Qualities of Future Alliance Board Members

The Alliance Board needs to develop a continual recruitment and succession plan to sustain Board effectiveness. There is a need to link Board recruitment with the mission and goals of the Alliance including fund-raising and development. The Board Governance Committee identified the following primary and secondary qualities in seeking new Board Members.

Prospective Members may come from business, education, financial, legal or policy and politics, hospitality, sports, and entertainment, or be leaders in environmental, citizen activist, or religious arenas. These are a guide and it is understood that not all qualities will be available in all potential members who are recommended to the Board.

**Primary Quality**
- Commitment to the health of the Chesapeake Bay, its rivers, and sustaining the natural values and quality of life of the Bay watershed.
- Commitment to being a proactive ambassador of the Alliance mission and seeking opportunities for expanding Alliance programs
- Ability to leverage valuable contacts or contribute individual financial assets on behalf of the Alliance
- Experience with and ability to assist in Alliance fund-raising activities
- Influential in or having strong connections to business, government, foundations, or environmental or community groups useful in delivering and marketing the Alliance and its programs.
- Capable of providing oversight of Alliance operations and strategic input to Alliance Director

**Secondary Quality**
- Past experience and service on NGO or Corporate Boards
- Helps to fulfill objectives for broad geographic representation and provides cultural and racial diversity.
- Provides needed specialty skills or knowledge

*produced by the Ad-Hoc Governance and Development Work Group, July 2012*