

# Board Effectiveness

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Alumni Relations*



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# Board Structure

- How big should my chapter board be?
- What positions should I have on the board?
  - Should my chapter have bylaws?



# How Big Should My Chapter Board Be?

- Pillar chapters are required to have a president
- Arch chapters are required to have a president and a vice president
- The size of the chapter board depends on many different factors and should be treated as a flexible expectation
  - size of geographic area
  - number of alumni
  - number of people who want to be involved
  - number of events chapter is hosting a year
  - if you feel like you need more help



Josh Johns  
(AB '11)  
President



Kaitlin Bible  
(ABJ '12)  
Vice President



Shelby Clayton (ABJ '15)  
Vice President



Amanda Mull  
(ABJ '09)  
Liaison to Brooklyn



Colin Keegan  
(BSED '13, BBA '13)  
Co-Director of Events,  
Liaison to Queens



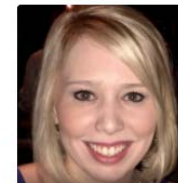
Robbie York  
(ABJ '05)  
Director of Game  
Watching Parties



Matt Schiavone  
(ABJ '05)  
Liaison to New Jersey



Emily Hammond Cook (AB '07)  
Affinity Representative



Katie Sorrels  
(ABJ '11)  
SEC Liaison



Mallory O'Brien (ABJ '12)  
Co-Director of Events



Kelsea Purpura (ABJ '12)  
Director of  
Communications



Patrick Klibanoff  
(BBA '14, ABJ '14)  
Affinity Representative,  
Liaison to Manhattan

# What Positions Should I Have On My Board?

## Required

- President

*Lead chapter, establish goals and expectations, exercise overall financial responsibility*

- Vice President

*Preside over board meetings or chapter events in absence of president, show leadership by coordinating chapter events.*

## Suggested

- Director of Game Watching Parties

*Takes main responsibility in everything GWP*

- Director of Communications

*Will generally run all social media and/or listservs*

- Director of Events

*Helps in execution of specific events*



# What Positions Should I Have On My Board?

## Customizable Positions

*These are positions that are specific to your chapter and focus on the needs of the chapter and interests of your volunteers.*

## Affinity Representatives

*Represent and plan events for a group of alumni linked by a common interest, purpose, or identity.*

- Black Alumni Council Affinity Rep
- Young Alumni Affinity Rep
- Women of UGA Affinity Rep
- LGBTQ Affinity Rep

## Liaison to an Area

*Represent and plan events for a unique region or group in a chapter area*

- Fort Worth Liaison
- Student Liaison
- SEC Liaison

Hairy Dawg says: If you have people who want to be involved with the chapter it is easy and fun to find a position that is right for them! Think about what your chapter needs, maybe you need director of kids activities, maybe you need an SEC liaison, maybe you need LGBTQ affinity representative. Be creative and use their interest to decide how they can help the chapter.



# Should My Chapter Have Bylaws?

## It's up to you

### Maybe!

- You have more than four people on your chapter board
- You find it difficult to retain board members or you have a lot of turnover
- Difficulty transitioning board members
- You feel like having bylaws to hold people accountable would be beneficial

### Maybe not...

- A small and consistent group of individuals is running the chapter
- Your board is efficient and you feel like bylaws would make things complicated

## Strong Bylaws Include:

- Succession plan
- Term limits
- Leadership transition plan
- Basic board expectations

## Bylaws Become Official When:

- They are voted on and approved by the board
- They have all board members signatures included
- They are sent to your alumni chapters staff contact and approved



# Board Accountability

- Clearly define roles on the board
- Set appropriate expectations for board members
- Assess board members strengths and weaknesses



# Clearly Define Board Member Roles

## Outline the duties of the board position

*Director of Game Watching Parties will choose a venue, coordinate decorations for each game, work with the communications director to make sure all details of the game watching parties are advertised.*



DC Dawgs is with Ryan Scott Diffley.

December 6, 2017 · 🌐

Our next DC Dawgs Board Member Spotlight is our Government Relations Liaison, Ryan Scott Diffley.

Ryan is a DC Dawg working as a Legislative Assistant for the United States House of Representatives. He graduated from UGA in 2014 with a degree in International Affairs. Find out more about Ryan in our Q&A below:

Q: Why did you choose to get involved with DC Dawgs?

A: As a recent alumnus, I chose to join D.C. Dawgs because I wanted to maintain a connection with the university and network with local alumni. As the Government Relations Liaison for D.C. Dawgs, I am actively working to strengthen our relationship with UGA's Federal Relations Team based here in Washington and our relationship with the colleges and schools back in Athens. I hope that my work with the chapter will lead to more opportunities and educational experiences for our local alumni.



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# Assess Board Members Strengths and Weaknesses

**Take the time to understand what your board members are interested in, what they are good at, and what they do not want to do!**

If a board member has never seen a football game in their life don't force them to be the Game Watching Party Chair.

On the other hand, if a board member is experienced and fluent in all things social media, play to their strengths!



# Set Appropriate Expectations for Board Members

Hairy Dawgs says: setting clear expectations helps prevent burn out, keeps board members focused and engaged, and stops conflict before it can happen!



## Be specific in expectations

*board members will plan, execute, and facilitate at least one (1) event per calendar year.*

*Board members must attend all six (6) in person or conference call board meetings held in the calendar year.*



# Tips for Effectively Leading Your Board



# Tips for Success

- Create a meeting agenda
- Get buy in from your board members and allow everyone to have a voice
- Empower each board member to report out about what they have been doing both personally and for the chapter
- Be respectful of everyone's time and don't let board meeting run over time
- Schedule regular board meetings; arch chapters at least quarterly and active chapters more often
- Be open to skype or conference calls; volunteers have busy lives!
- Follow through on assigned tasks, remember to send out action items after each meeting



*Closing Remarks  
from Josh Johns,  
NYC Chapter  
President*



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# Lunch

**Meal ticket is in your binder**

Chick-fil-A will get your drinks at the truck, the Varsity has drinks  
in the Atrium

**See Wingate for a headshot**

Located in the Atrium, will be posted in the Facebook group

**Be in your breakout rooms by 1:30 p.m.**



# 12:30 Breakouts

## **Chapter Leaders:**

Leading a Chapter 101 – Tate 138

Taking your Chapter to the Next Level – Tate 137

Show Me the Money (Chapter Finances) – Tate 141

## **Affinity Council Meetings:**

Black Alumni Leadership Council – Tate 140

Young Alumni Leadership Council – Tate 143

Women of UGA Leadership Council – Tate 144

