



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Project Charter | Board Development

Date: 9/9/2013 Project Number: 41636
YMCA: Clifton Springs Area YMCA Association #: 4073

Y-USA Resource Directors and Specialists partner with Y leaders to build capacity of YMCAs to strengthen the foundations of their community. We share a commitment to think, plan and act to advance the Y cause.

Project Overview

Organizational need the project addresses	The Y needs to develop a stronger and more intentional process for recruiting orienting, and involving the board and assuring the board's focus is on the highest strategic priorities of the Y.
What makes this project a priority	The CEO & CVO acknowledge that the board is not fully engaged. A more engaged board at a higher level will help strengthen the YMCA to have a greater impact on the community.
Long term impact desired	Developing and maintaining a board that is a strong leadership partner with the CEO and fulfills their responsibilities through best practices and strong committee work.
Current and desired operational results in the project area of emphasis	Current Results Board members are not consistently held accountable to meet expectations and assist in fundraising.
	Desired Results Board members meet expectations with an emphasis on fund raising; the committee structure is strengthened; thoughtful new board member identification, recruitment and orientation process is developed and implemented.
Group responsible for these results	CEO, CVO and Board Development Committee
How group must perform differently to achieve desired results	Board leadership will hold board members accountable for meeting expectations. The Board Development committee will thoughtfully identify, recruit and orient new Board members based upon skills and attributes to strategically move the YMCA forward.
Brief description of project approach	The Resource Director will work with the board development committee to develop clearly defined expectations and accountability standards, implement a strategic approach to board member identification, recruitment and orientation as well as develop a committee structure designed to accomplish Board work.
Responsibilities of the project team	Y-Team <ul style="list-style-type: none"> • Board Development committee to meet 4 or 5 time with Resource Director • Develop a year round Board Development committee chart of work
	Y-USA Resource Director and Partners <ul style="list-style-type: none"> • Advise the Board Development committee over 4 or 5 meetings • Train the CEO on the use of the Board Building Template • Provide resources to develop expectations, recruitment process, orientation process, committee structure

Project Action Plan

Action Step	By Whom	By When
Meeting #1 <ul style="list-style-type: none"> Overview of the board building cycle Review & refine Board member expectations Begin discussing individual board member accountability Discuss accountability standards 	CEO, RD & Development committee	Nov. 2013
Meeting #2 <ul style="list-style-type: none"> Finalize expectations Finalize accountability standards Review tools to track and measure board member performance Develop process to hold board members accountable for performance Begin discussion regarding building profile of desired board member attributes <ul style="list-style-type: none"> Skills related to association strategic priorities Demographics Diversity 	CEO, RD & Development committee	Dec. 2013
Meeting #3 <ul style="list-style-type: none"> Finalize strategic priorities Determine board member skills needed to accomplish strategic plan and association priorities 	CEO, RD & Development committee	Jan. 2014
Meeting #4 <ul style="list-style-type: none"> Assess skills and strengths of current board members against skills and strengths identified at last committee meeting Assess gaps in board diversity Identify skills and strengths needed from potential new board members based upon strategic plan and skill gaps of current board members Discuss process to identify potential board members to be placed on the pipeline 	CEO, RD & Development committee	Feb. 2014
Meeting #5 <ul style="list-style-type: none"> Develop and document new board member recruitment process Develop and document new policy volunteer orientation process 	CEO, RD & Development committee	Mar. 2014

Project reports and other deliverables

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Project Team	Y Lead	Dave Hamilton, CEO	Approval	
				<input checked="" type="checkbox"/> Approved
	Y-USA Lead	Rick Peterson, Resource Director	<input checked="" type="checkbox"/> Approved	Date: 11/12/2013
	Other Y-USA Partners	Click here to enter name and title		
		Click here to enter name and title		