Recruiting New Board Members

CHF Canada AGM
Thursday June 8, 2017
Presented by: Denise McGahan

Let’s get to know each other

• My name is...
• I am from:
  o Co-op name
  o City
  o Province
• One adjective to describe my AGM experience so far is...
Agenda

1. Introductions.
2. How do we recruit Board members now?
3. Pitfalls to avoid in the recruiting process
4. Strategies for recruiting
5. The “Ask”
6. Recruitment Plan
7. Wrap-Up

Objectives

During this session we will:

- Identify the components necessary in a successful recruitment plan for new Directors at your co-op (and the pitfalls to avoid)
- Discuss succession planning that engages new and young members in the co-op
What do we do now when we need new Board members?

Recycle vs. Recruit
Five pitfalls to avoid

When recruiting new Board members don’t:
1. Expect announcements to get volunteers
2. Go it alone
3. Assume that “no” means “never”
4. Set a very short timeline
5. Fall into the BIC trap
Pitfall #2

NEVER ALONE

Pitfall #3

NO!
Pitfall #4

Pitfall #5
Strategies for effective recruiting

• Ask with vision rather than need
• Invite through story
• Make the next step easy
• Get everyone recruiting

The “Ask”

• Ask with vision rather than need
• the “Ask” is an invitation for the member to become more engaged in the governance of their co-op, not a plea for volunteers
Tips for developing your “ask”

1. Get excited
2. Share the vision
3. Answer questions
4. Explain what is in it for them
5. Thank them and ask them to recruit someone as well

Get Excited!
Share the Vision

Answer Questions
What’s in it for them

Thank them
Recruitment Cycle

- Committee is appointed
- Engage members in recruitment
- Conduct election
- Arrange training for recruits
- Organize Pre-election activities

Resources

- CHF Canada’s website www.chfcanada.coop
  - Getting governance right
  - Young Member Engagement Strategy
  - Checklist for succession planning & leadership renewal
Review of Objectives

• Did we:
  o Identify the components necessary in a successful recruitment plan for new Directors at your co-op (and the pitfalls to avoid)
  o Discuss succession planning that engages new and young members in the co-op

Wrap-Up

• Any final questions?

• Evaluations please!
Recruiting New Board Members

Time for *Evaluation*
Evaluations on Conference App
[https://eventmobi.com/2017agm/](https://eventmobi.com/2017agm/)

Paper copies also available in the workshop room!

Getting workshop materials

CHF Canada Website
[www.chfcanada.coop/workshopmaterials](http://www.chfcanada.coop/workshopmaterials)

AGM Conference App
[https://eventmobi.com/2017agm](https://eventmobi.com/2017agm)
The Recruitment Cycle

- **Committee is appointed**
- **Engage members in recruitment**
- **Conduct election**
- **Arrange training for recruits**
- **Organize Pre-election activities**

- **Engage** all members new, experienced, young to play a part by either running for election or nominating someone
- **Training** can be invitation to observe a Board meeting, custom workshop at the co-op, on-line Board Basics course, workshops at federation events, board reports to the members, etc.
- **Pre-election activities** can be Meet the Candidates events, election newsletter, etc.
Tips for developing your “ask”

- Get excited
- Share the vision
- Answer questions
- Explain what is in it for them
- Thank them and ask them to recruit someone as well

Strategies for Effective Recruiting

- Ask with vision rather than need
- Invite through story
- Make the next step easy
- Get everyone recruiting

5 Pitfalls to Avoid when Recruiting

- Expect announcements to get volunteers
- Go it alone
- Assume “no” means “never”
- Set a short timeline
- BIC trap
Checklist for succession planning and leadership renewal

Checklist as required under the *Housing Services Act* for board succession planning and leadership renewal.

<table>
<thead>
<tr>
<th>Item</th>
<th>Comments</th>
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| **Role of staff** | □ Post minutes and agendas for board meetings so members can review them  
□ Determine the terms of current directors  
□ Make sure that election planning is on the agenda at a board meeting well in advance of the election  
□ Know the co-op’s election process  
□ Prepare election materials  
□ Have nomination forms easily available  
□ Help prepare the chair of the election meeting and the election officer  
□ Help promote the election to all members |
| **Ideas and resources** | □ Help get the word out that  
○ The co-op is looking for leaders  
○ A leadership role is possible for all members regardless of age, time in the co-op etc.  
○ New leaders will be supported and educated in their role  
○ Being a leader is valued, respected and worthwhile |
### Role of the board

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<th>Ideas and resources</th>
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<tr>
<td>□ Discuss that board recruitment and leadership renewal is a board responsibility</td>
<td>□ Refer to CHF Canada’s <em>Getting Governance Right</em></td>
<td>□ Help get the word out that</td>
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<td>□ Throughout the year invite interested members to</td>
<td>□ The co-op is looking for leaders</td>
<td>o The co-op is looking for leaders</td>
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<td>o Training sessions</td>
<td>□ A leadership role is possible for all members regardless of age, time in</td>
<td>o A leadership role is possible for all members regardless of age, time in the co-op etc.</td>
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<td>o Board meetings</td>
<td>the co-op etc.</td>
<td>o New leaders will be supported and educated in their role</td>
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<td>□ Give thorough board reports at members’ meetings</td>
<td>□ Being a leader is valued, respected and worthwhile</td>
<td>o New leaders will be supported and educated in their role</td>
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<td>□ Send written board reports to members periodically</td>
<td>□ Check out CHF Canada’s Young Member Engagement Strategy</td>
<td>o New leaders will be supported and educated in their role</td>
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<td>□ Appoint a youth who lives in the co-op to be a non-voting director</td>
<td>□ Candidates should</td>
<td>o Check out CHF Canada’s Young Member Engagement Strategy</td>
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<td>□ Identify possible candidates for the board at a board meeting and decide who will recruit those candidates</td>
<td>o Meet the qualifications in the Co-op Act</td>
<td>□ Candidates should</td>
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<tr>
<td>□ Recruit more candidates than positions available</td>
<td>o Meet the qualifications in the co-op’s by-laws</td>
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<td>□ Help promote the election meeting</td>
<td>o Be trustworthy</td>
<td>o Be trustworthy</td>
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<td>□ Directors should consider re-running if they are eligible</td>
<td>o Be fair and ethical</td>
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<td>□ Elected candidates should be prepared to work with whoever is elected</td>
<td>o Be open-minded</td>
<td>o Be open-minded</td>
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<td></td>
<td>o Be willing to learn</td>
<td>o Be willing to learn</td>
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<td>o Be a team player</td>
<td>o Be a team player</td>
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<td>o Be able and committed to fulfilling board responsibilities</td>
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Recruiting New Board Members
CHF Canada workshop

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<td></td>
<td></td>
<td>□ Offer interested members the opportunity to take CHF Canada’s online Board Basics</td>
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