

Coffee and Conversation: Establishing a Local Advisory Board



Renee Robinson, Upper Savannah Regional Career Specialist
Rodney Robinson, TRAIN-UP Professional Development Services



“Teamwork divides the task
and multiplies the success.”
– Author unknown

WHAT ARE THEY ANYWAY?



Advisory boards are used as SUBJECT MATTER EXPERTS to fill gaps in knowledge. They are NOT directors, they do not serve a governance function, they simply provide advice about achieving goals.



WHY DO I NEED ONE?



An Advisory Board can:

- Provide timely knowledge about trends and the business climate
- Identify political and legislative developments
- Help you look at your operations with an open mind
- Provide insights into your marketing strategies

WHO DO I CHOOSE?



Know the specific skills you seek

- Problem solvers
- Quick studies
- Strong communication skills
- Open-minded

Seek credibility

- Big names?
- Well connected to the community
- Willing to network
- Diversity



BUILDING THE BOARD



- Size
- Meeting schedule
- “Job description”
- Length of service



PREPARE TO MEET



- Prepare for meetings well in advance
- Choose a comfortable, conveniently located site conducive to meetings
- Develop an agenda and manage the meeting
- Follow meeting with an action plan and minutes
- Time management is vital - remember they are volunteers
- “If you feed them, they will come!”

INCORPORATE, COMMUNICATE



- Add their names and bios to your website
- Set up an email list for regular advisory board communications
- Keep your requests to any given advisory member within the scope of their expertise

WIIFM?



Benefits for advisory members include:

- Exposure to new ideas and perspectives
- Expanding their own network
- Provides a way of giving back to their community



OTHER THINGS TO CONSIDER



- Use alternative modes of communication (conference calls, GOTOMEETING, email) for the convenience of your advisory members
- Balance advisors' suggestions with what's best for your program
- Keep advisors informed even when you're not soliciting their advise
- Remember, they are evangelists for your program



Coming together is the beginning.

Keeping together is progress.

Working together is success.

- Henry Ford

Contact Information:



Renee Robinson, Upper Savannah Regional Career Specialist

rrobinson@sc-wpec.org

Rodney Robinson, TRAIN-UP Professional Development Services

rodneYROBINSON123@gmail.com

