

**“SO YOU THINK YOU WANT TO
BE A PRESIDENT?”**

OCCA 2009 Annual Conference

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“SO YOU THINK YOU WANT TO BE A PRESIDENT?”

Facilitators:

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Portland Community College, Portland, OR**



Workshop Goal

A presentation for those who are interested in becoming a community college president. This workshop will present information about the following:



Workshop Goal (continued)

1. What do boards look for when seeking a community college president?
2. Qualifications needed for seeking a presidency
3. Experience needed when seeking a community college presidency



The Check In

Each participant should:

1. State your full name and title
2. Provide the name and location of your college
3. Why would you consider becoming a community college president?



Ten Ways to Identify a Promising President/CEO

1. Leadership in the past. The best predictor of the future is the past.
2. The capacity to create or catch vision.
3. A person who doesn't feel the thrill of challenge is not a potential leader.
4. People locked in the status quo are not leaders.
5. Practical ideas.



Ten Ways to Identify a Promising President/CEO (continued)

6. A willingness to take responsibility.
7. A completion factor.
8. Mental toughness. No one can lead without being criticized or without facing discouragement.
9. Peer respect. Peer respect doesn't reveal ability, but it can show character and personality.
10. A quality that makes people listen to them.



Qualifications and Experience Needed

1. Appropriate academic credentials/Doctorate is critical
2. Strong academic experience is needed
3. Exceptional record of accomplishments
4. Demonstrated leadership experience
5. Knowledge of the college you are applying to



Qualifications and Experience Needed (continued)

6. Passion for your professional endeavors
7. Ability to manage conflict
8. Sense of humor
9. Calculated risk taker
10. Interesting in fundraising and lobbying
11. Experience working with a Board of Directors



What Boards Look for in a CEO

5 Key Factors

1. Intellectual Prowess - don't underestimate the importance of gray matter
 - A well-founded point of view - a sensible position with firmness
 - Superior communication skills - articulate a view point in a clear and compelling way



What Boards Look for in a CEO (continued)

- Values - match between what the CEO stands for, and what the Board and district stand for
- Executive presence – intangible ability to inspire confidence



What Boards Look for in a CEO (continued)

2. Trust is Essential

- The Board looks for confidence in the CEO so they can trust him/her
- A CEO that understands complex situations and can develop a specific plan of action to optimize short-term and long-term results



What Boards Look for in a CEO (continued)

3. Clarity Gets the Job

- What is driving change - who is winning and why?
- Explain what the college can do to thrive – identify top priorities and strategies
- Present a sound, specific organizational “architecture” that would enable the district to move forward in a decisive and effective way

What Boards Look for in a CEO (continued)

4. The Silent Ingredient

- “Executive intelligence” – term coined by Dr. Justin Menkes in his book titled: Executive Intelligence
- As evidenced by the following behaviors:
 - o Asking penetrating questions
 - o Maintaining rigor in thinking
 - o Skillfully working out the best answers to tough problems
 - o Identifying and using valuable information

What Boards Look for in a CEO (continued)

5. Charm Only Takes You so Far

- Inspiration and charm are important, but the leader who inspires on a sustained basis is even more important and successful. As evidenced by the following behaviors:
 - o Establishes a clear direction that makes sense and people genuinely understand
 - o Enables people to do great work with minimum barriers
 - o Reinforces all of this with effective incentives and information

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