

# Building a BYU Alumni Chapter Board

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## Have a Clear Vision

*“Our thoughts create our reality - where we put our focus is the direction we tend to go.”*  
~Peter McWilliams

### Ask yourself these questions:

- What kinds of activities do you want to have?
- What positions are you required to fill?  
(These positions can be found on pages 11 through 14 of the Chapter handbook).
- What additional positions would you like to have on your board?  
(i.e. PR specialist, sports specialists, performing arts specialists, speakers, etc).

### When considering who should fill these positions:

- Identify the skill sets and passions of people you know; what are their interests?  
(i.e. careers, mentoring, event planning, relationship building, service, fundraising, sports, music, etc.)
- When asking someone to serve on your board, try to match their interests with your needs.
- *People are much more likely to excel in their service when they are passionate about their assignment.*

## Be Diverse and Inventive

*“Strength lies in differences, not in similarities.”*  
~Stephen R. Covey

### Why diversity?

- With greater diversity comes a broader range of ideas, perspectives, and energy.
- The more age, gender, situational, occupational, and background diversity you have on your board, the more inventive and interesting your group will be.

### On your board, include:

- People from different generations
- Single people
- Married couples
- People with different occupations
- Recent graduates
- Retirees
- People from different stakes

## Be Willing to Ask For Help

*"Those who get the most out of life... are those who make the choice to act."*

*~Stephen R. Covey*

### Why you need to ask:

- In general, people who want to be involved won't offer to help until they are asked.
- Don't assume someone will turn down the position; more people are willing and ready to help than you would expect.
- You may think some people are too busy to be involved; however, oftentimes busy people are the ones who are best at getting things done and are most willing to help.

### Who you should ask:

- *Anyone* who you think would enjoy being involved!
- Ward members; consider making an announcement in your ward bulletin.
- Ask current members to invite new people; this is how I grew my board to 14 members in just a few months.
- It does not matter whether they attended BYU or not; anyone can be a part of the BYU Alumni Association.

### Tips for recruiting members:

- Some people will be hesitant to join at first, that's okay!
- Invite them to a board meeting so they can see what you are all about.
- As you discuss your upcoming events and activities at your meeting, they will be able to experience your excitement and enthusiasm first hand, thus becoming more likely to join you.
- Another strategy is to ask them to help with a specific activity; as they participate in this event and enjoy their experience, they are likely to stay involved.

## Be Flexible

*"Be infinitely flexible and constantly amazed."*

*~Jason Kravits*

- Give people options in regards to their assignments.
- Allow people to be involved as much or as little as their time and comfort level allow.
- Some prefer to take charge, be innovative, and lead big events.
- Others prefer to have very specific tasks to complete.
- Including many specialists on your team is a great way to involve a variety of different people.

## Be Specific

*"It's a lack of clarity that creates chaos and frustration. Those emotions are poison to any living goal."*

*~Steve Maraboli*

Every board member should be given:

- A specific job title.
- A job description; this should include a layout of what is expected of them.
- Details about the time commitment.
- Adequate training in regards to their specific tasks.
- Ample appreciation for everything they are willing to do.

## Be Willing to Delegate

*"The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it."*

*~Theodore Roosevelt*

- Make assignments, delegate responsibilities, and give them decision-making authority.
- As long as members have a clear understanding of your vision and their responsibilities, you can give them the ball and let them run with it.
- Get people involved as soon as possible, this will help them feel like a contributing member.
- If you have staffed your board with responsible people, they will do a great job!

## Be Accommodating

*"I must follow the people. Am I not their leader?"*

*~Benjamin Disraeli*

- Be accommodating in regards to the frequency and time of your board meetings.
- What may be an ideal meeting time for you may be an inconvenient time for your board members; try to accommodate their needs and work around their schedules.

## Be Consistent

*"Trust is built with consistency."*

*~Lincoln Chafee*

- Hold board meetings at the same time each month.
- Always have the next meeting on the schedule before the end of a current meeting.
- Try not to cancel board meetings; this kind of inconsistency will cause interest to wane.
- Begin and end meetings on time; people are more willing to participate when you are respectful of their time; socializing should occur after the meeting.
- Have an agenda and clear focus for your meetings; this will facilitate efficiency.

## Keep Board Members Informed

- The Secretary should take notes at each meeting to be sent to all board members.
- These notes should include all assignments that were made during the meeting as well as the dates the assignments need to be accomplished by.
- At the next board meeting, review the previous month's assignments and have each board member report on what they have accomplished.
- The expectation to report will encourage board members to accomplish their assignments and attend board meetings.

## Be Appreciative

*"Appreciation is a wonderful thing: It makes what is excellent in others belong to us as well."  
~Voltaire*

### Ideas of how to show appreciation:

- Summer BBQ
- Christmas party
- Provide refreshments at meetings
- You can never say "Thank you!" too much.