

Sign Research Foundation Board Candidate Attribute List

Personal Characteristics:

- **Integrity:** Demonstrating a zero tolerance for unethical behavior, both for themselves and their colleagues.
- **Independence:** Having no unique business, financial or personal relationships — or hoped-for relationships — that create even the perception of a conflict of interest.
- **Mature Confidence:** Speaking out and actively participating in board and committee deliberations.
- **Corporate Manners:** Recognizing the difference between productively participating in discussions and counter-productively dominating deliberations through the volume or length of comments. Must be able to work with other members to create workable compromises.
- **A Sense of Context:** Making relevant, informed comments focused on the specific aspect of the issue being considered. Must be able to stay on topic.
- **Courage:** Willingness to do the right thing/make the right decision even if it is difficult or unpopular (i.e., no fence sitting).
- **Commitment:** Understanding that being an effective board member requires the time, the heart, and the standards to make the enterprise successful.

Foundation Specific Characteristics:

- **Grant Writing**
- **Functional Expertise:** Experience or deep understanding in one or more of these key areas:
 - Finance
 - Academia
 - Marketing/Communications
 - Value of signage
 - Research
 - Events
 - Urban Planning
 - Architecture
 - Design
 - Retail/Development
- **Understanding/Respect for Academia**
- **Spokesperson:** Interpret SRF's work and value to the community, represent the organization and act as an evangelist.
- **Proven SRF Commitment:** Demonstrated interest in advancing the work of the foundation (prior donor, NSREC attendee, researcher, etc.)

Leadership Skills (build a board with all aspects represented)

- **Strategist**
- **Consensus Builder**
- **Good Communicator**
- **Team Member**
- **Visionary**
- **Fundraising**