

# President's Evaluation Presentation

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# Assignment

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- Request to provide alternatives for the President's Evaluation
  - Replace paper method
  - Utilize Qualtrics (online survey)
- Focused on content, but also determined how to formulate questions to gain the best possible data and feedback for the President
- Will use chosen format to build the BOT self-evaluation

# Benefits of Using Qualtrics

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- Can be completed anywhere via computer or handheld devices
- Responses are automatically collected in a cloud-based, secure system
- Distribution of the survey can be done by adding email contact, allowing for reminders to be sent, while still remaining anonymous
- Access can be limited, as desired

# Options

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## OPTION 1

- Use general questions, with details to be provided externally
- Provide statement and use following scale:
  - Strongly Agree
  - Agree
  - Disagree
  - Strongly Disagree
- Add question of overall effectiveness
- Full survey not provided

## OPTION 2

- Use targeted questions, rather than general ones
- Provide question and use following scale:
  - Superior
  - Above Average
  - Average
  - Below Average
  - Poor
- Full survey provided

# Option 1

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[http://famucol1.qualtrics.com/jfe/form/SV\\_d7si3EbJWzxFf4V](http://famucol1.qualtrics.com/jfe/form/SV_d7si3EbJWzxFf4V)

# Option 1

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- Used the original format of the past evaluation
- Each Evaluation Factor contains 4-9 questions
- Scale
  - Strongly Agree
  - Agree
  - Disagree
  - Strongly Disagree
- Exceeds/Met/Not Met
- 11 Evaluation Factors
  - Annual Goals & Priorities
  - Strategic Leadership
  - Educational Leadership
  - Organizational Management
  - Financial Management
  - Work Plan
  - Fundraising
  - External Relations
  - Internal Relations
  - Board & Governing Relations
  - Personal Characteristics & Values

# Example:

Please rate your agreement with each statement:

The president was successful at **attaining** and **communicating** the annual goals (Goals 1-4):

	Attaining Goals				Communicating Goals			
	Strongly Agree	Agree	Disagree	Strongly Disagree	Strongly Agree	Agree	Disagree	Strongly Disagree
<b>Goal 1:</b> Achieve an overall score on the metrics evaluated under the Performance Based Funding Model of at least 71 points for 2019-20 and moving to 80 points for 2020-21	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Follow-up Questions

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Please provide feedback regarding the President's performance on **attaining** annual goals. Please provide specific feedback on all areas as marked *Disagree* or *Strongly Disagree*.

Please provide feedback regarding the President's performance on **communicating** annual goals. Please provide specific feedback on all areas as marked *Disagree* or *Strongly Disagree*.



# Follow-up Questions

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Please provide an overall rating for Annual Priorities and Goals.

- Exceeds
- Met
- Not Met

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You rated the President's performance for **Annual Priorities and Goals** as *Not Met*. Please provide feedback on what the President might do to improve in this area.

# Example: General Statements

## Strategic Leadership

The President was effective at the following:

	Strongly Agree	Agree	Disagree	Strongly Disagree
Demonstrating an understanding of the culture and telling its story.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discern and communicate the meaning of external trends and the institution's strategic plan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renew the mission and articulate a compelling mission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shape a product strategy process and enlist participation in it by others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Achieve competitive advantage and respond to the driving forces of change and competition.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Led the creation of a long-range strategic plan that engages all stakeholders.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Option 2

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[http://famucollege1.qualtrics.com/jfe/form/SV\\_1QRCwrNH8DcoBL](http://famucollege1.qualtrics.com/jfe/form/SV_1QRCwrNH8DcoBL)

# Option 2

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- Option 2 was created using the following:
  - Past Survey
  - Past position description
  - Surveys from other universities
  - Morrill, R. L. (2010). *Assessing presidential effectiveness: A guide for college & university boards*. Washington DC: AGB Press.
- Format mirrors a more traditional performance evaluation
- Questions/statements from each of the above were reused/reworded and sorted according to job function
- If used, recommend Committee/Board refine questions

# Option 2

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- Redesigned format with 7 Evaluation Factors
    - Some Evaluation Factors have sub-factors
    - Each Factor/Sub-factor has 3-5 targeted questions
  
  - Scale
    - Superior
    - Above Average
    - Average
    - Below Average
    - Poor
  
  - Exceeds/Met/Not Met Not Used or Needed
- Annual Priorities and Goals
    - 9 Annual Objectives for 2019-2020
  
  - Leadership
    - Strategic
    - Educational
  
  - Management
    - Organizational
    - Financial
  
  - Fundraising
  
  - Communication
  
  - Relations
    - Internal
    - External
    - Board and Governance
  
  - Personal Values

# Example:

## Annual Priorities and Goals

Please rate how effective the President was in **attaining** and **communicating** annual goals (Goals 1-4):

	Attaining Goals					Communicating Goals				
	Superior	Above Average	Average	Below Average	Poor	Superior	Above Average	Average	Below Average	Poor
<b>Goal 1:</b> Achieve an overall score on the metrics evaluated under the Performance Based Funding Model of at least 71 points for 2019-20 and moving to 80 points for 2020-21	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Goal 2:</b> Increase the University's four-year graduation rate from 22.5% to 30%	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Follow-up Questions

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Please provide feedback regarding the President's performance on **attaining** annual goals. Please provide specific feedback on all areas as marked *Below Average* or *Poor*.

Please provide feedback regarding the President's performance on **communicating** annual goals. Please provide specific feedback on all areas as marked *Below Average* or *Poor*.

# Example: Specific Components

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## Leadership

Leadership contains two sub-factors:

- Strategic Leadership
- Educational Leadership

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How effective is the President in **Strategic Leadership**:

	Superior	Above Average	Average	Below Average	Poor
Discerns the meaning of trends and determines best how FAMU can thrive within them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drives productive strategy processes to achieve a competitive advantage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leads stakeholders in strategic initiatives that drive the forces of change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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# Example: Specific Components

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## Management

Management contains two sub-factors:

- Organizational Management
- Financial Management

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How effective is the President in **Organizational Management**:

	Superior	Above Average	Average	Below Average	Poor
Holds others to the highest standard of professional and ethical responsibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is an inspirational communicator who wins hearts and minds of audiences through painting a compelling future vision for the university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Critique

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## OPTION 1

- Results not easily quantifiable
  - Requires an additional question on overall effectiveness (Met/Not Met)
  - However, that question allows for an additional follow-up question
- Focus is on respondent's perception rather than directly focusing on the President's performance

## OPTION 2

- Results are easily quantifiable by:
  - Priorities & Goals (Attainment vs. Communication)
  - Question
  - Evaluation Factor or Sub-factor
  - Overall Score
  - Can be weighted, based on level of importance
- Met/Not Met question not required
  - Can be determined from ratings
- Mirrors dashboard methodology
- Generates data for meaningful feedback

# Thank you!

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QUESTIONS?