

BOARD BASICS BOOTCAMP

Courtesy
of:



Cincinnati *Youth* Choir

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**Special thanks to the
Sponsors of the Cincinnati Youth Choir**



Nellie Leaman Taft Foundation

THANK
YOU

RESOURCES COURTESY OF:





Agreeing to Safe Discussions

- Treat each other with kindness and respect
- Be curious and encourage curiosity in others
- There are no mistakes
- Trust that each person has good intentions
- Let me know if you have a question
- It's ok to feel awkward if the topic is sensitive or new to you
- We're all here to learn and people learn in differently
- There is more than one way
- What is said here stays but what is learned here goes with you



Mission and Vision Statements

Mission:

What do you do? What is your impact?

Vision:

What will your community and the world beyond look like if you succeed in your mission?

Create with Key
Stakeholders



Sample Statements

01 Cincinnati Youth Choir

Building Tomorrow's Leaders, One Voice At a Time

02 VocalEssence

mission and vision

03

New Song Community Choir

mission

Values & Goals

Values

What makes your organization unique?

What do you stand for?

Involve key stakeholders in creating

Goals

Tied to mission, vision, values, and strategic plan.

Regularly re-evaluated (every 2–4 years)

SMART

(borrowed from Chorus America):

Specific, Measurable, Achievable, Relevant, Time Sensitive

Who are your **Stakeholders?**



Staff

Board

Singers

Community Partners

Community Members

Arts Partners/Collaborators



How should you involve

Key Stakeholders?



Stakeholders should be involved when creating a Strategic Plan (reviewed every 3–5 years)

Stakeholders influence mission and vision statements

Stakeholders help determine values

BOARD GOVERNANCE

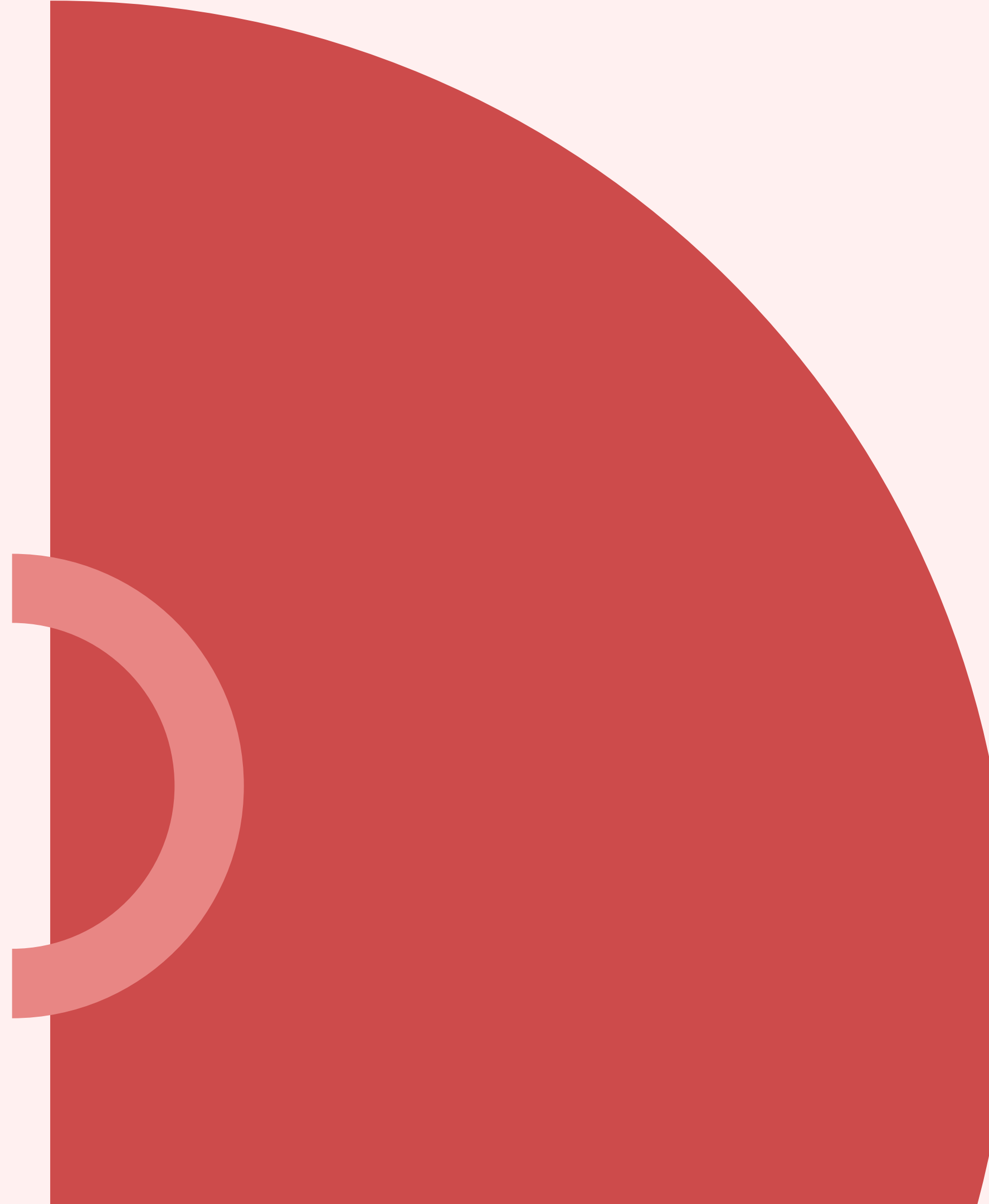




Board Responsibilities

As a nonprofit organization, the board has legal / fiduciary responsibility to manage and protect assets for the benefit of the singers, community, and all those that the organization serves.

Trustees bear the duty to act in the best interest of the organization and to ensure that the assets are used correctly.





Board Responsibilities

Fiduciary

Members must prioritize the best interests of the organization they are serving

- Loyal to the organization
- Care for/serve the organization
- Financially responsible
- Ethical work is ensured
- Legally responsible



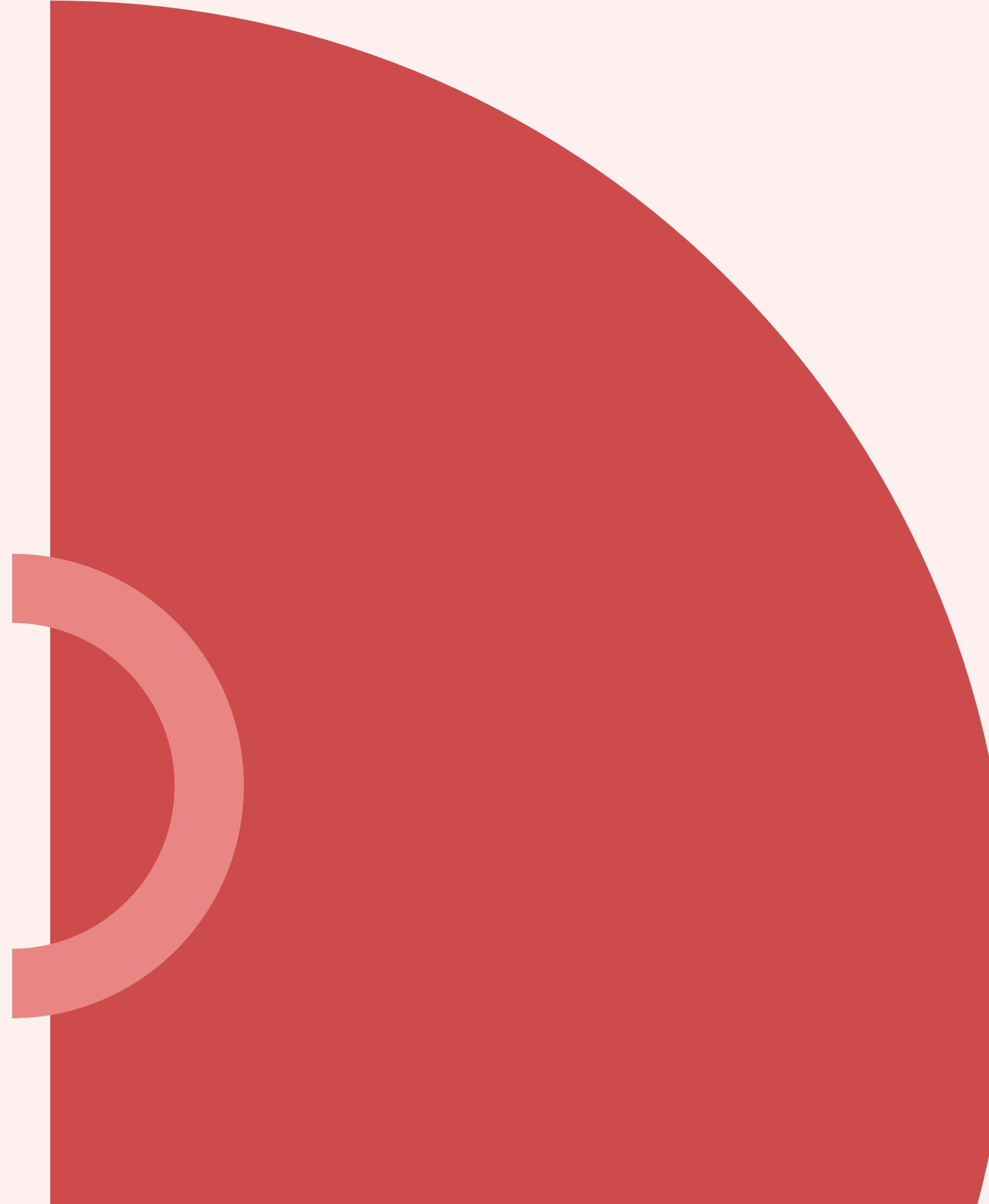


Identify Current Stage of Board Development

Stage 1: Founding and organizing

Stage 2: Governing and managing

Stage 3: Fund Raising and institutional





Who is Responsible for What?

Board oversees strategy and direction of the organization making sure the mission and goals are guiding projects and work of the organization. The board hires and evaluates AD and/or ED, depending on organizational structure

Artistic Director manages artistic direction of the program

Executive Director manages administrative duties that support the artistic vision





An Effective Board Will:

- Participate in creating mission and vision
- Ensure effective planning relative to mission
- Select, support, and review AD and ED
- Ensure adequate financial resources
- Ensure sound financial management, legal and ethical integrity, and accountability
- Monitor and strengthen the organization's programs and activities
- Advocate for the organization in the community and beyond
- Help to maintain an effective board of directors by identifying prospective members, regularly engaging in board education, and evaluating board performance





Who are Prospective Board Members?

- Supporters of your mission and vision
- Representatives of your target audience
- People that reflect your community
- Creatives who enhance strategic efforts
- Supporters with financial and community connections that can enhance the reach, branding, and financial stability of the organization



BOARD MATRIX FROM CHORUS AMERICA WEBSITE

Category/Expertise	R. Smith	M. Jones	T. Sikes	S. Brown	G. Henry	H. Ngyuen
Choral Performing Arts:						
Artist/performer			X	X		X
Arts Consumer	X	X	X	X	X	X
Fill In:		producer				
Community Connections:						
Other arts organizations					X	
Arts service organizations		X				X
Corporate						X
Government	X		X			
Education		X	X		X	
Media	X		X			
Political				X		
Philanthropy						X
Fill In:						
Areas of Expertise/Experience:						
Administration/Management		X				X
Artistic Leadership						
Education	X	X				
Entrepreneurship					X	X
Communications			X	X		



Activating an Effective Board

- Establish a process and helpful materials for onboarding new members
- Communicate (and create) job descriptions for board members (President, VP, Treasurer, Secretary, committee chairs, etc.)
- Attend board meetings
- Attend performances/programs if not a singing member
- Read reports that ideally will be sent out prior to board meetings
- Participate in discussion and voting on action items in each board meeting – decisions to be made
- Be mentally engaged and advocate





Activating an Effective Board

Committees – may or may not be comprised of board members or led by board members but must have board oversight and involvement

- Governance
- Finance
- Fund Raising
- Planning/programming
- Communications/marketing

A suggestion for additional consideration:

- Term Limits – to ensure new ideas, reducing the burden on a few, and allowing to gracefully remove inactive members





Activating an Effective Board

Each board member must financially support the organization.

It is important for a nonprofit organization to demonstrate full commitment from each board member. In order for leadership and development strategists to request financial support from donors, grantors, and corporations/businesses, they must be able to demonstrate 100% support from the board governing the body. Time, talent, and financial support.



— T H A N K Y O U —

QUESTIONS?

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