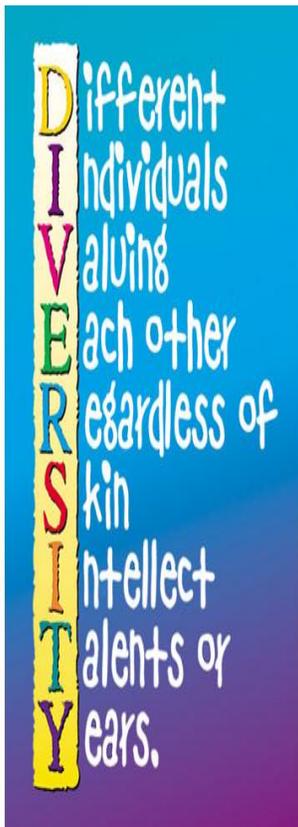


2. To put your commitment into action, develop a plan that includes strategies, concrete goals, objectives, tasks, and a timeline. Boards are more likely to focus on an issue if an official goal or policy exists to remind them of what they want to achieve. The most important goal being that of identifying individuals who have the experiences and interest that best fit the board's needs. In no event should diversifying the board become a matter of filling a quota.
3. Create your conduit of leaders, the task force should create a pipeline of diverse board member candidates. To achieve a different result from the same circle you have been pulling from, the task force should cast a wide net and look at nontraditional as well as traditional sources for candidates.



Third, monitor and measure results.

1. To stay focused on your objectives and goals, monitor your progress on a quarterly or semi-annual basis.
2. Track your retention rates of diverse members.
3. Conduct exit interviews to further assess your progress and identify areas where you could improve.
4. Administer board self-assessments that include questions related to diversity strategies and goals.

A few things to REMEMBER... Every COLOR has BEAUTY of its own!

It takes time and commitment. Creating a climate for change through ongoing communication and engagement of the board in the process will help sustain your efforts and overcome resistance along the way.

Avoid tokenism

No board member wants to fill a quota, and no one is able to represent an entire subsection of the population. You must treat each board member equally, as an individual, and expect the same from everyone.

Avoid single mindedness
Diversity comes in many forms.
Cultural diversity
Racial diversity
Religious diversity
Age diversity
Sex / Gender diversity
Sexual orientation
Disability:

Organizations are often more successful integrating new voices when the new group makes up 30 percent of the total — or, at a minimum, at least three people. This helps change the culture, and the new participants will not feel isolated. To better integrate new members, incorporate informal social time and training on diversity and inclusiveness into board meetings.

Involve:

When you have identified promising candidates, find ways to connect with them and cultivate their interest. The board's commitment to inclusiveness needs to be articulated and clarified early in the recruitment process. Discuss it as well as board member expectations and responsibilities. Tell prospective members why they are wanted and needed, invite questions, elicit their interest, and find out if they are prepared to serve and lead.

*Your board will look more appealing,
While having all different colors
Nicely arranged
Just like this material is!*

Beenish Iqbal
Family and Community Engagement Chair
F.A.C.E- Everett PTSA Council 7.3