

Strategic Discussion

All Member Elections

Candidate Recruitment

Discussion topic: Advertising and candidate recruitment for future all-member elections

Why are we discussing this topic? The board in January raised the issue of “future competition in elections and a more deliberate candidate recruiting process” while discussing and approving the Nomination Committee report and election guide

Agenda goal: To provide guidance on advertising and candidate recruitment for the 2017 CMS election cycle and beyond for the Office of President-elect and AMA Delegates and Alternates

Things to consider for this discussion:

1. Review the summary reports from Iowa and Minnesota to start your creative thinking (scroll down)
2. Review the CMS elections for the last decade for President-elect; AMA Delegates and Alternates (scroll down)
3. Create a list of ideas for advertising and candidate recruitment.
4. Consider candidate recruitment roles for the Nominating Committee
5. Consider the many physician practices currently providing physician leadership training and the extent to which these practices represent an existing applicant pool
6. Consider the potential role of component medical societies

Outcomes: Guidance on advertising and candidate recruitment for the 2017 CMS election cycle and beyond from 5-13-16 Discussion

1. Nominating Committee can be charged with a candidate recruitment
2. The board has a responsibility to perform succession planning:
(a) Provide candidates with clearly defined job description for the offices open to elections; (b) Ensure advertising of the

- elections and positions that are open; (c) make a Q and A available; and (d) hold open member forums.
3. Open nominations earlier; by six months
 4. Advertising and messaging should be on-going
 5. Ensure members know that there is a Nominating Committee and that these physicians are available to help
 6. Each board member should be responsible for recruiting one candidate
 7. CMS provides good outreach to students, needs to do the same with residents (leadership development encouragingly open to residents)
 8. Significant observations or questions:
 - a. Why has CMS not had more contested elections in the past?
 - b. The idea is not to fill open slots with unqualified candidates, but rather to put forward more candidates who can do the job(s) well
 - c. Not everyone want to be in a contested election
 - d. We need a better leadership development process