

Fundamentals of Effective Board Service Session Benchmarking Questionnaire

Strategic Plan & Mission Statement

1. I have an existing Strategic Plan. Y / N
2. The existing Strategic Plan was developed in ____.
3. The existing Strategic Plan covers a period of ____ years.
4. I can state three goals from the Plan by memory. Y / N
5. I know the Mission Statement by memory. Y / N
6. The Mission Statement reflects today's organizational purposes. Y / N
7. We do an effective job of communicating the Plan and Mission to our members. Y / N
8. The Strategic Plan is a driving force for agendas, board discussions and the focus of successive leaders. Y / N
9. I know what SMART strategic goals are and why they are important. Y / N

Policies & Procedures

10. Our association has up-to-date Articles of Incorporation, Bylaws and P&P. Y / N
11. I am aware of the three Board Legal Duties (as defined by ASAE). Y / N
12. I am aware of the role of Committees, Task Forces, Councils, *etc.* Y / N
13. Our association has a risk management policy/strategy in place. Y / N

Budget

14. I know the size of our budget to within: \$1,000 ___ \$10,000 ___ \$100,000 ___
15. I know how much we have in reserves. Y / N
16. I know our three largest revenue streams. Y / N
17. I know the ratio of dues to non-dues revenue. Y / N
18. Our financials undergo an independent review and audit by a CPA. Y / N

Staffing

19. Our executive director is an: employee ___ independent contractor ___
20. The executive director reports to _____.
21. I know the term of our Executive Director's agreement. Y / N
22. Our executive director has a formal job description and performance is evaluated on a regular basis. Y / N

23. Our board is a knowledge-based organization and has a formal structure for measuring and reaching consensus. Y / N

Committees

24. Committees work is driven from the Strategic Plan goals on an annual basis. Y / N
25. Committees have an established and consistent means to report to and interface with the board. Y / N
26. Board and Committee volunteers have written job descriptions. Y / N

Membership Benefits & Penetration

27. I'm satisfied with the percentage of members we have compared to the total market potential of prospects. Y / N
28. Our membership represents ___% of the prospects: About: 25%, 50%, or 75+%
29. The benefits/services are relevant and offer high return on investment. Y / N
30. I can describe our top five benefits to a prospective member. Y / N
31. Our #1 benefit is: _____.
32. Our "golden handcuff" benefit is: _____.

Policy Development

33. Our association requires that directors review/sign a board code of conduct, or commitment form. Y / N
34. Are policies are clearly communicated to new board members? Y / N
35. Our association has policies in place to address the following:
- | | |
|--|-------|
| a. Record Retention – Document Destruction | Y / N |
| b. Apparent Authority – Stationery Usage, etc. | Y / N |
| c. Confidentiality of Documents and Discussions | Y / N |
| d. Savings Reserves | Y / N |
| e. Investment Policy | Y / N |
| f. Insurance Coverages Required | Y / N |
| g. Antitrust Avoidance | Y / N |
| h. Credit Card Usage | Y / N |
| i. Check Signing Authority | Y / N |
| j. E-mail – Computer Usage | Y / N |
| k. Software Licenses and Downloads | Y / N |
| l. Endorsements – Affinity Programs | Y / N |
| m. Sexual Harassment | Y / N |
| n. Whistleblower Clause for Staff | Y / N |
| o. Executive Session Usage/Process | Y / N |
| p. Membership Privacy – Confidentiality of Records | Y / N |
| q. Listserves – Bulletin Boards | Y / N |