

WUWM ADVISORY BOARD RECRUITMENT AND BOARD SELECTION PROCESS

The Advisory Board directed Chair Jessica Wirth and Director Dave Edwards to devise a plan to deal with the selection of future Board members and the future selection of Board chairs.

BOARD RECRUITMENT

- The primary source for new members is the WUWM list of donors. These individuals are the most interested/committed to the station given the investment of their own funds. WUWM staff uses this list to identify those individuals who might be interested in serving on the Board.
- Board members are also encouraged to submit names to the Director of other individuals who might be good members of the Advisory Board. This might be particularly important as the Board seeks to recruit so-called ‘heavy hitters’ of the community.
- All potential Board members are invited to participate in one of the station’s ‘listening sessions.’ At least one member of the Board’s Executive Committee will participate in each listening session.
- In addition to serving as a ‘focus group’, the listening session serves as a way of allowing Executive Committee members and staff to evaluate the participant’s commitment, interest, etc. Invitees are not told that they are being auditioned for a role on the Board; rather, their opinions about the station are being solicited along with those of the other donors.
- The Executive Committee meets to discuss which individuals might be invited to participate as a future Board member. Recommendations are made to the Director who then evaluates and makes final recommendation to the Dean of the College.
- All new members are appointed to a one-year term. Presuming that the Executive Committee reviews the new member favorably, they are recommended to serve an additional 2-year term. At the conclusion of the two-year term, and upon a favorable review of the executive committee, members are appointed to a final 3-year term. Members will end their service following the conclusion of their 6th year. Anyone who is interested in serving again may put his or her name in consideration after a one-year hiatus.

TIMETABLE

October through May - Listening Sessions

June – Executive Committee meets and makes recommendation

July – Director forwards final recommendation to the Dean

August – Appointments to the Board are made by the Dean

September – New Board year begins

SELECTION OF ADVISORY BOARD CHAIRS

- The Board Chair serves for a period of two years. No chair can serve for more than two years consecutively.
- A Nominating Committee is formed to include: Current Advisory Board chair, immediate past chair, an at large member of the Board (chosen by the current chair) and the station Director/General Manager.
- The committee is charged with preparing a slate of three candidates.
- The committee will contact the proposed candidates to determine their willingness to serve before a ballot is prepared.
- A printed ballot is distributed to the entire Board membership.

TIMETABLE

March – All Board members are surveyed to determine if any are NOT interested in being nominated as Chair.

March – The chair selects an additional member to serve on the Chair Nominating Committee.

April – The Committee meets to identify individuals who might be suitable to serve as chair and contacts them to ascertain their interest.

By the end of April – Ballots are mailed to all Board members. They are returned to the Director/General Manager.

End of May – Ballot deadline

June – The new chair is announced.

