

digitalNow Community THANK YOU!

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Let's talk the same talk....

– Conventional Wisdom

- ideas or explanations that are generally accepted as true by the public or by experts in a field
- ideas or explanations that although widely held are unexamined and can be reevaluated upon further examination or as events unfold



Let's talk the same talk....

- Common Practice
 - matter of course, customary or regular procedure, natural state, routine, or usual practice suitable to many: as adapted to or indicative of the understanding of many
 - frequently encountered or widely accepted
 - commonly liked or approved



SURVEY CAVEAT

- We cannot prove or disprove the validity of these “conventional wisdoms”
- We can only state that conventional wisdom would lead one to believe these characteristics would be present/absent in the digitalNow community



Survey asked the digitalNow Community to:

- Respond to statements that represent association Conventional Wisdom
- Provide data on your organization’s actual practices
- Collect data on digitalNow Community common practices

What did we learn?

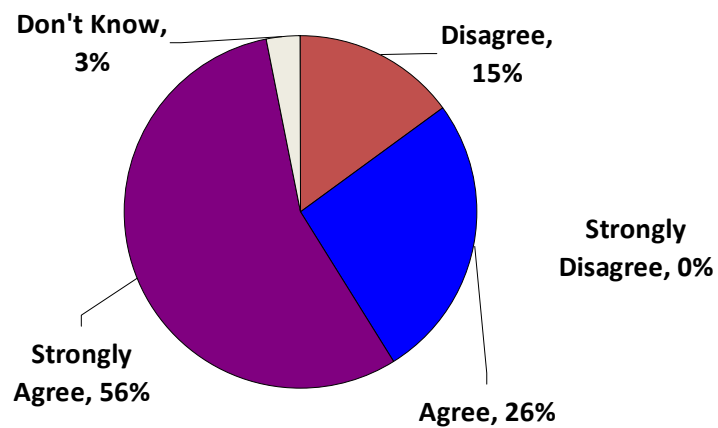
- There are divergent opinions on Conventional Wisdom
- Common practices are varied
- Sometimes we agree with Conventional Wisdom, but don’t practice it
- Sometimes we disagree with Conventional Wisdom, but we still practice it

Three data sets that the survey revealed....

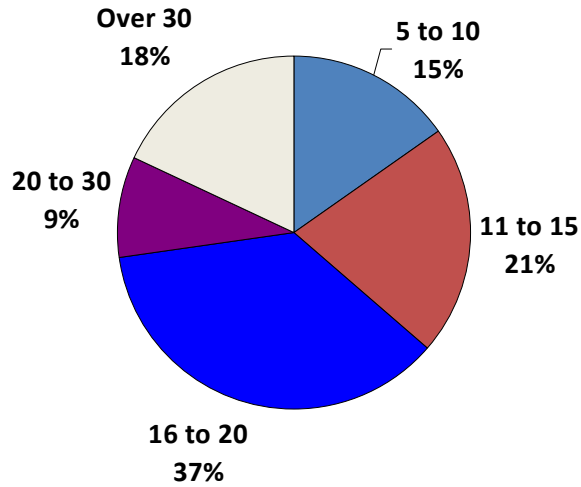
Other results will be found online at the digitalNow website



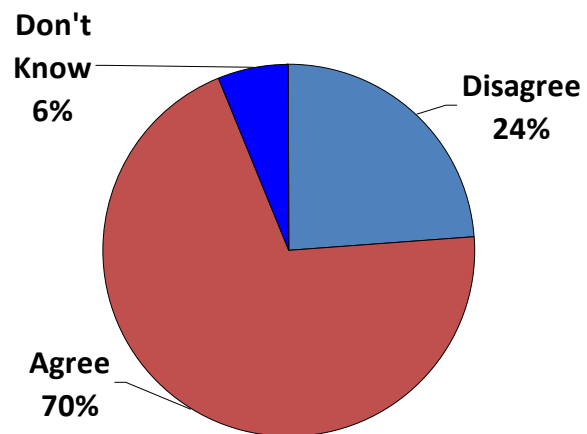
Small Boards are better than big boards



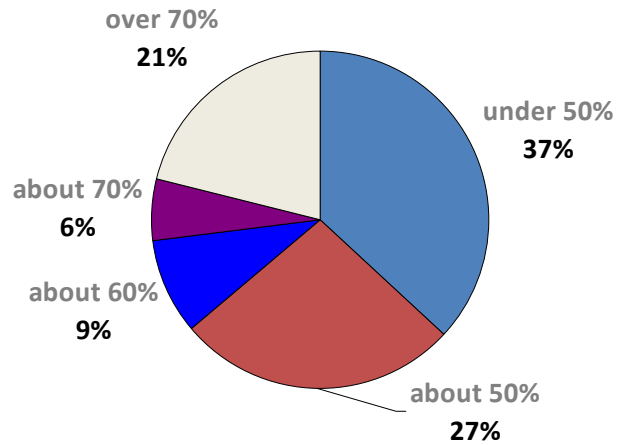
Size of boards in our organizations



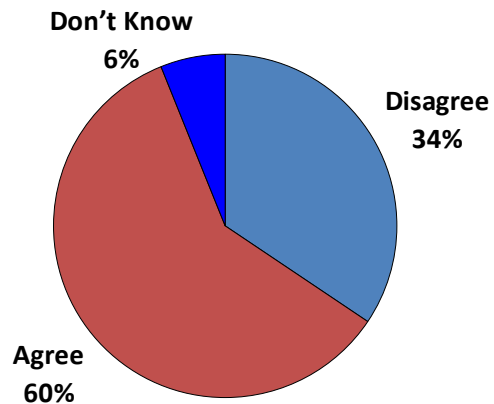
50% of annual expenses in reserves



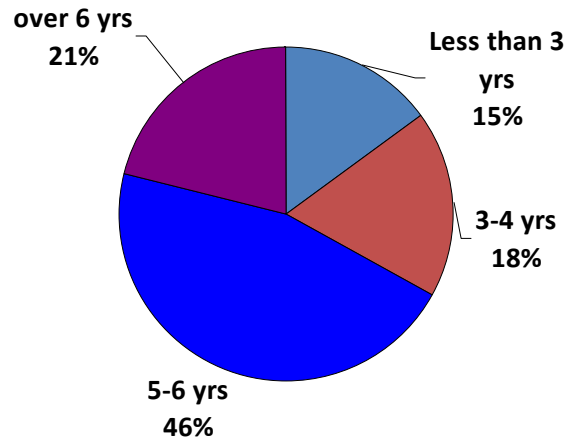
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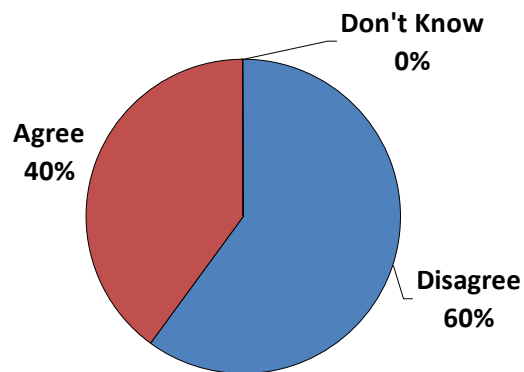
Elected leaders should move through the ranks



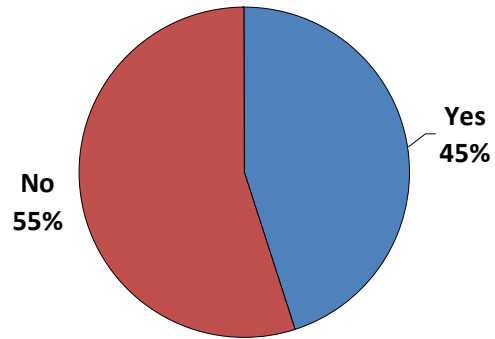
of years – board member to chairman



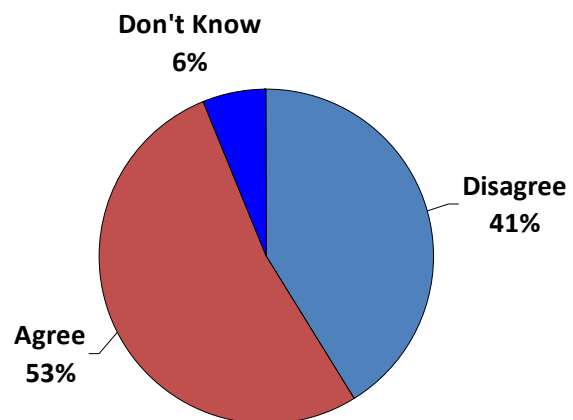
Chief staff officer involved in the selection of board members



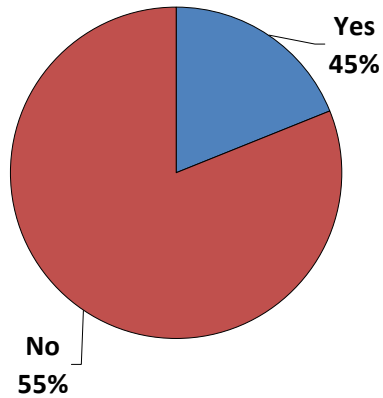
Chief staff officer in involved in nomination of board members in our organization



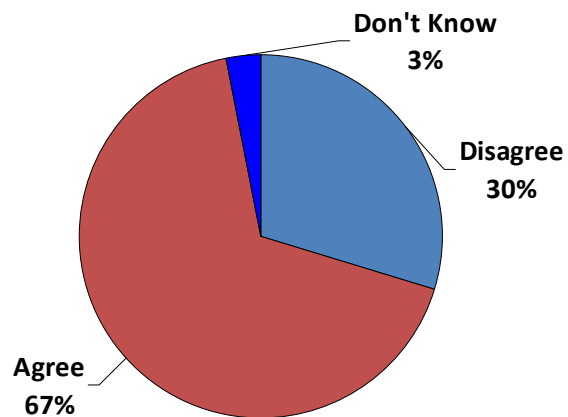
Chief staff officer has a vote on the board



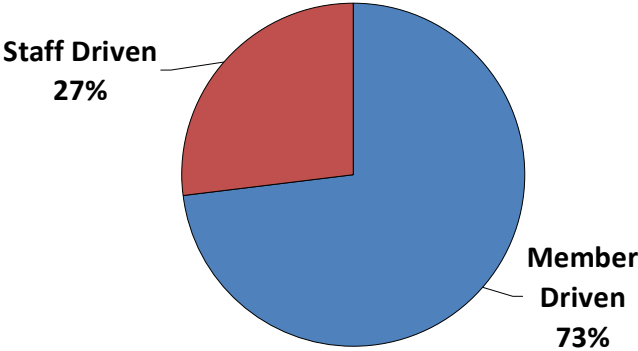
Chief staff officer does not have a vote on the board



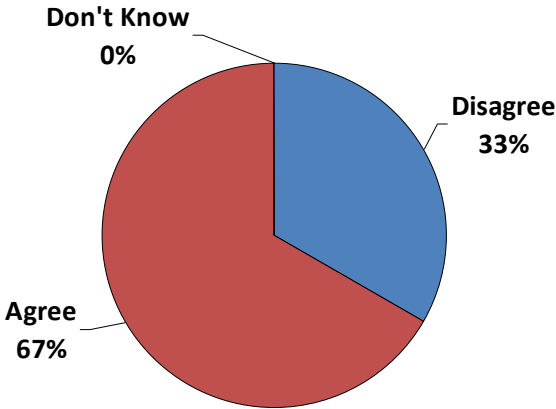
Organizations should be more member driven than staff driven



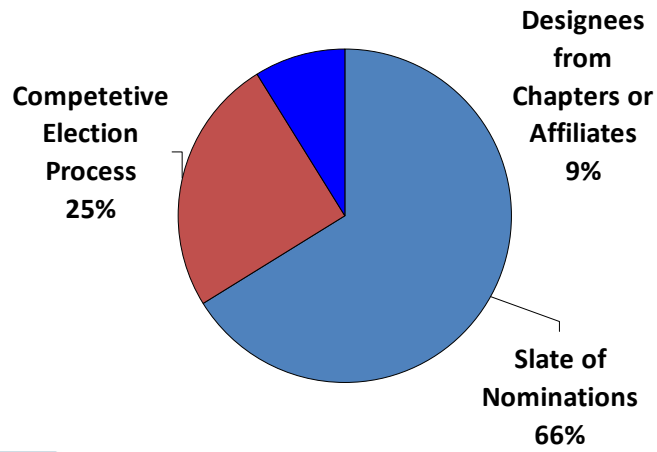
Our organization would be considered



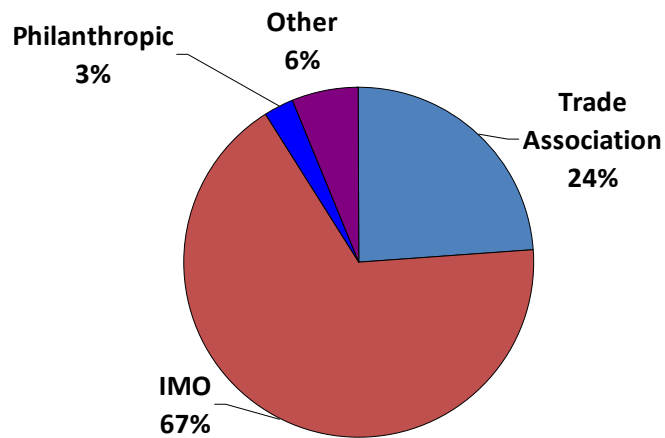
Elections should reflect the democratic process



Our organization's board is elected by



Our organization is a



Let's talk the same talk....

– Best Practice

- a technique or methodology that, through experience and research, has proven to reliably lead to a desired result
- repeatable procedures that have proven themselves over time for large numbers of people/organizations
- usually recognized as “best” by other peer organizations



A Challenge

- **There exists a significant body of association best practices, processes, and guidelines from which an organization can choose**

.....but it is spread from pillar to post with no central repository and, as a result, it is not easily accessible



A Solution



**The digitalNow Community can be a
Repository to Identify Common Practice....
Best Practice and Next Practice**



Another Challenge

According to the American Productivity & Quality Center, the three main barriers to adoption of a best practice are:

1. a lack of *knowledge* about best practices,
2. a lack of *motivation* to make changes involved in their adoption, and
3. a lack of *knowledge* and *skills* required to do so.



Another Solution

An organization assessment a process to look at various areas of an organization in regards to what is working and what could be different that enables management to leverage its current assets as well as choose to do some things differently in order to maximize efficiency and effectiveness.



Thank You!

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