

Interesting Facts & Anecdotes from your District Operations and Member Services Committee

March 2014

Did you know?...

NRCS District Conservationists should attend regularly-scheduled conservation district board meetings, give reports on NRCS activities, and participate as a technical advisor.

Effective Recruitment and Board Diversity

- When recruiting board members, ask what they would like to accomplish.
- People are motivated in various ways: political, economic, business, social, community service, accomplishments, heritage, etc.
- Determine if there are opportunities that match their motivations.
- Inventory the district programs and activities. Identify the strengths, weaknesses and goals of the district.
- Identify the current board members' talents. Recruit for needed talents. Invite local organizations to recommend candidates with those desirable talents, experience, and knowledge.

Conservation district boards must be accountable to each other on matters of conduct. Proper ethics begin with each board member. As a board member, I will not:

- Be critical, in or outside the board meeting, of fellow board members or their opinions.
- Use the district or any part of the organization for my personal advantage or the personal advantage of friends or relatives.
- Engage in outside interests not compatible with the impartial and objective performance of my duties.
- Improperly influence or attempt to influence other officials to act for my own benefit.
- Accept anything of value from any source which is offered to influence my actions as a public official.
- Discuss the confidential proceedings of the board outside the board meeting.
- Promise prior to the meeting how I will vote on any issue.

Rewards of District Official Participation

- Effective leaders are in high demand. Competition exists for talented people's time. Match a candidate's interests with opportunities to serve on the board.
- District officials must know their role and responsibilities. They must be informed and have the chance to make a meaningful contribution. No one wants to attend a meeting and feel it's a waste of time.
- New supervisors need to participate on a committee and take responsibility for some part of a district program. Matching assignments to personal interests instills a feeling of belonging and importance to their duties.
- Existing board members help integrate new members by asking for their opinions and input on issues. Keep them informed of programs, activities, and issues, and recognize successful governance.