



# Increasing Gender Diversity on the Boards of Nonprofit Organizations

October 12, 2020

# Welcome

## Presentation materials:

- Download the presentation from the AAUW California website home page.
- The meeting recording, a summary Q&A document and example documents will be posted following the meeting.

## Questions:

- Use the Q&A function to pose a question. We'll stop periodically to answer general questions.
- Chat has been disabled.

The screenshot shows a Zoom 'Question and Answer' window. At the top, there are two tabs: 'All questions (1)' and 'My questions (1)'. A red dashed arrow points from the text 'Check here for answers to all questions.' to the 'All questions (1)' tab. Another red dashed arrow points from the text 'Check here for answers to your questions' to the 'My questions (1)' tab. Below the tabs, a message from 'You' at 09:45 AM asks, 'Where can I download the presentation?'. A 'Collapse all (1)' button is visible. Below that, a message from 'AAUW California' at 09:46 AM is shown. At the bottom, there is a text input field with the placeholder 'Type your question here...'. A red dashed arrow points from the text 'Type your question here.' to this input field. In the bottom left corner, there is a message: 'Chat has been disabled. Use the Q&A function'. At the bottom, there are two circular buttons: 'Chat' (highlighted with a yellow circle) and 'Q&A' (highlighted with a red circle). A 'Leave' button is in the bottom right corner.



# Welcome and Introductions



**Vicki Kramer, PhD.**

- Founding member of the Women's Nonprofit Leadership Initiative (WNLI)
- Consultant to nonprofits
- Founding president of the Thirty Percent Coalition



**Carolyn Adams, PhD.**

- Founding member of the Women's Nonprofit Leadership Initiative (WNLI)
- Former Dean, College of Liberal Arts, Temple University



"Women belong in all places where decisions are being made. It shouldn't be that women are the exception." - **Supreme Court Justice Ruth Bader Ginsburg**



# Can You Tell Us?

- Have you ever served on the governing board of a college or university, or a hospital/health system?
- Do you know the gender and racial makeup of the board that governs your alma mater?
- Do you know the gender and racial makeup of the board of the hospital where you or your family members receive care?



# THE GENDER GAP IN NONPROFIT BOARDROOMS

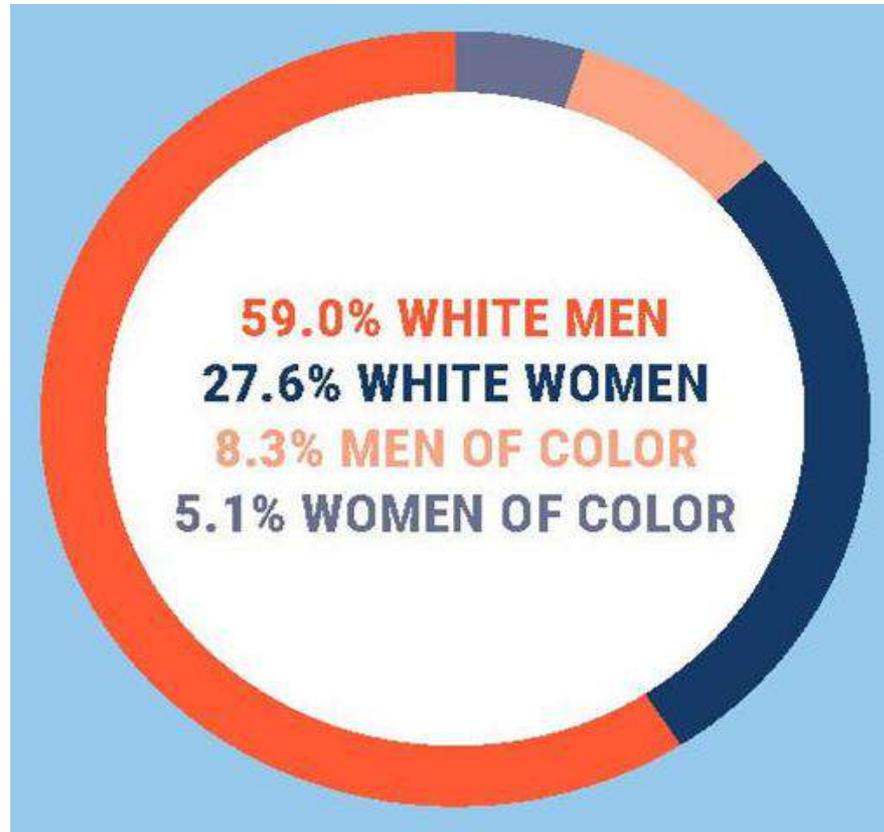
The 2019 Census of Women Board Members  
of the 50 Largest Medical and Educational  
Institutions in Greater Philadelphia

A joint project of La Salle University; The Nonprofit Center at La Salle University's School of Business,  
and The Women's Nonprofit Leadership Initiative



**WOMEN'S NONPROFIT  
LEADERSHIP INITIATIVE**

# Greater Philadelphia Higher Eds Board Members by Race & Sex



Source: *The Gender Gap in Nonprofit Boardrooms*



## Increasing Gender Diversity on the Boards of Nonprofit Eds and Meds



**Why And How To Do It**

**Vicki W. Kramer and Carolyn T. Adams**

*Don Kramer's* A Quarterly of Nonprofit Law You Need to Know  
**NONPROFIT ISSUES**

**WOMEN'S NONPROFIT  
LEADERSHIP INITIATIVE**



# Women's Representation on Governing Boards

Seats women hold	Eds	Hospitals	Health Systems	Totals
30% or more	13	4	4	21 (37%)
20% - 29%	9	8	7	24 (42%)
Up to 19%	7	0	5	12 (21%)
<b>Totals</b>	<b>29 (51%)</b>	<b>12 (21%)</b>	<b>16 (28%)</b>	<b>57 (100%)</b>

Source: *Increasing Gender Diversity on the Boards of Nonprofit Eds and Meds*



# Why the Low Numbers of Women?

Barriers similar to those on for-profit corporate boards:

- Unconscious bias and stereotypes
- ‘Good ol’ boy’ networks
- The ‘mirror’ effect [boards appointing directors who look just like them]

Barriers particular to nonprofit organizations:

- Financial expectations and mixing of fund-raising and governance influence board recruitment
- No pressure from shareholder activists



# Institutions' Expectations for Board Giving

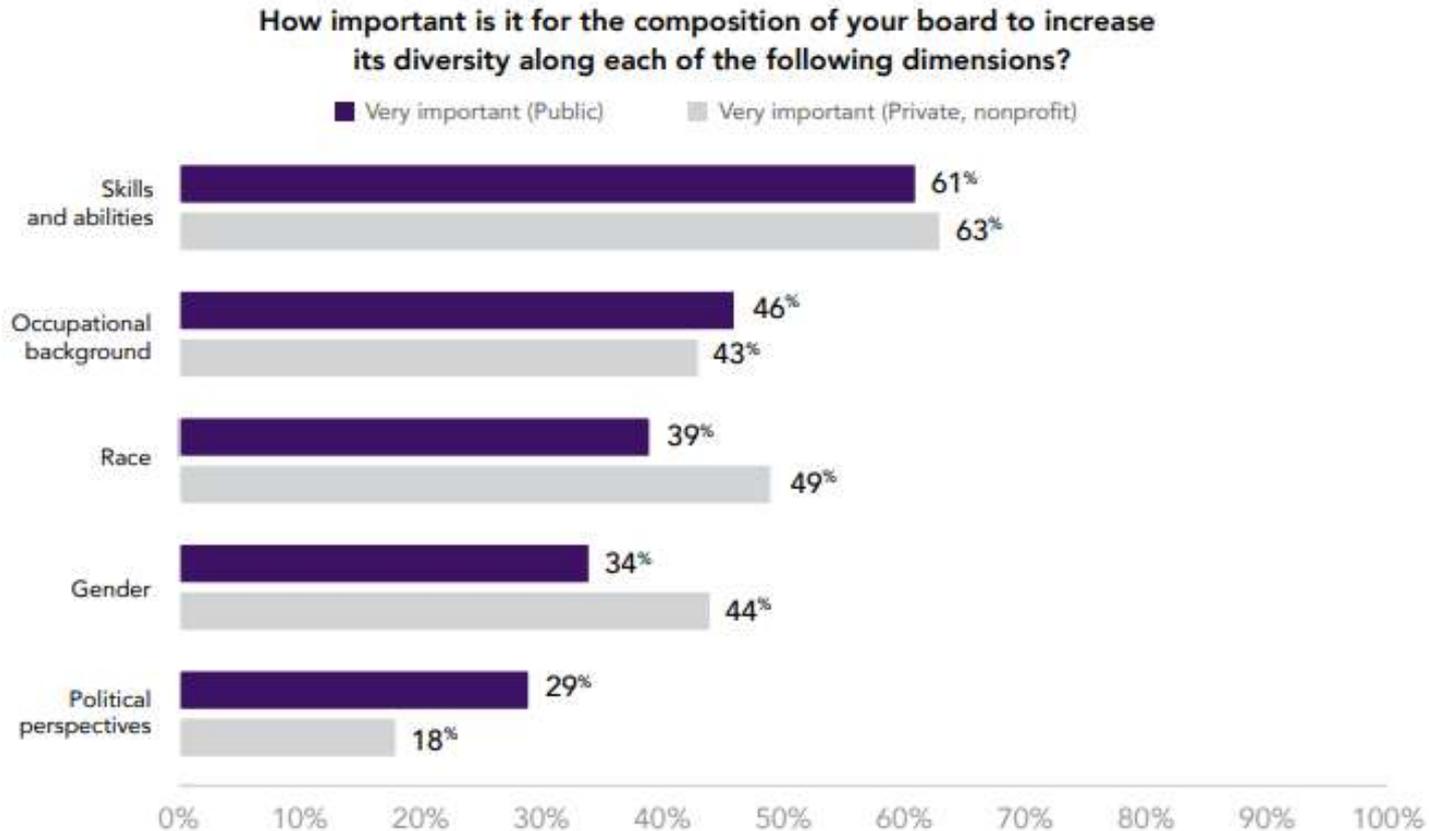
Expectation	Eds	Hospitals	Health Systems	Totals
Standard minimum donation expected	6	1	4	11 (19%)
Giving important but exceptions are made	8	5	0	13 (23%)
Important to give up to your capacity	5	2	0	7 (12%)
Everyone gives but no specific amount	9	3	7	19 (33%)
Giving is not important	1	1	5	7 (12%)
<b>Totals</b>	<b>29 (51%)</b>	<b>12 (21%)</b>	<b>16 (28%)</b>	<b>57 (100%)</b>

Source: *Increasing Gender Diversity on the Boards of Nonprofit Eds and Meds*



# Questions and Reactions

# Association of Governing Boards 2020 National Survey of University Trustees



Source: Gallup, Inc. The Assoc. of Governing Boards 2020 Trustee Index (Jan 2020)

[https://agb.org/wp-content/uploads/2020/01/AGB\\_2020\\_Trustee\\_Index.pdf](https://agb.org/wp-content/uploads/2020/01/AGB_2020_Trustee_Index.pdf)



# Why Should We Care about Board Diversity?

## It improves governance

- Takes full advantage of the talent pool of potential qualified board members.
- Brings different life experiences and more options to the table, mitigating the risk of “group-think.”
- Women tend to consider a variety of options, balancing men’s tendencies to adopt the “good enough” alternative more quickly.
- Women work to enhance communication and collaboration on boards.



# More Reasons to Care about Board Diversity

## **It increases institutional effectiveness in serving consumers (students & patients)**

- Women are more focused than men on how decisions affect people (for example, in the eds, women pay more attention to student life and well-being, and in the meds, to patient satisfaction and safety.)
- Women tend to remind boards of the differing impacts that issues and decisions may have on stakeholders of different groups. This should make boards more responsive to the increasing diversity of students, families, and staff.



# Who Should Care about Board Diversity?

A female board chair we interviewed asked us this question:

**“What leaders or organizations have a stake in this? Hospital Associations? AAUW?”**

**Which institutions can be enlisted to carry this issue forward?”**



# A Prerequisite for Change

“Not everything that is faced can be changed. But nothing can be changed until it is faced.”

*James Baldwin*



# Resources

Kramer, V. & Adams, C., (March, 2020) **Increasing Gender Diversity on the Boards of Nonprofit Eds and Meds: Why and How to Do It.**

<https://www.wnli.org/studies>

<https://www.nonprofitissues.com/webform/increasing-gender-diversity-boards-nonprofit-eds-and-meds>

La Salle University, La Salle University's School of Business, and The Women's Nonprofit Leadership Initiative, (September 2019) **The Gender Gap in Nonprofit Boardrooms**

<https://www.wnli.org/studies>

Kramer, V. & Adams, C., (September/October 2020) **Increasing Diversity on the Boards of Colleges and Universities, Trusteeship.** *A publication of Association of Governing Boards of Universities and Colleges*

<https://agb.org/trusteeship-article/increasing-diversity-on-the-boards-of-colleges-and-universities/>



Questions?



# Upcoming Webinars

<b>10/24/2020</b>	<b>AAUW Funds</b> <b>Meet the fellows!</b>
<b>10/28/2020</b>	<b>Why Public Policy Matters</b> This workshop is for branches whose members are doing no or little public policy work; who do not have a public policy chair or committee; and who want to learn how to encourage members to engage in public policy projects, how to garner ideas for projects, and how to use PP to attract new members.
<b>10/29/2020</b>	<b>Keeping in Touch With Your Tech Trekkers - and Why You Should</b> Many branches keep in touch with their former Tech Trekkers. Some former campers have even built their own “Keep in Touch” groups. Learn how to track down and guide these young women through high school and college and, even, into their careers. The workshop will introduce these ideas - and the people working on them. Keeping your former Tech Trekkers close allows them to help you at branch events, mentor new campers, and keep in the loop about junior and senior counselor positions. You will be surprised how much your branch and these young women can help each other?