



June 2024

# ClubED

## Bite-Sized Learning

CEI Monthly Newsletter



Club Education Institute

### Welcome to the June edition of our **Bite-Sized Learning** newsletter.

The Club Education Institute (CEI) is excited to continue with learning modules that will provide you with tangible guidelines of how the concepts under discussion can be applied to your club.

In this month's edition, some of the **challenges facing regional clubs** are addressed.

### **Struggling to find quality candidates for your club board?**

#### *Solution*

#### **1. Local Outreach**

Partner with local businesses, educational institutions and community organisations to identify potential candidates. Hosting informational sessions about board responsibilities and the impact of the club to the community can spark interest.

#### **2. Leverage Digital Platforms**

Use social media, club newsletters and local online forums to advertise board positions. Highlight the benefits and opportunities of serving on the board.

#### **3. Talent Development**

Create a mentorship program within the club to groom future board members. Current board

The strength of any organisation lies in its board's ability to govern effectively and ethically.

Kofi Annan, Former Secretary-General of the United Nations

members can mentor promising candidates, preparing them for future roles.

### **Do you have a small group of members trying to overtake your board?**

#### *Solution*

#### **1. Transparent Communication**

Regularly update members on board activities, decisions and strategic directions through newsletters, meetings and social media. Transparency can reduce mistrust and misinformation.

#### **2. Engagement and Inclusion**

Actively involve members in decision-making processes through surveys, town hall meetings and feedback sessions. Ensuring all voices are heard can mitigate the influence of a small, disruptive group.

#### **3. Bylaw Review**

Ensure the club's bylaws include clear procedures for board elections and member conduct. This can prevent undue influence from a minority group and maintain stability.

## How do you encourage a diverse group of nominees?

### *Solution*

#### 1. **Inclusive Recruitment Campaign**

Tailor recruitment efforts to reach underrepresented groups by collaborating with diverse community organisations and using inclusive language in all communications.

#### 2. **Education and Awareness**

Conduct workshops on the importance of diversity and inclusion for club members. Highlight how diverse perspectives can enhance decision-making and club culture.

#### 3. **Role Models and Success Stories**

Share stories of diverse board members and their contributions to the club. This can inspire potential candidates from different backgrounds to step forward.

## Does your board lack particular skills (e.g. finance)?

### *Solution*

#### 1. **Professional Development**

Offer training opportunities for current board members to develop the necessary skills. Online courses, workshops and seminars can be effective.

#### 2. **Advisory Roles**

Recruit individuals with the required expertise as advisors or non-voting members of the board. This allows the board to benefit from their knowledge without requiring full membership.

#### 3. **Consultants and Partnerships**

Hire external consultants for specific projects or establish partnerships with local professionals who can provide pro bono advice.

## In conclusion ...

While regional and metropolitan clubs face similar challenges in board recruitment and governance, their strategies must be tailored to their unique contexts. Regional clubs should leverage local community ties and digital platforms, while metropolitan clubs can capitalise on extensive networks and professional services. Both types of clubs must prioritise transparency, member engagement, diversity and skill development to build effective and representative boards.



## Upcoming CEI Seminars — Round 2

- **Sexual Harassment Legislation Board Oversight**
- **Exploring Club Industry Dynamics & Diversification Strategies**

Ensure that members of your board attend.

Click for [Upcoming Dates](#) or [Register Here](#)