

**□ What is needed in the Next Leader?**

The Board is responsible for determining the future direction of the organization. Therefore, it would be inappropriate to seek a president who would bring a vision different than that of the Board's. Rather the Board should project, "This is who we are and generally where we are going...now we need someone who can take us there."

The Board should do a strategic analysis of where they are and where they want to go: what are their mission, organizational values and culture, and desired growth in size and revenue? For an educational institution it might include what needs to be done in campus growth, endowment, student life, branding, enrollment, academic excellence, athletics, cost control, academic programs offered, and perhaps even spirituality if a religious school. Additionally, the Board should determine what are the points of experience, education, leadership, personality and values being sought in the next leader. Then these should be given to the Search Committee as guidelines for the search.