PREPARING FOR THE EVER BROADENING ROLE OF THE CBO

Thomas W. Ayers, Kettering University
Karen L. Goldstein, George K. Baum
Susan Scroggins, Valparaiso University
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?
CONTACT INFORMATION

- Tom Ayers: tayers@kettering.edu
- Karen Goldstein: karen.goldstein30@gmail.com
- Susan Scroggins: susan.scroggins@valpo.edu