

# PROJECT A.L.L.

ACADEMY FOR LOCAL LEADERSHIP

*-A NEW WAY TO SERVE YOUR COMMUNITY*

A project of the Community Health Endowment of Lincoln,  
Mayor Chris Beutler, and Leadership Lincoln, Inc.

# Outline

- Background
- Purpose
- Funding & Resources
- Class Structure
- Keys to Success & Sustainability
- Outcomes
- Feedback
  - ▣ Panel Discussion



# Project A.L.L.

## Background

- 2004 assessment of Lincoln's safety net by Urgent Matters, The George Washington University Medical Center, Department of Health Policy and The Robert Wood Johnson Foundation.

*“Key stakeholders should make concerted efforts to include more Latinos, African Americans, and refugees on the boards of major health care providers and funders in the community. Improving representation among traditionally underrepresented groups could result in enhanced awareness of safety net issues in the Lincoln community.”*

# Project A.L.L.

## Background (cont.)



- Early 2006, CHE began convening group of community leaders to assess the issue and develop a program.
  
- Assessment Activities
  - ▣ Partnered with Human Services Federation to conduct survey of non-profits to measure level of diversity on boards (size, gender, age, ethnicity, and interest in diversifying board).
  
  - ▣ Personal interviews with current, ethnically diverse board members and community members.

# Personal Interview and Survey Questions

## Current Board Members

- What do you believe is the most important reason that you were asked to serve on a non-profit board?
- What was your most important reason for deciding to serve on a non-profit board?
- Did you have any reservations or concerns about committing to serve on a non-profit board? If yes, what were your most critical reservations or concerns?
- Given your experience, is there anything that you didn't know about serving on a non-profit board prior to your commitment to serve? If yes, what didn't you know?
- What do you believe is the most important thing that any individual should know before they commit to serve on a non-profit board?
- Please tell me two ways in which nonprofit organizations could assist board members in being more effective.

# Project A.L.L.

## Background (cont.)

- Partnership formed between CHE, Leadership Lincoln, Inc., and Mayor's Office.
  
- In 2007, formal Advisory Committee formed, representing various cultural and ethnic groups, community leaders, and project partners.
  
- Further Assessment Activities & Community Engagement
  - ▣ Survey of large businesses to measure perceived need and likelihood of participation.
  - ▣ Hosted a roundtable breakfast with Mayor, businesses, and partner representatives.
  - ▣ Expanded survey of non-profit agencies to measure perception and requested activities.

# Project A.L.L.

## Purpose

### ***Project A.L.L.: Academy for Local Leadership***

- *“A New Way to Serve Your Community”*

- To equip, encourage, and recruit ethnic/minority individuals for meaningful roles in governance and service on governmental and non-profit boards in Lincoln and Lancaster County.
- To expand and strengthen the pool of ethnic/minority individuals in Lincoln.
- To educate community organizations and agencies about the recruitment and retention and benefits of diverse leadership.

# Project A.L.L.

## Funding & Resources

- Funding of \$8,500-\$10,000 each year from CHE provides for:
  - ▣ Program development
  - ▣ Staff time for Leadership Lincoln, Inc.
  - ▣ Administration & office supplies
  - ▣ Food & program costs
  
- In-kind contributions for meeting space
  
- 57 volunteer presenters and panelists



# Project A.L.L. Class Structure

- Class I held in spring 2008
- Four, all-day sessions, over four months
- Program days focus:
  - ▣ Learning & leadership styles
  - ▣ Health & human services
  - ▣ Roles and responsibilities of board service
  - ▣ Personal & professional contacts and networking
  - ▣ Mentor relationships
- Activities have included city tours, visits to non-profit agencies, panel discussions, meeting and education sessions with board members/directors/participants



# Project A.L.L.

## Keys to Success

- ❑ Dedicated, core group of advisors to guide and assist with recruitment
- ❑ Strong ties with large employers dedicated to diversity, employee training, and community service
- ❑ Secured print media coverage prior to second year and expanded media coverage to television for third year
- ❑ Local government involvement



# Project A.L.L.

## Vision for Sustainability

- Continued development of:
  - ▣ Formal board matching process
  - ▣ Board education series
    - Importance of working well with placed individuals
  - ▣ Community-wide vision



# Additional Resources:



- Trustees of Color, Wilmington, DE
  - “TOC seeks to expand the current pool of people of color to serve on Delaware's nonprofit boards through recruitment, leadership training, and ongoing support provided for both boards and trustees.”
  - <http://www.eidprojects.com/toc/index.php>



# Additional Resources:



THE DENVER FOUNDATION

- The Inclusiveness Project, The Denver Foundation, CO
  - The mission...is to engage with Metro Denver nonprofit organizations, including philanthropy, to become more inclusive of people of color.
  - At the **sector-wide level**, seeks to promote the value of inclusiveness and diversity through the nonprofit sector.
  - At the **organizational level**, seeks to give organizations the tools and support they need to build inclusiveness.
  - At the **individual level**, wishes to increase the "pipeline" of people of color joining nonprofits as board members, staff, volunteers, and donors.
  - <http://www.nonprofitinclusiveness.org/>

# Project A.L.L.

## Outcomes

- Class I:
  - ▣ 13 participants, representing 7 employer partners
- Class II:
  - ▣ 12 participants, representing 8 employer partners
- Class III:
  - ▣ 15 participants, representing 11+ employer partners



# Project A.L.L. Outcomes (cont.)



- Of the 40 participants:
  - ▣ 4 have moved out of state
  - ▣ 12 are serving on non-profit boards
  - ▣ 3 are serving on a governmental board/task force
  - ▣ 5 highly involved with a non-profit through committee/volunteer work
  - ▣ 15 are currently in the program



Maria Salinas Sherffius, David Dihn, Sadi Chhoa, Brenda Christie, Annie Ocampo, Tina Goodwin, Renee Massie, Pedram Nabegh, Martha Hettenbaugh, Juan Carlos Gutierrez, Roslyn Canada, Todd Fitzgerald, and Ashley Wimes (not pictured).

## Project A.L.L. : Academy for Local Leadership Class I Participants



Arteniece Woods, Michael Thompson, Jane Smith, Maria Reich, Jon McWilliams, Barbara Grant, Ruth Clayton, Christina Ryberg, and Cresha Henry. Mai Nguyen, Tamara Green, and Michael Yepes (not pictured).

## Project A.L.L. : Academy for Local Leadership Class II Participants

# Project A.L.L.

## Partner Feedback



- Employer Partners - Comments
- Non-Profit Directors & Board Members - Survey
- Class Participants & Advisory Committee – Panel Discussion

# Partner Feedback

## Employer Comments

- *"Having diverse representatives from Ameritas in each class provides benefits for the company in terms of the intellectual capital participants bring to the program and their service to the community through volunteer board participation. Associates who are connected to or passionate about their work and the community in which they live are more engaged, interested and effective. As a business, what we learn about Lincoln and other communities we call home, makes us a better employer."*

- JoAnn Martin, President/CEO Ameritas Insurance

# Partner Feedback

## Non-Profit Board Diversity Survey

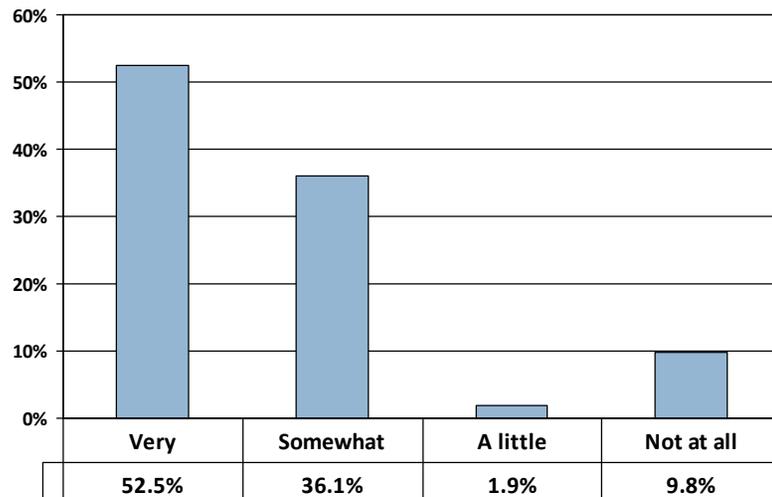


- Completed by Human Services Federation (HSF) members in January 2009
  
- 50% response rate (63 of 125 agencies)
  - ▣ Description of organization: 70% health and human services, 14% educational, and 6% cultural/ethnic center
  - ▣ Description of respondent: 80% Director/ CEO/ President and 12% other administration

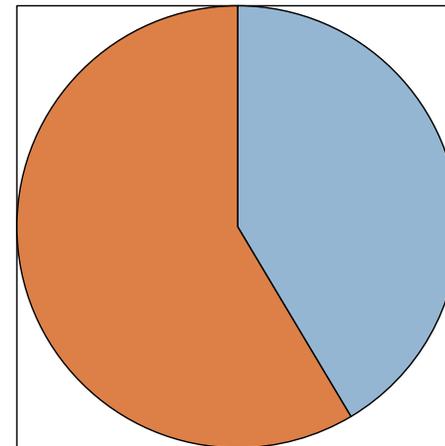
# Partner Feedback

## Non-Profit Board Diversity Survey

How interested are you in increasing the racial/ethnic diversity of your board?



Would you like more information on Project A.L.L.?



■ No Info ■ More Info

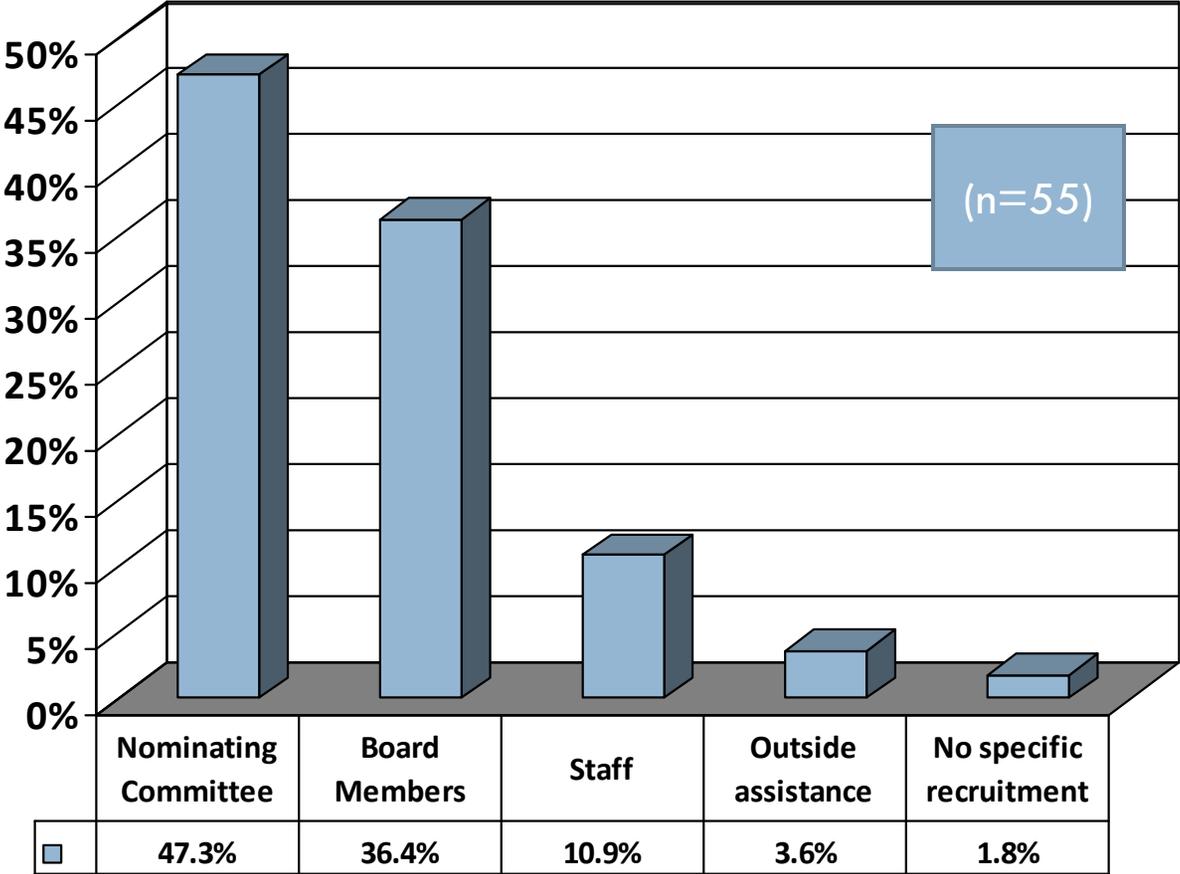
# What have been your greatest challenges to creating a diverse board?

- (60%) Limited pool of potential candidates.
- (35%) Do not know where to go for assistance.
- (33%) Potential board members have not responded to recruitment.
- (27%) Do not know how to identify potential members.
- (22%) No challenges.
- (9%) Not been able to retain racial/ethnic board members.
- (4%) Do not have a clear understanding of how diversity would strengthen our board.

# Why do you believe having a diverse board is important?

- (92%) Diversity, cultural competency, and inclusiveness are part of our values and policies.
- (52%) Our board should represent the clients we serve.
- (47%) A diverse board would assist us in identifying new people to bring into the agency as staff, board members, volunteers, or donors.
- (46%) A diverse board would enhance our relationships & connections with ethnic/racial agencies and communities.
- (15%) Need to meet requirements for foundation funding.
- (0%) I do not believe having a diverse board is important.

# How does your agency recruit board members?

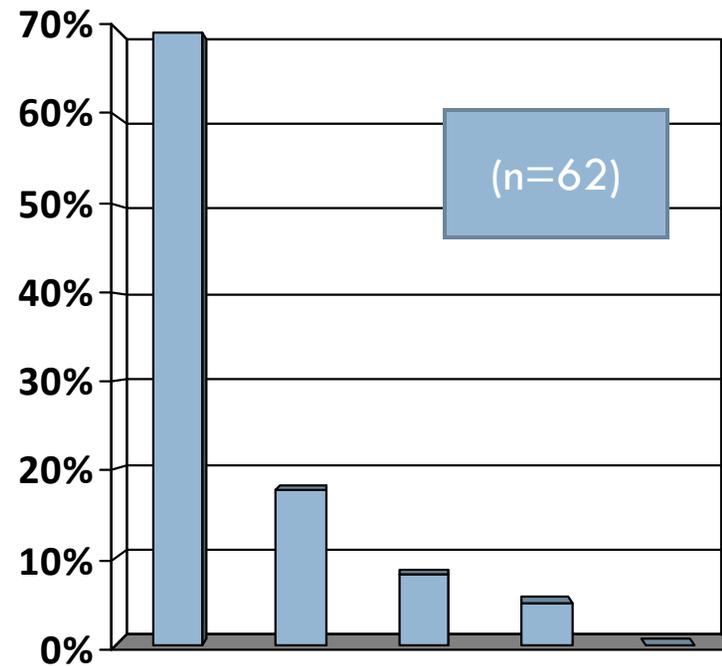


## Other Means of Recruitment:



- “Mayoral appointments.”
- “Board is elected by County voters, nominating committee recruits advisory committee members.”
- “We do not have a board.”

# How does your agency appoint or elect board members?



	Board of Directors	Membership	Governmental officials	Other	No official process
■	69.4%	17.7%	8.1%	4.80%	0%

# Partner Feedback

## Panel Discussion

- Marty Ramirez, Ph.D.
  - Advisory Committee Member
- Maria E. Salinas Sherffius
  - Advisory Committee Member & Class I Participant
- Todd Fitzgerald
  - Class I Participant
- Tamara Green
  - Class II Participant



## For Further Information:

Deane Finnegan, Executive Director

Leadership Lincoln, Inc.

[leadexec@aol.com](mailto:leadexec@aol.com)

Stephanie Harley, Project Manager

Community Health Endowment of Lincoln

[Stephanie.Harley@chelincoln.org](mailto:Stephanie.Harley@chelincoln.org)