

# Capacity Building for Lake Organizations



The Lakes Partnership is working to help lake organizations maximize their roles in protecting lake health. Our model of lake organization capacity is built around four related parts: *membership, organization, relationships, and programs*. This tool is focused on Organizational Capacity: specifically, how to conduct a simple skills gap analysis of board members.

## Skills Gap Analysis

If you know what skills are needed for your board to be effective, you will invite the right people to join your board. A simple gap analysis, or board matrix, helps pinpoint the best candidate for each position. To start, consult your annual work plan or organizational strategy to identify specific skills needed to complete the plan. Then, ask your current board members to identify their unique skills. Once you know your current board member's skills, fit them into a table and see where there are gaps. Here is an example:

Work Plan Tasks	Skills needed	Board member(s)
Cultivate partnerships with key stakeholders (Relational Capacity)	<ul style="list-style-type: none"><li>Someone who has a large network</li><li>Isn't afraid to reach out to new/potential partners</li><li>Big ideas/visionary</li><li>People person</li></ul>	Judy Frank
Coordinate CBCW activities (Programmatic Capacity)	<ul style="list-style-type: none"><li>Effective communication</li><li>Organizational skills</li><li>Time commitment: Weekends on-site to visit volunteers and check-in</li></ul>	Anne (lives at the lake full time)
Communicate with members through quarterly newsletters and social media (Membership Capacity)	<ul style="list-style-type: none"><li>Communication plan development experience</li><li>Utilizes social media to increase support/involvement</li><li>Digital marketing/graphic design skills</li></ul>	Frank (works remotely most of the time; isn't at the lake except occasionally)
Organize annual meeting and summer picnic (Relational and Membership Capacity)	<ul style="list-style-type: none"><li>Organizational skills</li><li>Detail oriented</li><li>Someone who likes socializing</li></ul>	?
Raise \$10,000 (Organizational)	<ul style="list-style-type: none"><li>Fundraising skills</li><li>Grant writing experience</li></ul>	?

In this example, when looking for a new board member, you would want to be sure your new member has experience in both raising money and in organizing events. Be sure to develop a position description that specifically states this is what you're looking for.

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Extension Lakes is dedicated to preserving our Wisconsin legacy of lakes through education, communication, and collaboration. Extension Lakes is part of the Wisconsin Lakes Partnership.

