ROLE OF CEO IN AN EDUCATIONAL INSTITUTION

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Chief executives play multifarious roles in an educational institution.

These tasks may be broadly classified as:
- **Administrative roles** - tasks that are general CEO functions applicable to any organization.
- **Academic roles** - tasks that are specific to an educational institution.
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• Vision, Mission statement of the school
• Goal setting and evaluation
• Strategic Planning
• Resource Management
• Budgeting and fiscal affairs
• Communication
• Board operations
• **Vision, Mission statement of the school**
  – Draw up the Vision and Mission Statement of the school in consultation with the Board

• **Goal setting and evaluation**
  – Establish goals and expectations in consultation with the board
  – Regularly report progress
  – Design and implement Self evaluation and customer evaluation processes

• **Strategic Planning**
  – Give inputs to the management on priority areas while drawing up strategic plans (long term and annual)
WORKING WITH THE GOVERNING BOARD

• Communication
  – Maintain ongoing communication via email, written, or phone updates
  – Keep all board members informed of issues and major events
  – Provide regular and timely information to all board members
  – Contact all board members before each board meeting to inform agenda and questions
  – Follow up when the board refers comments or problems

• Board operations
  – Implement and comply with board policy
  – Work in partnership with the board, support the governing role of the board
  – Ensure that board policies are up to date and followed
  – Prepare meeting agenda items that engage trustees in broad policy level discussions
  – Provide sufficient and strategic information to empower boards to make wise policy decisions
ORGANISATIONAL LEADERSHIP

- General Functions
- Policy making
- Planning
- External leadership roles
- Organizational structure
- Decision making
• General Functions
  – Lead and administer the institution
  – Create a positive climate and provide effective leadership by modeling integrity, vision, and ethical behavior
Policy making

- Provide relevant and crucial input to the board prior to drafting policy
- Identify and advise Management on policy implications inherent in issues and agenda items presented for board discussion
- Establish and manage a system for periodic review of school policies
- Establish and enforce administrative procedures for each area of school operations
Planning

- Lead and manage a visionary and comprehensive planning processes
- Ensure that plans are built around and drawn from the mission, vision, and goals
- Prioritise elements of the plans based on current and future school needs
- Ensure budget allocation is appropriate with and aligned to plans
- Keep the board informed on progress toward accomplishing plans and goals
• external leadership roles
  – Be the face of the school in the community
  – Perform as a proactive community leader
  – Participate in local and/or international associations and conferences
Organizational structure

- Design an organizational structure that can ensure
  - achievement of institutional goals at all levels
  - allows for smooth reporting and communication channels
  - makes for quick and effective decision making processes
Decision making

- Encourage participation in policy development and decision making
- Allow for a Distributive Leadership pattern that clearly delineates responsibility and authority
• General Functions
• Student Policies
• Staff Policies
• Academic Programs
• Institutional effectiveness
• General Oversight
  – Lead and administer the delivery of high-quality educational programs and services such as
    • Curriculum Planning and Review
    • Textbooks and Resource Material
    • Teaching and Learning Methodologies
    • Assessment Strategies
    • International best practices
• academic programs and services
  – Monitor the delivery of educational programs, curriculum, and student services are in accordance with district plans
  – Establish and maintain processes that foster quality, effectiveness, relevancy, and efficiency
• **Student Policies**
  - Ensure that students receive adequate training opportunity and exposure in their chosen area of skill and talent
  - Ensure that students are able to set individual targets and goals and are able to monitor individual progress
  - Ensure that student achievements are appropriately recorded and recognized
  - Draft a policy for student scholarships and awards
  - Ensure that procedures exist and are followed for student discipline, grievances
  - Ensure a policy of Inclusive Education
  - Build a strong alumni association
• Budgeting
  – Present and interpret a budget to the board using policy criteria and assumptions
  – Analyze current financial position and present to the board long-range financial needs and proposals
  – Alert the board about significant changes in the budget; submit for approval as required by policy
  – Ensure that budget planning is linked to school programs and priorities
Financial activity

- Develop procedures that ensure that expenditures and accounting processes are prudent, efficient, and adhere to law, board policy and auditing principles
- Monitor income, expenditures, and cash flow
- Monitor adherence to procedures for expending and accounting for funds
- Present contracts, expenditures, and other fiscal items to the board for approval as required
- Fundraising and grants
  - Lead and administer various fundraising efforts, including foundation and asset management activities
  - Keep the board informed about sponsorships sought and awarded, including their implications for the school
• Recruitment and other personnel practices
• Staff Policies
• Professional development
• Salaries and benefits
Recruitment and other personnel practices

- Ensure that personnel recruitment and hiring processes are:
  - Fair, legal and comply with laws
  - Result in good Data Bank
  - Reflect well on the institution
treatment of personnel

Ensure that:

- Staff manuals and handbooks are drafted to express rules and regulations and code of conduct
- Discipline and termination are for demonstrable cause and follow procedures
- Alert the board early to personnel problems that may become public or reach the board level
- Provide adequate information to the board about personnel problems and recommendations
• professional development
  – Ensure that resources are allocated for professional and staff development
  – Encourage professional development and staff recognition programs
  – Engage in ongoing learning
• Salaries and benefits
  – Remain alert to industry trends in teacher salaries and benefits
  – Develop attractive compensation packages for staff
  – Develop motivation and team building programmes for staff
community involvement
marketing and media relations
foundation support
COMMUNITY RELATIONS

• General
  – Maintain links with business, government and community leaders
  – Lead and administer programs that
    • Fulfills Corporate Social Responsibility
    • Reflect a positive image for the school
    • Build a community support and recognition for the institution
    • Ensure strong links between school and community
Community Involvement

- Establish a campus culture that fosters responsiveness to community needs and positive relations with the public and community groups.
- Actively seek and foster professional relationships with education, government, business, and other community leaders.
- Participate in community events and service organizations.
- Encourage partnership programs with local and international institutions.
- Ensure a comprehensive program of community services and events.
- Establish and monitor procedures for public use of and participation in school facilities, programs, services, and events.
• Marketing and Media Relations
  – Establish and administer comprehensive public relations operations
  – Ensure the accuracy and quality of communication to public
  – Undertake Brand building and Public relations and marketing efforts
Laws and Regulations

- Be aware of laws and regulations that affect the institution
- Inform the board and trustees about major laws and regulations / changes in laws and regulations
- Ensure that administrative procedures exist and are followed to comply with law and regulation
- Represent the institution in legal matters
- Advise the board about laws and regulations that affect the board
QUESTIONS

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Thank you....