

# 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 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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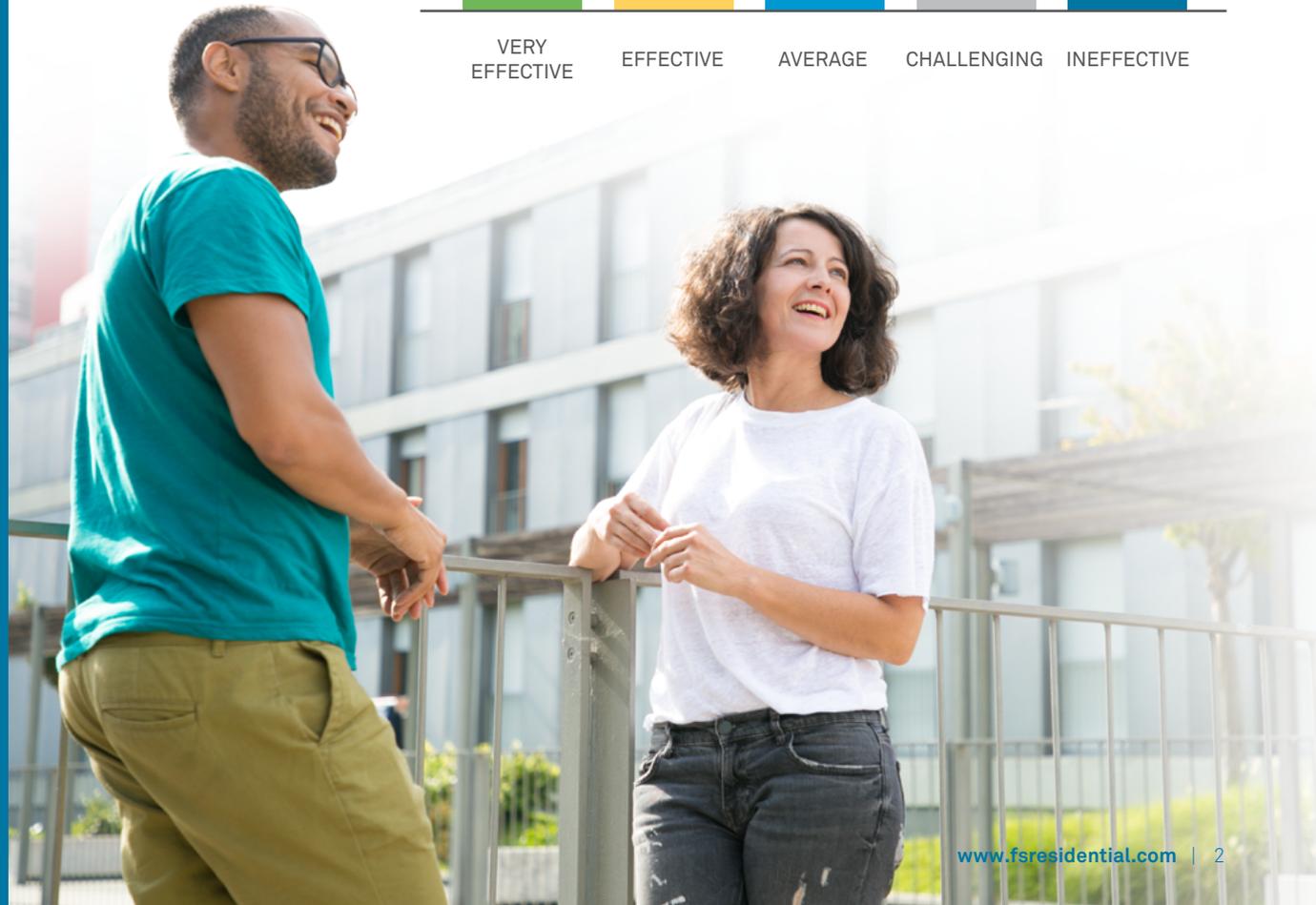
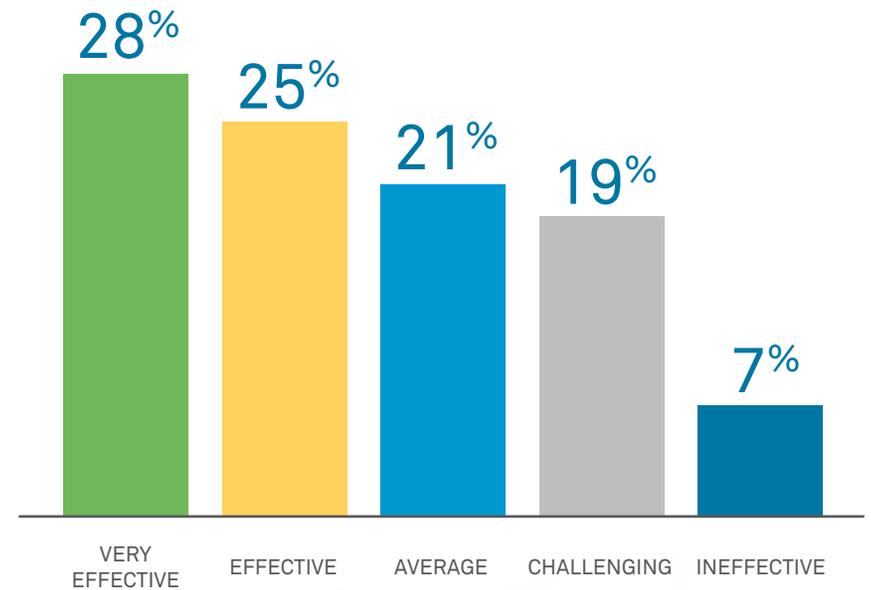
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# How Effective is Your Communication With Board Members?

When asked how effective board members felt their communication was among fellow board members, over half of the respondents rated their communication very effective or effective. The other 47% rated their communication as average, challenging or ineffective.

Of the 53% of surveyed board members who rated their board communication as very effective or effective, most said that keeping board members “in the loop on important issues and changes,” was a priority. Communicating “frequently and consistently with one another” was the second most popular answer.

How would you rate your communication process between fellow board members?

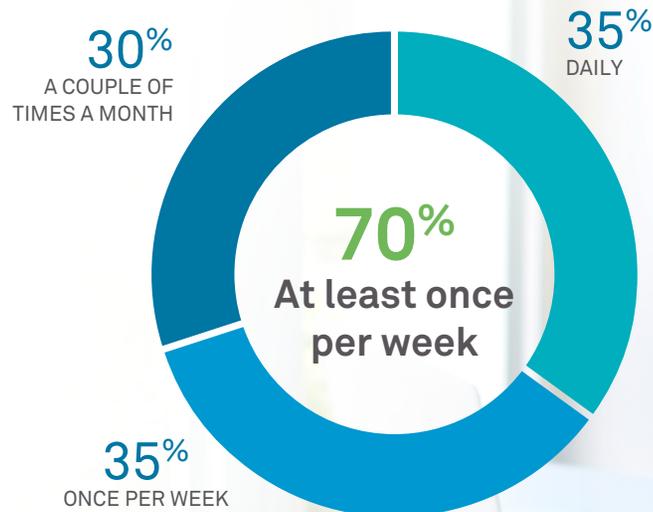


# Regular Board Communication Increases Effectiveness

While the majority of 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.

**70% of board members who rated their communication as effective or very effective said they communicate at least once per week with one another.**

## How often do you communicate with board members?



### It's Quiet In Here...

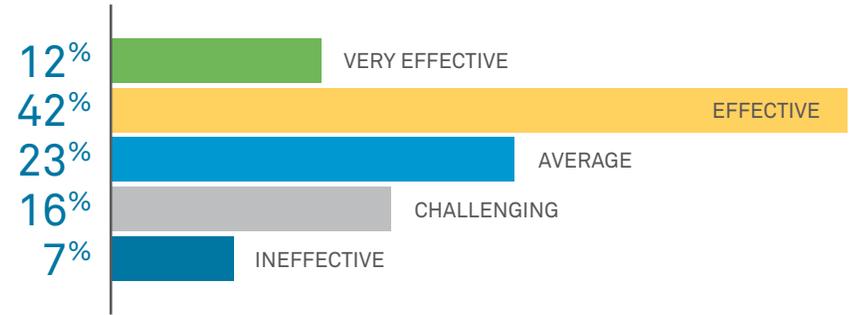
Of the 47% of board members who rated their communication as average, challenging or ineffective, the number one reason was communicating “too infrequently with one another.” They were also 40% more likely to communicate with board members “only when certain situations or emergencies come up...” Remember that proactive and regular communication is the key to a successful association and board. That means having healthy, open discussions (even on unpleasant topics) and meeting regularly to discuss future plans. Your manager can help facilitate these discussions.

# What Does Good Resident Communication Look Like?

Like board communication, effective resident communication is frequent and proactive. Surveyed board members who rated their resident communication process as very effective or effective (54%) said that the primary reason was because their communications “are a good mix of positive news and policy reminders.” Residents know what’s going on in the community and they aren’t left in the dark on important initiatives, even when the news isn’t great.

The reverse is true as well. Board members who rated their resident communication process as average, challenging or ineffective said that the top two challenges were infrequent or unclear communications. If you’re receiving more questions and confusion over new policies or initiatives, you may want to take a second look at your communications plan.

How would you rate your resident communication process?



How quickly do you expect your association manager to respond to requests from residents?



## Getting the Message Out

78% of surveyed board members said they rely on their association manager or a lifestyle director to manage resident communications, while 22% said they manage it themselves. Your duty as a board member is to make decisions in the best interest of your association, not to spend excessive hours working on day-to-day tasks, like creating newsletters and email blasts. The best associations strike a balance between providing guidance on communications while allowing their management team to handle the details.

# Board Communication Methods Matter

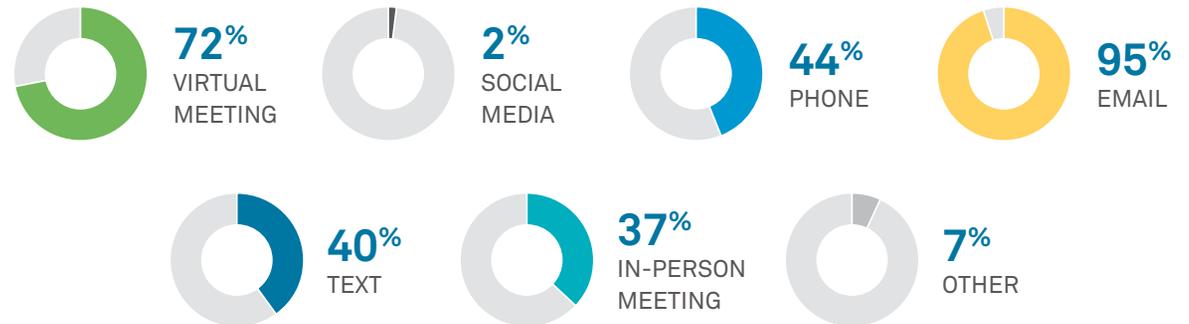
As one of the most common ways we communicate, it should come as no surprise that board members identified email as the most frequently used method of communication with other board members.

There's also been a fairly significant shift to virtual meetings over the past year, as more boards had to pivot during the pandemic. While board members prefer in-person meetings to virtual (42% versus 9%), there are still benefits to virtual meetings. With virtual meetings, boards can accommodate busy schedules, involve more residents and owners and engage with individuals who don't feel as comfortable in a traditional meeting space.

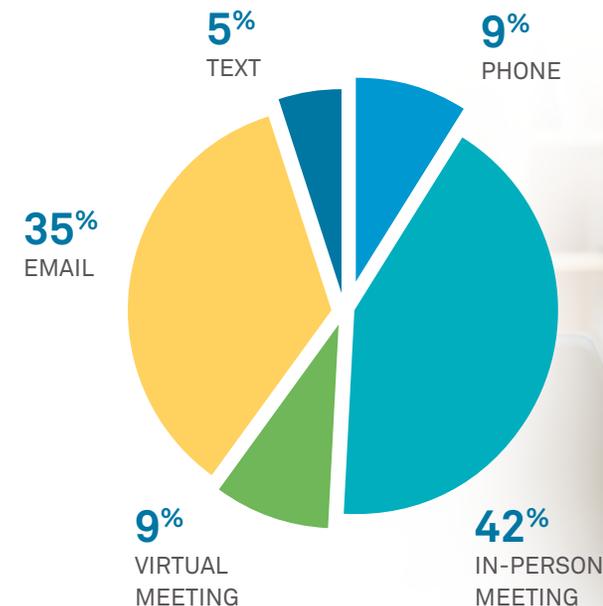
Keep in mind that there are many ways to stay connected with fellow board members — over the phone, via email and on video chats.

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

*Respondents could select more than one answer.*



## What is your preferred method of communication with other board members?



# Resident Communication Methods Matter, Too

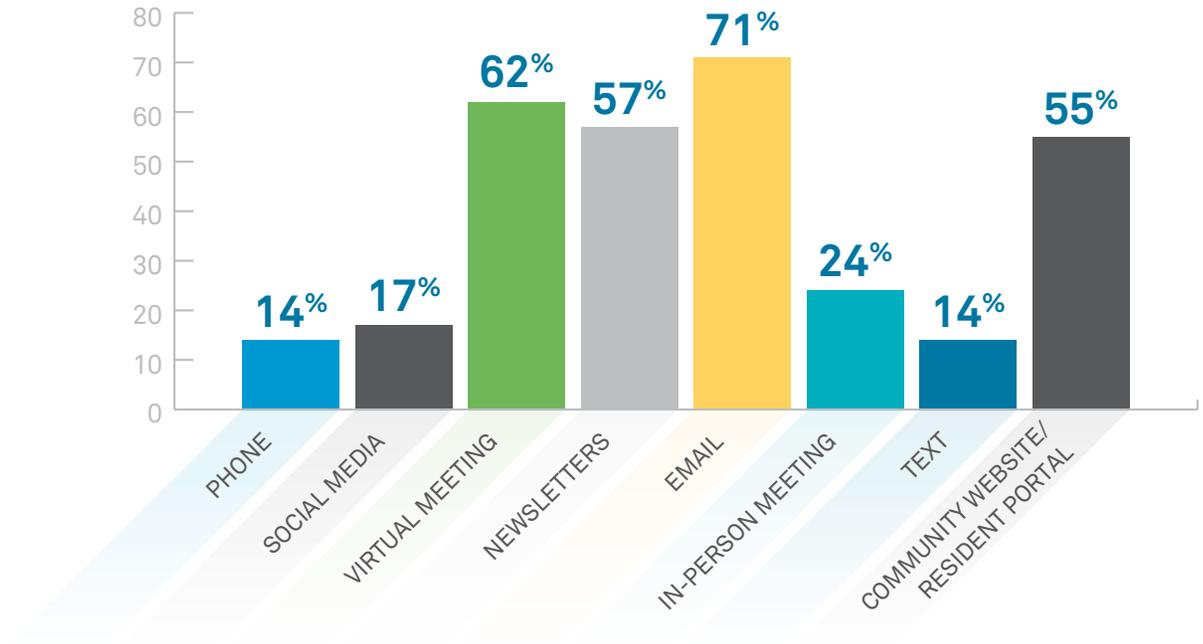
When it comes to communicating with residents, board members can use a wide variety of media to get their messages to the community. Given these options, the majority of board members still see digital communication as the best way to reach a large portion of residents. The top three methods of communication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

The average number of communication methods that board members use to reach members of their community is three; however, in our North America communication survey of board members, the results indicated 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.**

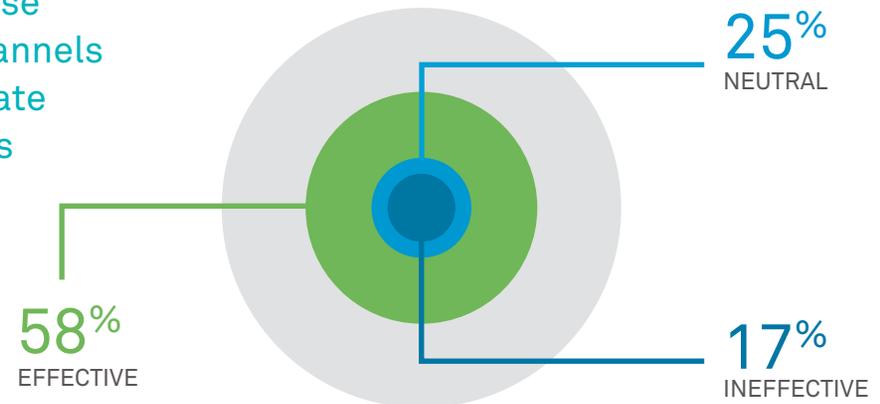
To make the most of your communication with residents, it's important to have a clear communication plan, with defined roles and responsibilities, channels, processes and support structure.

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

*Respondents could select more than one answer.*



Boards that use four to six channels to communicate with residents



## 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](http://www.fsresidential.com).



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