

# rating WORKSHEET

*How do you rate your college or university?*

This rating worksheet is designed to encourage reflection and action on the part of university employees, board members, students, alumni, and volunteers.

The categories and ratings are broad and can be interpreted differently by different people assessing the same institution. The purpose is to encourage you to look at the institution you believe in from several different perspectives and to discuss your assessment with your colleagues.

Category	Excellent	Good	Average	Below Average	I Don't Know
1. Board leadership					
2. Presidential leadership					
3. Vision, mission, and goals					
4. Niche					
5. Curriculum and academic programs					
6. Co-curricular activities					
7. Financial stability					
8. Student recruitment, retention, and graduation					
9. Diversity: student, faculty, and administration					
10. Campus facilities					
11. Culture of customer service					
12. Scholarships and financial aid					
13. Level of student satisfaction					
14. Academic rigor					
15. Online education					
16. Job and internship placements					
17. Student support services					
18. Campus safety					
19. Relationships with local community and impact					
20. Student service to the community					
21. Brand awareness and communications					
22. Partnerships and collaborations					
23. Alumni relations and engagement					
24. Campus culture of fundraising					
25. Fundraising capacity and infrastructure					

***Start Small... Plan Big.***



## Reflection, Conversation, and Action

Each year, institutions of higher education are rated and ranked by U.S. News & World Report, The Princeton Review, The Washington Monthly, Forbes, online rankings such as College Prowler and even Money Magazine. Both established and emerging ranking systems can be of great value to parents and students. Our question is this: how useful are these ratings to college or university employees, trustees, alumni, and/or volunteers? What process is there for groups of people to come together and assess an institution they believe in for the purpose of contributing to its success?

This assessment is different from the college assessments referenced above. It is an internal assessment designed to stimulate your reflections, conversation, and action. Our hope in creating this is that you will share this with others you know: your co-workers, fellow alumni, board members, or volunteers. Maybe your company sponsors or underwrites athletics or an engineering competition. Perhaps you are an administrator or trustee. Maybe you work in the admissions or financial aid department. Or maybe you are a committed alumnus.

Complete this assessment and ask others to do the same. Talk about how you rated different aspects of your college or university, and why. Learn from the perspectives of others. Take time to note those items you marked "I don't know." Is that your predominant response? Are the "I don't know" items common to a specific area of college or university operations? Is it important to you to learn the answers, or are you okay with not knowing? Our opinion: it's actually okay to not know everything. The question is, what do you need and want to know?

Most importantly, does completing this assessment change how you view your institution? Are there more assets than you might have thought? More challenges? Reflecting on your responses, what would you like to do to help advance your college or university? Is there a project that you can initiate that will make a difference? Can you help promote some of the "hidden treasures" associated with the institution? What about fundraising? Would you like to encourage others to join you in raising money for the college in general, for scholarships, or a specific program?

Our hope is that you will become engaged in bringing your institution's vision to life. Each of us can make a difference.

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