

Administration, Spending Practices, and Construction

How can trustees accurately evaluate and interpret the ratio of administrative and instructional costs? This module helps them determine appropriate expenditure on student services and amenities, including diversity, equity, and inclusion (DEI) initiatives; evaluate building, construction, and maintenance costs; understand resource utilization surveys; and monitor revenue streams.

Articulating the Mission

This module examines the clarity of the institution's mission statement and explores the board's role in evaluating how effectively the institution achieves its mission and goals.

Transparency and Performance

Measuring performance and ensuring transparency are at the core of good governance. This seminar provides an opportunity to discuss strategies for implementing effective procedures.

“ACTA empowers trustees to make decisions which prepare the university community to participate in the economic, political and cultural life of our nation.”

—Carlos M. Azcoitia, Ed.D., former trustee and chair, Northeastern Illinois University Board of Trustees

PRICING

Recognizing that trustees are responsible for ensuring that institutions use resources judiciously, IEG aims to keep its rates at a modest level for all institutions. A single-day live program will generally cost between \$15,000 and \$30,000, depending on the nature and circumstances of the engagement. Determining factors include depth of institutional research and analysis required for desired topics, travel expenses, and specialized projects that call upon the expertise of consultants in IEG's network.

For more information, contact BoardServices@GoACTA.org.

“My ‘go to’ for higher education insights and help is the American Council of Trustees and Alumni . . . ACTA's expertise in the areas of engaged board governance, promoting a liberal arts curriculum, and protecting free speech and intellectual diversity on campus is unmatched.”

—The Honorable Jerry Cirino, Ohio State Senator

ABOUT US



The **American Council of Trustees and Alumni** is an independent, nonprofit organization committed to academic freedom, academic excellence, and accountability at America's colleges and universities. Founded in 1995, ACTA is the only national organization dedicated to working with alumni, donors, trustees, and education leaders across the United States to support liberal arts education, uphold high academic standards, safeguard the free exchange of ideas on campus, and ensure that the next generation receives an intellectually rich, high-quality education at an affordable price. Our network consists of alumni and trustees from nearly 1,600 colleges and universities, including over 23,000 current board members. Our quarterly newsletter, *Inside Academe*, reaches more than 13,000 readers.



ACTA's **Institute for Effective Governance**®, founded in 2003 by college and university trustees for trustees, is devoted to enhancing boards' effectiveness and helping trustees fulfill their fiduciary responsibilities fully and effectively. IEG offers a range of services tailored to the specific needs of individual boards and focuses on academic quality, academic freedom, and accountability.



BOARD *Seminars*

for College and University Trustees

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American Council of Trustees and Alumni
Institute for Effective Governance®



BOARD *Seminars*

These are times of great challenge for colleges and universities—and for the nation. There has never been a time when the future of higher education, with all of its implications for America, depended so much on what you do as informed, engaged trustees.

To address this urgent need, the **American Council of Trustees and Alumni's (ACTA) Institute for Effective Governance® (IEG)** seminars for college and university governing boards leverage ACTA's expertise as a national voice in higher education governance. As it has done since 1995, ACTA draws upon the knowledge of its extensive network of college and university leaders to help you.

The structured discussions described below are ideal for boards seeking to clarify for themselves their proper policymaking role, examine their institution's mission and identity, or evaluate the board's own effectiveness in carrying out its fiduciary duties.

IEG's seminars are unique. They are distinct from other board training programs in that they do not shy away from the reality that board members' unfettered, independent judgment is vital for the health of American higher education. With public trust in higher education having dropped to an appalling 42%, trusteeship is so much more than a well-earned position of honor at your institution—it is a vital and very challenging act of civic service.

ACTA assists governing boards in carrying out their fiduciary duties by focusing attention on academic excellence, academic freedom, and accountability. Our programs may include presentations by ACTA experts, roundtable-style conversations facilitated by ACTA staff, and panel discussions with invited guests in whatever combination suits the needs of your board.

“As the higher education-serving organization that best reflects our Board approach and strategy, ACTA has been an important partner to our Board, providing insights and practical counsel about principles we are focused on.”

—JoAnn Brouillette, trustee, Purdue University

ACADEMIC EXCELLENCE

Seminar topics in this area can include:

■ **University Curricula: Trends and Opportunities**

This module provides an overview of current trends and opportunities in liberal arts education, civic education, core curriculum, and career readiness.

■ **Setting Academic Priorities: How Trustees Ensure Cost-Effectiveness and Academic Quality**

How can trustees ensure cost-effectiveness in teaching and learning? We examine academic quality controls such as program prioritization, systems to measure effectiveness, and establishing the appropriate balance of teaching, research, and service.

■ **Why the Liberal Arts? A Pragmatic Defense**

This program explores the components of a strong liberal arts general education. It answers the essential question: Can intellectual growth be measured?

■ **Education and Democracy**

Given the urgency of strengthening civic education, this program examines what a robust civic education course looks like and explores what steps trustees can take to ensure their school is providing a foundational education in American history and government.

“When considering trustee orientation and education options, we wanted our trustees to engage with deeply substantive content relative not only to the general higher education landscape, but more specifically relative to our institution. That's when we discovered the board workshops that the American Council of Trustees and Alumni offers. Their work in assisting governing boards with advancing their university's mission is unparalleled. Their attention to crafting a board workshop based on our needs is exactly what my board needed.”

—Dennis Bunker, former chair, University of North Carolina—Charlotte Board of Trustees

ACADEMIC FREEDOM

Seminar topics in this area can include:

■ **Intellectual Diversity and Freedom of Expression**

In this module, we will assess the state of free expression and intellectual diversity on campus, both nationally and locally. This includes an overview of student surveys and incidents of heckler's vetoes, shout-downs, and disinvitations, as well as the legal, reputational, and educational consequences. Using statistics, we also address the problem of ideological imbalance in the academy and the associated consequences for teaching, learning, and research, along with innovative initiatives to shift campus culture, such as campus debates, freshman orientation programs, and administrative and academic centers.

■ **A Campus Culture of Intellectual Freedom: How Trustees Can Help**

This program explores the foundations of free speech policies and how to implement these policies to create a culture of free expression on campus.

“As a trustee, ACTA provided me with the intellectual framework to be able to evaluate my institution's general education programs and provided a road map for their academic improvement.”

—Peter Alcock, former trustee, Pine Manor College; former vice chair, Massachusetts Board of Higher Education

ACCOUNTABILITY

Seminar topics in this area can include:

■ **The Basics of Trustee Governance**

This module focuses on the role of a trustee, the nature of shared governance, fiduciary duties to the public, and best practices in board structure and parliamentary procedure.