



## **Statement of Commitment and Responsibilities of Members of the Advisory Board of The Wild Center**

### Advisory Board Role

The Advisory Board of The Wild Center serves alongside the Board of Trustees and staff to ensure that The Wild Center implements its mission. Advisory Board members bring specific skills, expertise and leadership in the Adirondack community and beyond that may be of benefit to The Wild Center and complement the contributions of the Board of Trustees. Participation provides strategic and creative leadership in supporting the overall direction of the museum's programs, initiatives and special projects.

### Advisory Board composition

The size of the Advisory Board needs to be managed by the Board so as not to become unwieldy and disorganized. The composition of the Advisory Board will be reviewed each year by the Committee on Trustees to determine current and future needs. There are three specific target participant groups for The Wild Center's Advisory Board, each of which has a different reason for inclusion:

- 1) Potential future Trustees, including in-park and out of park residents. These individuals bring some specific attribute that makes them a high potential member of the Board, including, for example; specific expertise in a subject area that will benefit The Wild Center's mission, financial wherewithal and contacts that can help broaden The Wild Center's donor base, diverse backgrounds or perspectives, or important in-park perspectives that can uniquely benefit The Wild Center interaction with the local community.
- 2) Individuals with in-Park/local knowledge of critical Adirondack and Tupper Lake issues that intersect with The Wild Center's operations and/or mission. A primary benefit these Advisory Board members will bring is networking and support both locally and/or regionally. These individuals will be uniquely suited to add value to specific committees and initiatives as directed by the President and committee chairs.
- 3) High visibility, high profile supporters of The Wild Center. These individuals with strong name recognition or celebrity status will help The Wild Center establish a larger footprint outside the Adirondack Park to extend our reach in areas including, but not exclusive of marketing, publicity, development and government affairs.

Identification, vetting and recruitment of Advisory Board members is a critical Board of Trustees activity. The responsibility for developing a sustainable, ongoing process to ensure a fertile pipeline of candidates in each of the three target groups rests with the Committee on Trustees with the support of the entire Board.

### Advisory Board Expectations

Advisory Board members will serve three year terms and are expected to participate in the following ways.

Advisory Board members will:

- Become familiar with The Wild Center's mission, history, goals, challenges and current operations and be able to articulate the role and importance of informal science education institutions like The Wild Center in our Adirondack community and the greater society.
- Promote to others the importance of how understanding of the natural world is essential to our Adirondack community conversation as we work together to solve current issues and support the next generation in their stewardship of this special place.
  - In this role members are expected to be an advocate for The Wild Center in the community by supporting it publicly and helping others to understand the important contribution it makes.
- Advisory Board members are invited and encouraged to participate in the annual Board of Trustee meeting conducted at The Wild Center around the July 4<sup>th</sup> weekend. They are welcome to participate as needed in other Board of Trustee meetings conducted during the course of the year. Advisory Board members will be excused for Executive Sessions.
  - Advisory Board members receive materials sent to Trustees to keep them informed and to prepare them for full participation in meetings and are welcomed and encouraged to participate in discussions to make recommendations or to provide key information at and beyond board meetings.
  - Voting on resolutions is reserved for members of the Board of Trustees.
  - Advisory Board members are to respect the confidentiality of the Museum's business at all times.
- The Board President and committee chairs may request Advisory Board members to join specific Board Committees and take an active role in those committees.
- Advisory Board members actively support the Board of Trustees and the Executive Director and will demonstrate that support within The Wild Center community; and if confronted with problems or concerns members will inform the Board Chair or Executive Director depending on the nature of the concern.
  - It is expected that Advisory Board members publicly support the final decisions of the Board of Trustees.

- Making The Wild Center a primary charitable priority is a given, including financially supporting the annual fund, capital campaigns and other fundraising efforts, making contributions at a level consistent with the individual capacity to give.
  - Advisory Board members will introduce and personally keep engaged prospective supporters and donors in coordination with the museum's development office.
  - Attending board-sponsored events is encouraged to publicly show support for the Museum.

#### A Note on Conflicts

Advisory Board members should be concerned with any situation that could cause even the appearance of a conflict of interest in accord with the current statement on conflicts of interest adopted by the Board. Any potential or actual conflict should be disclosed and handled in accord with that statement by bringing it forward to the President of the Board and the Executive Director. It should be noted that this policy is not intended to preclude any Advisory Board member from carrying out official duties as an elected official or employee of a federal, state or local government agency.

Current as of 4/28/2017