

# **Northcentral Pennsylvania Land Conservancy**

## **Organizational Assessment Questionnaire**

### **I. Board Governance**

1. Do all board members know and understand the mission of your organization?
2. Do all board members understand their personal liabilities and legal responsibilities?
3. Is the board's time spent developing and setting policies for the organization rather than on day-to-day operations?
4. Is the current size of the board appropriate for accomplishing its work?
5. Is the organization able to draw in capable people when vacancies exist, keeping the complement of board positions at full capacity?
6. Does the organization have set procedures for electing board members and officers, and for staggered terms of members and term limits?
7. Does a nominating committee develop criteria for recruiting and selecting new board members, based on the current needs of the board?
8. Does your organization have an orientation for new board members that covers roles and responsibilities as well as specifics about your programs?
9. Does the organization provide training for all board members, future officers and committee chairs?
10. Are members recognized and appreciated for their contributions and accomplishments?
11. Are materials such as the agenda, minutes of the last meeting, and background reports mailed to board members before the board meeting?
12. Does the board have effective working committees, such as finance, fundraising, personnel and community relations, that report regularly to the board?
13. Do the committees include both board and non-board members?
14. Are committee members provided with job descriptions?
15. Do board members have a good record of attendance at board and committee meetings?
16. Is there a clear process of conducting discussions and making decisions at meetings?
17. Does the meeting agenda state clearly the purposes of the meeting?
18. Do officers, chairs and board members understand their roles during meetings?
19. Is time spent on discussion, prior to action, appropriate?
20. Are all members, including new members, encouraged in board and committee meetings to present their views, opinions and ideas on both old and new business?
21. Does your organization have a positive climate, enabling people of diverse perspectives to resolve differences and remain involved?
22. Does your organization identify the skills and interests of all members in order to maximize the volunteer satisfaction in board roles and assignments?
23. Are routine matters requiring board action handled efficiently during meetings?

## **II. Planning and Evaluation**

24. Does your organization have a systematic planning process?
25. Does the planning process draw in stakeholders from beyond the board to provide input and direction to the planning decisions of the organization?
26. Does the board develop realistic goals and effective strategies that support the mission and values of the organization?
27. Does your organization identify measurable results and time frames for achieving them?
28. Do the plans include project work plans that specify who is responsible for implementation?
30. Does your organization evaluate its programs, based on objectives and work plans?
29. Is evaluation built into the planning process?
31. Do the evaluations result in a positive, constructive context for improving effectiveness throughout the organization?

## **III. Personnel**

32. Does your organization have written personnel policies, periodically reviewed by the board to keep them up-to-date and in compliance with legal requirements?
33. Does the board have a personnel committee?
34. Does the executive director have a written, realistic job description?
35. Is the executive director evaluated by the board at least once a year?
36. Does the board recognize its obligation to provide a reasonable salary and benefits package to its staff members?
37. Are the executive director, board president and board members clear about their roles, responsibilities and authority?
38. Does the board assume sole responsibility for setting policy?
39. Does the executive director assume responsibility for implementing the policies and administering the internal operations of the organization?
40. Are the relationships between board members and staff members characterized by openness, trust and mutual respect?
41. If board members also serve as program volunteers, do they understand the different lines of authority for the two roles?

## **IV. Fundraising**

42. Does the board understand its responsibility for ensuring that the organization has sufficient financial resources to conduct its operations?
43. Does the board have an active fundraising committee?
44. Does your organization have a fundraising plan that identifies the sources and uses of funds, focuses on diverse funding sources, etc.
45. Does the board participate in a variety of fundraising activities, including directly asking key donors for support?
46. Is fundraising a component of board recruiting criteria?

**V. Financial Decision Making**

47. Do board members understand their roles as community trustees who are legally responsible for the finances of the organization?
48. Does your board have a finance committee to oversee all of the organization's finances and make regular reports to the board?
49. Is the annual budget developed to reflect the purposes, values, and program priorities of the organization?
50. Does the board approve the annual budget?
51. Do all members understand the financial reports and balance sheets so that they are comfortable asking questions?
52. Has your organization established internal controls necessary to safeguard its finances?
53. Do the financial statements include amounts budgeted, amounts received and expended, and the variances, both monthly and year-to-date?
54. Does your organization have its finances audited annually by a certified public accountant who presents a report to the board?

**VI. Marketing and Public Relations**

55. Does your organization have a marketing plan?
56. Does your organization's planning include an assessment of your community's future needs?
57. Does your organization have an effective system for informing the public about programs and services?
58. Is there a system for receiving information, ideas, and suggestions from members and other potential "clients?"
59. Does your organization use the media effectively?
60. In your opinion, is the public's impression of your organization accurate?

*When you have completed the questionnaire, go back through the questions and circle the questions **on these pages and on the answer sheet** that you feel offer the most relevance to the issues facing your organization. Which questions point to the core issues now facing the organization?*

*Keep this set of questions and return the answers to Marc Smiley via fax or mail. If you wish, you can send the questions via email separate from the tally sheet.*

Marc Smiley  
2212 SE 57<sup>th</sup> Avenue, Portland, OR 97215  
fax: (503) 249-0054  
[marc@marcsmiley.com](mailto:marc@marcsmiley.com)