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| ProfessionalEXPERIENCE/EXPERTISE | | | | | | | | | | | | | | | | | FUNDING ACCESS/SKILLS | | | | | | | **DEMO - GRAPHIC INFO.** | | | **Geographic Regions** | |
| **Name, Title**  **Business/**  **Organization** | Academia (College, Univ.) | Financial/Accounting/Investing | Community Volunteer | Info Systems/IT | Media/PR/Marketing | Corporate - Management | Corporate Legal/Law | Corporate/Risk Management | Personnel–Human Resources | Public Policy-Legislative | Member Center Director | CAC Partner Agency Rep. | State Agency Stakeholder Rep | Crisis/Emergency Response |  |  | State or Federal Funding | | Corporate Funding | Private, Family Foundations | Individual Giving | Training, Conference Revenue | Special Event Fundraising | Ethnicity = W-White  AF-African American  H-Hispanic  AM - American Indian  AS - Asian | | Gender | N – North  S South  E – East  W. West  C- Central | |
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The Board Matrix is an effective tool for non-profit Boards to use in their effort to identify possible gaps in their Board composition and be more strategic in their Board recruitment process, ensuring a diverse Board representative of the community in terms of gender, ethnicity, and geography, but also ensuring the board has the appropriate skills, experience, and expertise to accomplish the goals set forth.

For the tool to be useful, the criteria listed in the various sections across the top must be customized so that it is relevant for your own organization and what the Board has deemed to be its priority focus areas in the coming years (as per its Strategic Plan). The criteria will change over time as the organization evolves, its goals change and different expertise, contacts, and experience are needed to achieve those goals.

Ideally, a Nominating or Board Development Committee of the Board will review and revise the Board Matrix annually as the first step in its Board Recruitment process. These revisions should reflect priorities identified in the Strategic Planning process. The names of current and returning Board members should be listed in the first column. Then, for each of these individuals, the relevant criteria reflective of that individual should be checked off in the appropriate boxes across that row. A single individual might bring more than one area of Professional Expertise/Experience and more than one area of Funding Access/Skills so it is ok to check more than one box for a single individual in those sections.

Once the current and returning Board members are all included in the Matrix, the Committee should be able to clearly see where the gaps on the Board are (again, assuming the criteria are relevant). Once those gaps are identified, a list of the key criteria the Board should be looking for in new board members can be developed and shared with the Board. Ideally, then the Board recruitment process will focus on finding individuals with an interest and availability for serving on the Board ***and*** who bring one or more of the key criteria the Board needs but is currently missing. Discussions with these individuals in advance of formal nominations should include an explanation of what it is that individual brings that the Board needs and how that ties to the Strategic Plan. In this way, new Board members are informed and aware from the start what it is the organization is hoping to get from having them serve on the Board of Directors.

Of course, a Board should never miss an opportunity to bring on a strong, committed individual with clear potential to assist the organization simply because they don’t “fit in the right boxes”. The Matrix is intended to be one of many tools used *for guidance* in a strategic Board Development process.