

# Pennsylvania Chamber: Engaging busy board members with BoardEffect

## Pennsylvania Chamber case study

### Organization overview

Headquartered in Harrisburg, the Pennsylvania Chamber of Business and Industry is the largest broad-based business association in the state. Their membership comprises nearly 10,000 member businesses of all sizes and industry sectors throughout Pennsylvania – from sole proprietors to Fortune 100 companies.

Carissa Burgett is the chamber’s board administrator as well as assistant to the president and CEO. She likens it to having two full-time jobs, but she loves her work. She is responsible for the president’s day-to-day schedule, handling everything from calendar management to organizing his travel and meetings.

Her second set of responsibilities as board administrator includes onboarding of all directors, taking meeting minutes, and all aspects of the meeting and event planning for a board of 62 top CEOs and C-suite executives from across the state, as well as for eight committees and six subsidiary boards.

**Organization:** Pennsylvania Chamber

**Industry:** Business advocacy

**Location:** Harrisburg, PA

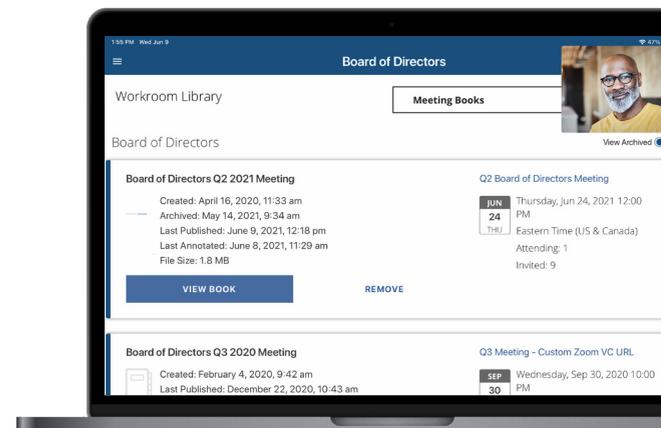
“I do between 40 to 50 sets of meeting minutes a year.”

**Carissa Burgett**

Chamber’s board administrator and assistant to the president and CEO

### The challenge: Managing board activities with scattered resources

With such a large board and its layers of committees and subsidiary boards, consistent processes and communications across all meeting groups is essential. It’s also essential that board members and their assistants can easily access board information, such as meeting logistics, board packets and other documents, and that this information is all in one place.



Getting board members to sign documents, such as conflict-of-interest forms, was a process that involved uploading and downloading signable PDFs. Tracking down the signatures and ensuring that members had included the correct information and filled them out correctly was time-consuming and labor-intensive.

Burgett and the chamber needed a way to streamline board management processes and keep the large board (and their assistants) engaged and informed.

## The solution: Centralizing board communications and meeting management

When Burgett was hired in 2020, the chamber did not have a board management system, and her predecessor had executed much of the board administration work manually. Burgett was instrumental in bringing in BoardEffect.

The complexities of engaging a large board have been simplified with BoardEffect. To avoid frequent emails that get stuck in spam filters or are overlooked, the chamber uses BoardEffect for all its board communications. Board members are trained to expect to receive two meeting-related emails per meeting, and that both come from BoardEffect. The first sends a link to RSVP and add the meeting to their calendars. Once they RSVP, they'll get a link to the meeting book. Burgett uses templates to ensure the event card includes all the information board members need about the meeting including date, time, location, travel and room booking logistics, and Zoom links to join remotely.

The platform is the single source for information, and the board members and their assistants don't have to search through old emails for what they need.

BoardEffect's workroom feature helps the chamber to manage the 20+ boards, committees and meeting groups. Burgett trains each workroom administrator to use the same processes and templates to ensure consistency regardless of which committees members sit on.

The chamber relies on BoardEffect's polls and surveys feature to collect certified digital signatures on members' conflict of interest forms. The forms are housed in BoardEffect, and board members simply need to log in and sign them electronically. This process also makes it easier for the audit committee to see who has not completed the form.

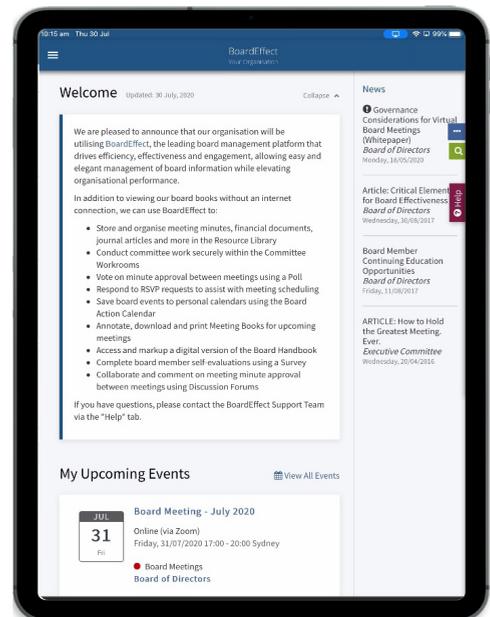
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"You're talking about over a hundred people that you're trying to work with."

### Carissa Burgett

Chamber's board administrator and assistant to the president and CEO

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"It's life-changing, I don't even know how I would still be working here if I didn't have some sort of platform to help ease this whole process."

### Carissa Burgett

Chamber's board administrator and assistant to the president and CEO

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## The results: 90-95% engagement rate with board members

BoardEffect has streamlined many processes for Burgett, saving time and effort, and promoting communication and engagement. For example, RSVPs for meetings has become much easier. Knowing who will be attending meetings is vital to make sure the board has a quorum.

Board members' RSVPs are tracked in the platform, so all the members can see who has replied and who might be the holdup for reaching a quorum, adding some accountability for board members. Burgett now has a 90-95% success rate on board member RSVPs. "Leveraging the platform to hold myself responsible and others responsible has been huge in guaranteeing the success of our board," she says.

BoardEffect also now serves as a trusted source of information for chamber board members, which is crucial for working with more than 100 board members, assistants and committee members. It brings together this diverse group of people working toward the same goal.

Burgett provides detailed training on how to use BoardEffect during onboarding for all new members and their assistants. She has found that providing this training and setting expectations on communication, participation and platform usage upfront has led to a more engaged, self-sufficient board.

During training, new members are encouraged to fill in their profiles and learn what communications to expect, how to access their workrooms and see what event cards look like. Everything they need is in the same location, so there's no need to search.

## About BoardEffect

BoardEffect provides innovative boardroom technology to nonprofit organizations. As a Diligent brand helping to serve over 14,000 mission-driven organizations, we empower boards with the tools to drive positive change. Our secure board management software helps to streamline operations, enhance governance practices and enable confident decision-making. With BoardEffect, mission-driven organizations can unlock potential, accelerate mission delivery and make a lasting impact in their communities.

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"BoardEffect has been cost-effective and easy to use. It hits all the boxes for me: security, cost-effectiveness and ease of access. I've been really happy and I know my organization and board directors are too."

**Carissa Burgett**

Chamber's board administrator and assistant to the president and CEO

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-  **Increase in board member engagement**
-  **Streamlined processes and communication**
-  **Easier management of large board and multiple committees**
-  **Time saved on information gathering and trustee compliance**

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