



PREPARING FOR THE EVER BROADENING ROLE OF THE CBO

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CHALLENGES TO BE FACED

- What Do They Want?
- What Are CBO's Being Asked to Do?
- How Does One Prepare?
- Q & A/ Discussion



WHAT DO THEY WANT?

- They have different Areas of Focus:
 - Board members- communicator & honest broker of data
 - President-honest partner & calming voice
 - Senior Leadership-teamwork & support
 - Faculty-transparency & opportunity for input
 - Staff-respect & appreciation
 - Students-service & support
 - Community-collaboration & mutual respect



WHAT DO THEY WANT?

- Enhanced Skills and Experience:
 - Communication: focus on transparency & inclusion
 - Understanding faculty perspectives & student success
 - Building trust & collaborating across functional areas
 - Negotiating expertise
 - Creative and entrepreneurial thinking



WHAT ARE CBO'S BEING ASKED TO DO?

- Promote campus culture development
- Participate in public relations & donor cultivation
- Partner in enrollment and retention efforts
- Develop ways to attract and retain faculty
- Collaborate in non-traditional revenue generating activities
- Expand interaction with local government
- Promote economic redevelopment



HOW DOES ONE PREPARE?

- Develop outstanding communication skills
 - Learn to ask good questions
 - Balance transparency with the volume of data
 - Look for speaking opportunities on & off campus
 - Gain perspective by interacting with people with whom you normally wouldn't
 - Ask for feedback on your efforts



HOW DOES ONE PREPARE?

- Build trusting relationships with other campus leaders
 - Increase your face-to-face interactions
 - Look for opportunities to collaborate
 - Spend time with colleagues & support their work
 - Mentor your direct reports
 - Learn to manage “up”



HOW DOES ONE PREPARE?

- Develop your creative & entrepreneurial skills
 - Strive to view challenges as opportunities
 - Look for intersecting goals & common ground
 - Interact with community leaders & expand your views
 - Volunteer to serve on not-for-profit boards
 - Seek a CBO mentor



HOW DOES ONE PREPARE?

- Understand faculty perspectives
 - Cultivate faculty relationships
 - Look for ways to spend time with faculty
 - Serve on campus committees / task forces
 - Hold committee meetings in “academic” areas
 - Walk around.....and listen, listen, listen



Q & A/ DISCUSSION

- Questions or comments?
- What have we missed?
- How could we help you?



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