all 6 would be from the United States.

•

- 80 would live in substandard housing

70 would be unable to read

50 would suffer from malnutrition

1 would be near death;

1 would be near birth

1 (yes, only 1) would have a college education

1 would own a computer

- When one considers our world from such a compressed perspective, the need for acceptance, understanding and education becomes glaringly apparent.

Communication

- Media/Public Relations
- Internal Communication
- On-line and web based communications
- Newsletter



Public Relations

- When announcing the appointment, make it public by using photo opps, press conferences, create news events, etc.
- Public display areas with biographies posted.
- Post bios and photos on the website
- Distribute an all purpose BCC brochure to encourage applications of interest

Inside Communication

- Publish monthly or quarterly newsletter
- Roundtable discussion groups
- Regular phone contact
- Annual Retreat (critical importance)
- Use of bulletin board posting and marquees

Newsletter

- Effective tool
- Discussion of concurrent issues
- A good PR tool
- Use for recognition and reward



Roundtables



- Every Month
- Guest speaker
- Press involved
- Share ideas and concerns

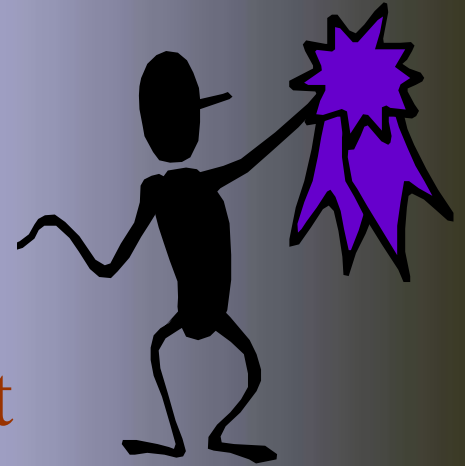
Regular Phone Calls

- Every 4-6 weeks
- Personal touch
- Look for conflicts that might require corrective action
- Solicit opinions and feedback



Annual Retreat

- Show appreciation
- Develop friendship and team spirit
- Careful preparation
- Train appointees on good public relations
- Good opportunity for BCC to discuss countywide issues and interests



Evaluation

- Self-Evaluation (crucial for both individual and group to assess their performance)
- Document hours spent in volunteer work
- Send questionnaires and surveys
- Publish collected results and share online

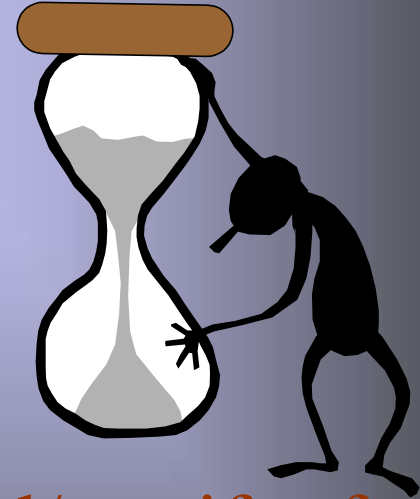
Self-Evaluation

- A good way to review
- Creates awareness of their own performance
- Phrase questions skillfully
- Form should be carefully designed
- Stress importance of the evaluation process



Volunteer Work

- Document the hours spent
- Recognize their commitment
- Reward their efforts
- Be specific in your praise
- Give recognition certificate and/or gift of lasting value (e.g., framed certificate, plaque, or unique gift)



Questionnaires and Surveys

- For feedback on how the BCC is doing
- Rate BCC performance
- Ways to improve BCC operations in the future
- Suggestions or new ideas

THANK YOU

- Good luck with your appointments...
- Remember...the harder you work, the luckier you get
- Quality appointments
become the wind
beneath your wings!

