

Nominations Process Guidance (revised per Board and Committee input)

10 27 18

- Identifying potential candidates should be *Board driven* with Community Members identifying potential new Community candidates and At Large Members identifying potential At Large candidates, for the most part. Staff members should also be encouraged to suggest Board candidates.
- The Board Member Profile and Board Composition qualities and priorities should be a guide for identifying candidates. (See separate document)
- Candidates shall be rigorously vetted in the following steps, using good sense to avoid raising expectation for Board Membership and focusing on the individuals potential interest in playing a more formal role in advancing the mission of the SLC.
 - 1) Initial Outreach/"Friends of SLC": Committee members will identify qualified¹ Community Members and At Large individuals for an initial one on one discussion to ascertain interest in playing a more engaged role in the Conservancy from a "friends" of SLC list. The friends list should be kept current and include individuals contributed by all Board members and staff. One on one outreach will be guided by the Committee and may be completed by a Committee member or other Board member. This early outreach is intended to ascertain interest by the individual in playing a larger role in the Conservancy, and is not specifically directed at Board membership. (Discussion needed about how develop and utilize the friends list for support and engagement in SLC activities and events).
 - 2) Follow-Up Outreach, Qualified Individuals: Qualified individuals, interested in a larger role in the Conservancy based on initial one on one outreach, and recommended following a one on one discussion, will be considered by the Committee for follow-up outreach and additional vetting (e.g., solicit references). The Executive Director should be invited to provide information regarding staff engagements and experience with prospects as part of the Board's consideration.
 - 3) See Suggested Solicitation Communication Template attached.
 - 4) Interviews, Board Prospects: Following initial outreach and reference check, the Committee should discuss identified prospects and if there are no objections, the prospect should be invited to an interview with at least two Board Members, Community and At Large.
 - 5) Final Vetting, Board Candidates: If the interview goes well, the Committee should extend an invitation to the prospective Board Candidate to meet the Governor's informally at dinner or lunch or other event. The Executive Director should be provided an opportunity to meet with Candidates and offer input as well.
 - 6) Board Action: If there are no issues, the Committee should make a recommendation for acceptance of the person's application to the full Board. Preferably, there would be a

¹ See Board Member Qualifications (separate section)

“waiting list” or candidate pool of approved applicants who may be serving on Board Committees or engaged in other volunteer activities, from which the Board could select new Governors.

Attachment
Draft Solicitation Communication
[appendix to Board Manual]
Draft 9/8/18

This draft solicitation communication script is provided as a general guide for an initial communication with a “qualified individual” from the “friends” list. This one on one is recommended to be done in person [lunch, hike, golf...] if possible, or by phone, or as a last option email for the full conversation. In person or phone conversation offers active Q&A throughout the conversation. This script should be tailored for individual candidates and for at-large or community member prospects.

The reason for reaching out to you [as you have shown interest in the Conservancy; other?] is that Santa Lucia Conservancy is interested in cultivating a list of individuals interested in playing a larger role in the SLC, and would like to find out if you might be interested in being considered.

You may already be very familiar with Conservancy. Would you like a short overview of our mission and five year goals? If interested:

The Conservancy was created to deliver the promise of The Preserve Design: a place of enduring wild beauty and vibrant ecology – actively cared for and protected by a thriving community of people who treasure it.

- *As a non-profit, independent land trust, the Conservancy manages and protects The Preserve’s 18,000 acres of natural lands for current and future generations.*
- *Financially supported by a robust endowment funded by the founding families, the Conservancy sustains the long-term land stewardship, ecological research and public education programs that distinguish the Santa Lucia Preserve as an innovative model for private land conservation.*
- *Through the Conservancy’s community engagement, land management and research efforts, we work to sustain The Preserve’s globally significant habitat and in doing so, serve as a model and living laboratory—lessons learned here can advance and inform conservation and sustainable development far beyond our boundaries.*

Our five year goals [add summary] directly advance the Preserve as a place of enduring wild beauty and resilient biodiversity, actively cared for by a thriving

community for the benefit of all. Our projects, such as our cutting edge Conservation Grazing program, are informed by experts, research and science and benefit both residents and wildlife.

What else would you like to know about the Conservancy?

Ask directly if interested in playing a larger role (DISCUSSION ITEM – how to describe range of larger roles so as not to raise expectation about Board membership).

[If interested] Next Steps: I will recommend to our Committee we initiate our formal vetting process, including reference check and interview with additional Board members. To get this started it would be helpful to have you send me 2-3 references; at least one from a reference related to a Board you have been on. Our process includes meeting the full Board before final consideration.

Our expectation is that you would become actively engaged/more actively engaged (ADD SPECIFICS).

Attachment
Prospective Board Candidate Interview Script/Questions for Committee Review and Improvement

[appendix to Board Manual]

Draft 9/8/18

Assumes Reference Check, completed and positive.

1. Confirm demographic info: homeowner or landowner; memberships; full or part-time resident and if part-time sense of amount of time; if part-time – Bay area or out of state.
2. Quick overview of Board role, responsibilities, time commitment expected²

Questions:

3. Tell us about [describe] your constructive board experience.
4. Describe your commitment to conservation, specifically stewardship of the unique natural resources of the Santa Lucia Preserve.
5. What has been your experience with the Conservancy?
6. If not answered above: What Conservancy special events have you attended?
7. Help us understand your passion for the Preserve model as a sustainable and resilient community for people and wildlife.
8. Tell us a little about what you can bring to the Conservancy? [use this question to assess comfort level with time and commitment described at outset].
9. What questions do you have for us?

End with review of next steps in vetting process:

- Review candidate with the Committee.
- If Candidate advances, invitation to dinner or lunch with full Board.
- Decision by Board to add to Prospective Board Member roster.
- If selected, invitation to a Prospective Board Member orientation, explanation of encouraged activities.

² Understand Mission, Develop relationships/provide leadership, Participate in Board meetings and other important meetings, Participate on a committee, stay informed, volunteer at special events, maintain confidentiality, serve without remuneration. Attach Board of Governor's Member Description, 6/17/18 prior draft.