



BEST PRACTICES FOR NA BOARDS

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Introductions:

- Your name and Neighborhood Association
- Neighborhood Association role,
- Your favorite thing to do in Bend

Agenda Review

Meeting Agreements



- What are your specific needs & questions around your Neighborhood Association board?
- What would you like to leave with?



The purpose of a neighborhood association is to facilitate neighborhood involvement and give citizens a voice in decision-making as it affects their neighborhoods.

* Source: City of Bend Neighborhood Association Handbook



Understanding the Board's Job



Neighborhood Association Board Responsibilities

- **Plan and organize on behalf of the NA:**
Follow the bylaws, gather input from neighbors and set goals, conduct board meetings and general, etc.)
- **Direct the efforts of Volunteers:**
Recruit and engage neighbors in NA Committees, activities, events, projects.
- **Communicate with the NA:**
Be responsive to your neighborhood, keep people informed, help them feel connected, and seek input from those who are not involved.

* Source: City of Bend Neighborhood Association Handbook



Neighborhood Association Board Responsibilities

- **Handle publicity for your NA:**
Cultivate a positive image for your neighborhood, have a communications plan/point people in emergencies.
- **Manage resources for NA:**
Solicit and manage resources, including active members, funds, meeting space, supplies.
- **Develop NA leaders and members:**
Recruit and train people to assume leadership responsibilities, help leaders and members work together.

* Source: City of Bend Neighborhood Association Handbook



The importance of planning:

- **Short term** – set goals and create a plan for what you want to accomplish each year.
- **Long term** – periodically gather input and set some bigger goals about what is important to neighbors and to the running of an effective NA.

What does your NA do around planning?





Identifying your board's needs:

Key questions to ask ...

- What are the most important things that our NA board needs to accomplish at this time?
- Do we have the right people on the board to make that happen?
- Who else might have skills, characteristics, experiences, connections, etc. that would help us?





Recruiting and Sustaining an Active Board



6 Steps to Recruit for & Strengthen Your Board

1. Go beyond personal loyalty and friendships

- Identify people involved with schools, churches, other groups/orgs, HOAs in your neighborhood.
- Find out who has a history of commitment to issues in your neighborhood/community at large.
- Welcome a diversity of viewpoints (not agendas)

What sources & strategies does your NA use?

* Source: City of Eugene, 20015 Neighborhood Association Handbook



2. Get people involved where they're comfortable

- When you find someone, offer an opportunity to learn more—find out what would interest them.
- Invite them to participate in a project, committee, or request advice based on their knowledge or skills.
- Build their commitment before inviting them to join the board.

What opportunities does your NA offer?





3. Take a long-range view of board development

- Keep a record of who you've approached, what they might offer, how they responded, and what follow-up has occurred.
- Once you've established a relationship, keep strengthening it!

If your NA does this, what tips can you offer?



4. Keep the focus on achieving your NA's vision

- Nobody joins a board because they like meetings!
- Plan an orientation that helps them understand their board duties as well as activities and issues your NA is engaged in.
- Ask them to identify activities and issues that matter to them and discuss incorporating them.
- Plan board meeting agendas that highlight the value of your work.





5. Value everyone's skills, knowledge & experience

- Everyone needs to be able to contribute their unique perspective to planning & decision-making.



- Periodically evaluate meetings and ask board members how their role can be made more meaningful.



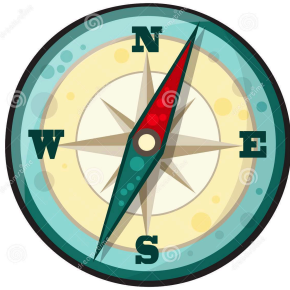
- Express your gratitude and show your appreciation!



6. Keep folks involved following board service

- Thank them & acknowledge what they've given.
- Keep them involved through the same means you used to cultivate their interest.
- When you call on them for advice or a project, thank them promptly and tell them how their contribution has helped to fulfill your NA's goals.

How does your NA keep past board members involved?



Orienting new members:

Hold a special meeting to help new members understand their roles and responsibilities and get their questions answered.

- Keep the orientation short and simple.
- Have an agenda and materials.
- Get to know each other, build relationship.
- Provide them with a board manual.
- Pair them with a board mentor.



Supporting & Developing Board and Volunteers



Basic board and volunteer needs:

- Meaningful engagement
- Opportunities to learn
- Clear expectations (time, duties, job description)
- Well-run meetings (agendas, manage time)
- Good communication
- Ability to get things done
- Opportunity to evaluate how things are going
- Leadership development and transition
- Enjoy the time spent working together





Identify their needs & interests ...

- Land use development process
- Special topics of interest or concern to the NA
- ***Other common topics?***

Reach out for education and support ...

- Appropriate City staff
- Other NAs who have experience/knowledge
 - Local organizations or businesses
 - ***Other sources your NA has used?***



Succession Planning:

- Maintain a timeline for successions (bylaws).
- Identify challenges you face and leadership qualities that will help you to navigate.
- Have clear job descriptions.
- Identify, develop and support upcoming leaders.
- Have an Emergency Leadership Plan.
- Help new leaders feel confident & find their voice.
- Keep this as an active part of your work together.



Other questions, concerns or issues related to your Neighborhood Association board?



Sources & Resources:

- City of Bend, 2007 Neighborhood Association Handbook
- City of Eugene, 2015 Neighborhood Handbook
- Indianapolis Neighborhood Resource Center Organizer's Workbook

Session Evaluation: Plus/Delta method

Thank you!