



## **Nominating and Recruiting Committee Charter**

### **VISION**

Growing and managing a 3-year volunteer pipeline is the primary role of the Nominating and Recruiting Committee, ensuring a group of potential Market Board leaders is ready and willing to serve. The committee is also responsible for identifying and securing Event Chairs and Executive Leadership Team (ELT) members 18-24 months in advance of an event. Note that volunteer leadership recruitment is an important function of the Market Board and an expectation of every member.

### **PURPOSE**

The Nominating and Recruiting Committee is responsible for year-round identification, cultivation and recruitment of volunteer leaders who are representative of the communities served. These leadership positions include Market Board and Event Leaders, and Executive Leadership Team (ELT) members. Having a formalized and transparent Nominating and Recruiting process in place sends the right signal to potential volunteer leaders and tends to increase the quality and commitment of those recruited.

### **STRUCTURE & MEMBERSHIP**

The Nominating and Recruiting Committee is led by a chairperson and supported by the Market Board Chair, the Movement Committee Chair, committee members, who may or may not be Market Board members and a staff partner. The chair and committee actively support this process throughout the year by conducting a volunteer leadership needs assessment of all positions, keeping the needs visible through the Market Board at each meeting.

### **RESPONSIBILITIES**

**Committee Chair Role** - Working closely with the Market Board and Movement Committee Chairs, the Nominating and Recruiting Chair, drives and manages the process to understand the volunteer leadership gaps and build the volunteer pipeline, ensuring that recruitment is a regular agenda item at every Market Board meeting. The Chair is also the gatekeeper of nominations and managing the timeliness of candidate selection.

**Committee Role** – The committee supports the process and actively identifies and cultivates new volunteer leaders. Committee members do not need to be Market Board members. Often involving others in the community increases the reach of the market’s recruitment efforts. **Staff Role** – The staff partner ensures that the process is year-round and dynamic, working in partnership with the committee and the entire board. Often staff has the best read on the volunteer gaps, and can be a pivotal partner in keeping the process and needs visible.

**Initial Steps before Starting the Nominating and Recruiting Process:**

Conduct an assessment of current Market Board Members. Use the composition assessment grid found in the Volunteer Learning Center. Assessing current leaders can include one-on-one conversations that take place as part of the Individual Engagement Plan. Develop a grid of Volunteer Leadership Needs, keeping in mind diversity and inclusion as well as corporate and community gaps identified in the composition assessment. These steps will provide you with a better view of the market’s needs in a transparent and openly inclusive way.

**Nominating and Recruiting Process**

- Identify Prospective Candidate and Assess Candidate’s Credentials
- Present Candidate’s Credentials to Nominating and Recruiting Chair for Discussion
- Meet with Candidate/Conduct Recruitment Meeting
- Determine Next Steps and Market Board Action
- Notify Candidate and Plan for Orientation and Onboarding

**SUCCESS BENCHMARKS** – The Standards of Excellence provide clear expectations for board performance, including each standing committee. Since the Nominating and Recruiting Committee is part of the Movement Committee, all standards are included below.

<b>MOVEMENT COMMITTEE</b>		Score 1-5
<b>A. VOLUNTEER ENGAGEMENT &amp; MOBILIZATION</b>		
1.	Create and support meaningful volunteer, advocacy and engagement opportunities, not only for fellow board members, but also for the community. Raise the relevancy and brand recognition of March of Dimes locally while offering ways for others to give back.	
2.	Ensure that board members, stakeholders and other community influencers understand, participate, speak out, and step up to take actions that fuels a movement that donors, advocates, and volunteers can all plug into and feel like they are not only a part of, but can help others to lead and own.	
3.	New members complete Individual Engagement Plan following Onboarding process, the collective roll up is shared with board leadership, and all members receive feedback/guidance based on engagement plan and actual participation to hold them accountable.	
<b>B. MARKETING &amp; COMMUNICATIONS</b>		
4.	Understand and support for marketing campaigns such as #ItsNotFine, Unspoken Stories, It Starts with Mom, Blanket Change and many more.	
5.	Create marketing and mobilization goals and strategies that effectively communicate March of Dimes mission, vision and legacy.	
<b>C. NOMINATING &amp; RECRUITING</b>		
6.	Timeline and clear process for recruitment are defined based on Market Needs Assessment and Volunteer Leadership composition exercise, including identifying, cultivating and recruiting new Market Board Members, event leaders and Executive Leadership Team Members (ELT).	

7. All new leaders, including Market Board Members, participate in March of Dimes Onboarding program, which includes a 30- 60-90-day check in, and all inactive Market Board Members are constructively managed off the board on an annual basis.	
8. A plan to improve diversity in gender, race, ethnicity, industry, age and geography is incorporated into Market Board Strategic Plan and monitored throughout the recruitment process.	
<b>Total Score Movement Committee</b>	

### SUGGESTED TIMELINES

**First Quarter** While recruitment is a year-round process, the first quarter is often when new board members start their term. Work with Volunteer Engagement Committee to conduct orientation & onboarding. Review assessment results & recruitment needs.

**Second Quarter** Event leader recruitment and quarterly review of leadership gaps & prospects.

**Third Quarter** Conduct comprehensive volunteer leader assessment to identify gaps for all leadership positions. Event leadership recruitment ideally takes place 18-24 months in advance of an event.

**Fourth Quarter** Keep volunteer leadership needs a high priority.

### RESOURCES AND SUPPORT

- Volunteer Learning Center <https://volunteer.marchofdimes.org>
- National Volunteer Leadership Council members (see EDMD to request assistance)
- Volunteer Engagement and Mobilization Department (see EDMD to request assistance)
- Volunteer Hub app