

The Role of the Board in Assuring Institutional Effectiveness

CEO Evaluation, Institutional Mission, and Strategic Planning



Dr. Crystal A. Baird
Vice President

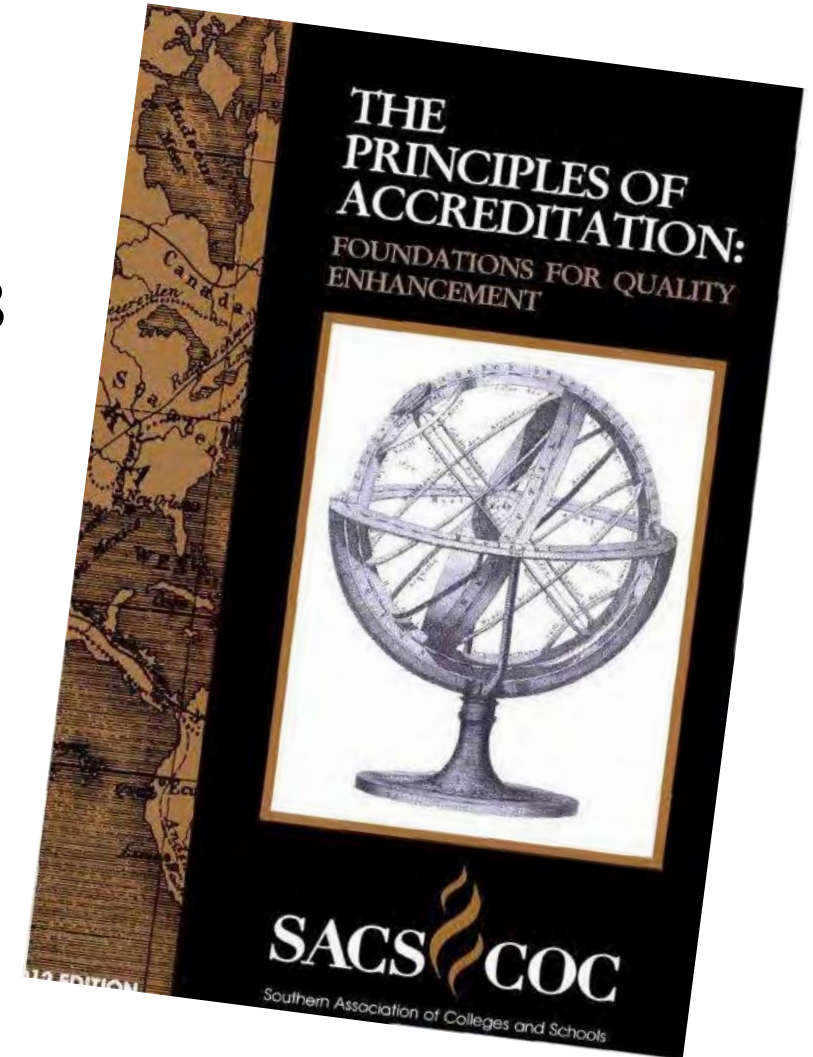
Dr. Steven M. Sheeley
Vice President

Over the course of the next hour, we will explore the board's role in maintaining an effective institution including...

- hiring, evaluating, and supporting the president
- defining/affirming the mission of the institution
- shaping the future of the institution through strategic planning and assessment.

Caveat: The Principles are being revised this year...

- Will be voted on by the membership in December
- Expected to become active in January 2018



What is Institutional Effectiveness?

- “Institutional effectiveness is the systematic, explicit, and documented process of measuring institutional performance against mission in all aspects of an institution. It permeates all facets of the institution” and results in continuous improvement.
- Process versus general concept



Hiring, Evaluating, and Supporting the President

- CS 3.2.1 The governing board of the institution is responsible for the selection and the periodic evaluation of the chief executive officer. (CEO evaluation/selection)



Finding the best fit

- How do you locate and select presidential candidates? What do you think could be improved about your process?



Providing feedback and direction

- How do you evaluate your president? How often?
- What do you regard as being the best feature of the evaluation model you use? What could use improvement?
- How is the process documented?



Providing feedback and direction

- How do you maintain a balance between giving direction and managing operations?



Defining/Affirming the Mission of the Institution

- CS 3.1.1 The mission statement is current and comprehensive, accurately guides the institution's operations, is periodically reviewed and updated, is approved by the governing board, and is communicated to the institution's constituencies. (Mission)



Institutional Mission

- What is your institution's mission?
- How long ago was it reviewed?
- What, if anything, was changed and why?



Shaping the Future of the Institution through Strategic Planning and Assessment

- 2.5 The institution engages in ongoing, integrated, and institution-wide research-based planning and evaluation processes that (1) incorporate a systematic review of institutional mission, goals, and outcomes; (2) result in continuing improvement in institutional quality; and (3) demonstrate the institution is effectively accomplishing its mission. (Institutional effectiveness)

How do we know where we are headed and how close we are to getting there?

- How does your institution handle planning and assessment?
- How does the president keep the Board apprised of progress to goals?
- How does your Board provide feedback to the president regarding progress to goals?



Shaping Direction and Monitoring Progress

- How do you maintain a balance between giving direction and managing operations?



Moving forward together

- Given the conversations shared this afternoon, what ideas or “to-do”s would you like to take home with you today for further conversation or for action?

