

Board Communication

Survey Results

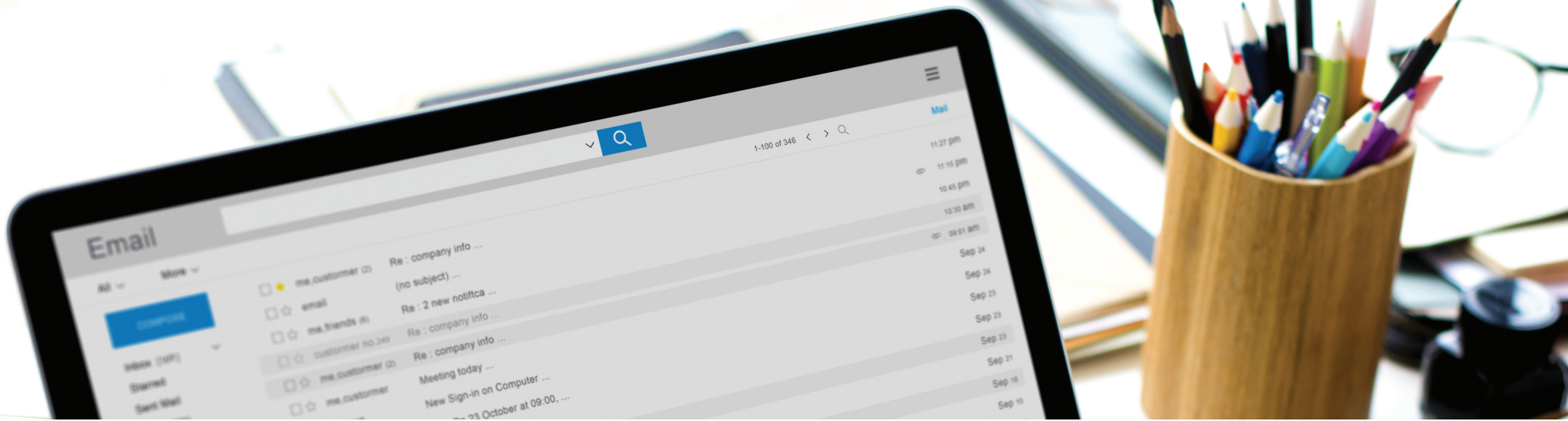
One of the cornerstones of a successful board is great communication. Board members that effectively communicate with their fellow board members as well as their residents foster an environment of transparency and inclusion that makes for a better overall community.

We surveyed board members across North America to see how effectively they communicate and learn more about which channels they use to do so. Here's what they had to say about communication in their communities.



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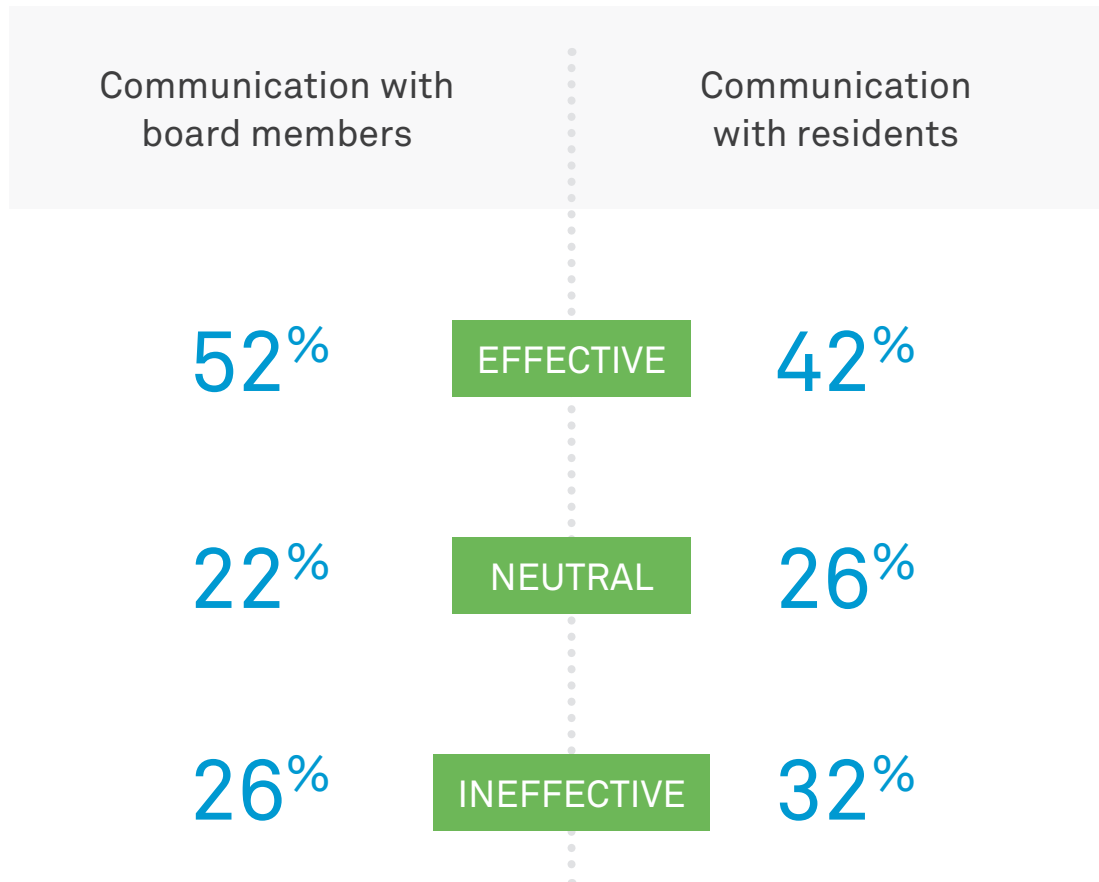
Created February 22, 2021



How Effective is Your Communication?

When asked how effective board members felt their communication was among fellow board members, over half of the respondents rated their communication effective.

When it comes to communication with residents, 42% described their communication with residents as effective.



How often do you communicate with board members?

Regular Communication Increases Effectiveness

While the board members rated their communication with each other and residents as effective, one of the biggest factors that showed an increase in the success of communication between other board members was the frequency with which they were communicating.

A combined total of 40% of board members reported having at least one type of communication a week with their colleagues.

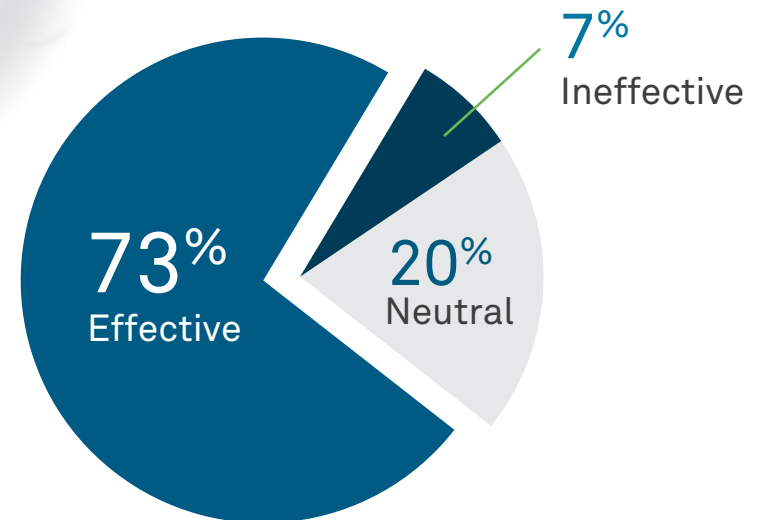
40%
At least once per week

- ▶ **15%** Daily
- ▶ **5%** Multiple times a week
- ▶ **20%** Once per week
- ▶ **18%** A couple of times a month
- ▶ **8%** Once per month
- ▶ **30%** Only when certain situations or emergencies come up
- ▶ **4%** Other



Of the board members that said they communicated at least once a week with their fellow board members, they reported that their communication effectiveness increased to 73%.

Effectiveness of board members that communicate at least once a week



Regular Communication Increases Effectiveness

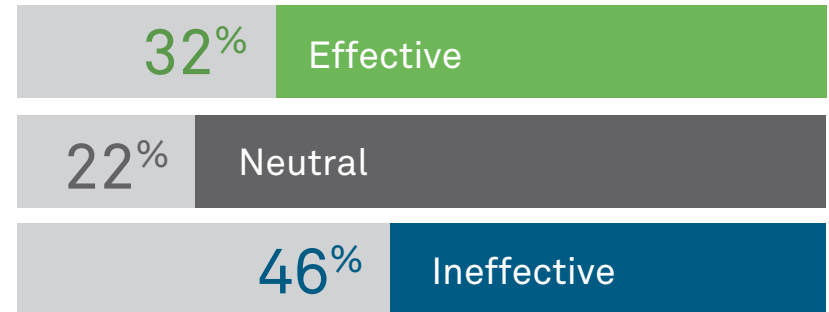
Of those that said they only met when certain situations or emergencies came up, 68% reported that their board was either ineffective (46%) or neutral (22%) on effectiveness.

A combined 57% of respondents reported that their fellow board members got back to them within a day.

All these results point to the importance of consistent, reliable interaction between board members. The more you and your colleagues remain in touch with one another, the better educated you are, leading to more informed decisions that benefit your community.

The next time your board meets, take some time to establish a set of communication expectations so that everyone is held accountable to the same timeframes for responding and the board isn't left waiting on one or two late responses.

Effectiveness of board members that communicate only when certain situations or emergencies come up



How quickly do board members respond to communication?



Communication Methods Matter

Given today's traditional communication outlets across industries, it should come as no surprise that board members identified email as the most frequently used and preferred method of communication with other board members.

The other stand out in communication methods was meetings in general (both in-person and virtual), which came in second, with 308 selecting either in-person or virtual meetings or both.

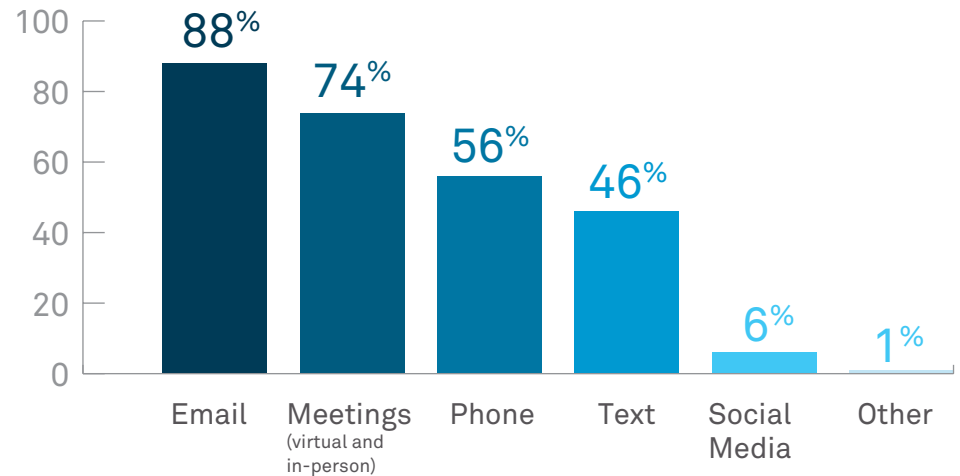
Additionally, in-person meetings were identified as the second most preferred form of communication between board members.

As the pandemic persists and boards continue to conduct business through digital and virtual communication methods, in-person meetings can seem like they would be the optimal way to communicate with fellow board members clearly and quickly.

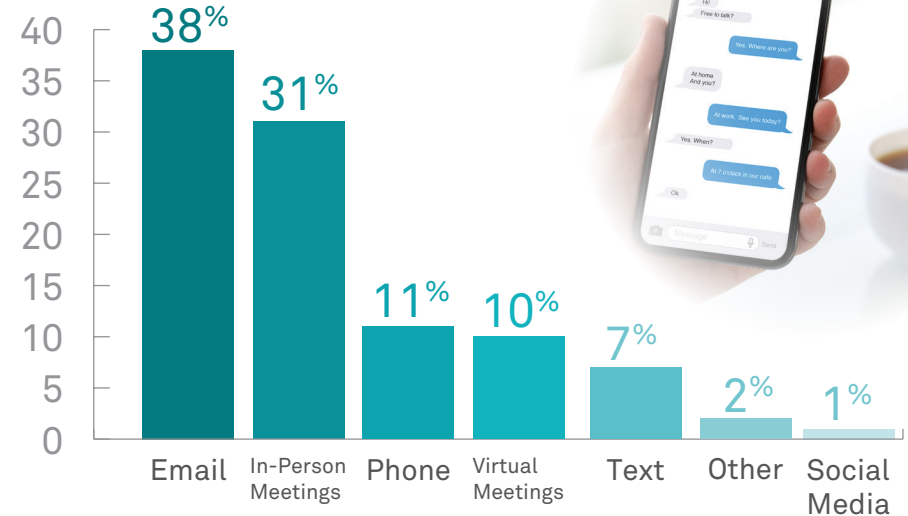
However, it's still recommended that, when possible, boards conduct their meetings on virtual platforms to prevent the possible spread of COVID-19. If your board must meet in person, be sure to follow CDC guidelines by limiting the gathering to less than 10 people wearing proper face coverings with at least six feet of distance between each board member.

What methods of communication do you use *with other board members*?

Respondents selected all methods that were applicable.



Preferred method of communication with other board members



Communication Methods Matter

When it comes to communicating with residents, board members can use a wide variety of media to get their messages to the community. Given these options, the majority of board members still see digital communication as the best way to reach a large portion of residents. **The top three methods of communication are email, newsletters and the community’s website or resident portal.**

The average number of communication methods that board members use to reach members of their community is three, however, the survey showed that the optimal number is between four to six channels. Boards that use between four and six channels of outreach to their residents reported their communication effectiveness as 58%, a 16% increase from the reported overall effectiveness of communication stated at the beginning of this report.

To make the most of your communication with residents, it’s important to have a clear communication plan, with defined roles and responsibilities, channels, processes and support structure.

FirstService Residential has produced a comprehensive guide and checklist to help your board develop a strong communication strategy within your community.

[Download the guide here.](#)

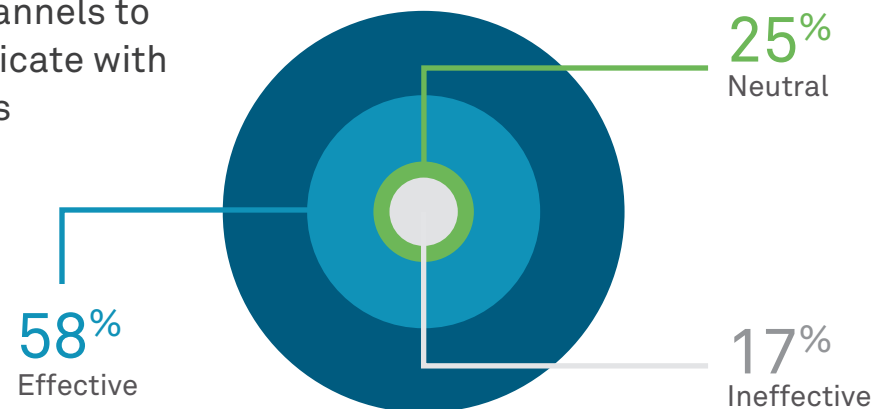
[Download the checklist here.](#)

What methods of communication do you use *with residents*?

Respondents selected all methods that were applicable.



Boards that use four to six channels to communicate with residents





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About FirstService Residential

FirstService Residential is North America's residential property management leader, partnering with 8,500 communities across the U.S. and Canada. HOAs, community associations and condos rely on our extensive experience, resources and local expertise to maximize their property values and enhance their residents' lifestyles. Dedicated to making a difference, every day, we go above and beyond to deliver exceptional service. FirstService Residential is a subsidiary of FirstService Corporation (FSV), a North American leader in the property services sector. Find out how we can help your community thrive. Visit www.fsresidential.com.

Want to know more?

Communication is critical to keeping your building or community informed. To learn more about how FirstService Residential can help your community stay connected, [contact us today](#).