Reputational Risk Register

Potential damage to your institution's reputation is an important strategic risk for your K-12 school, college, or university to monitor as part of its overall risk portfolio. At some institutions, reputation earns a separate and distinct listing on the institution's register of top risks monitored by the board. At other institutions, a damaged reputation results from the occurrence of another top risk. Whether your institution directly identifies "reputation" in a risk register or reputational damage is is viewed as a result of events that tarnish your institution's reputation, your leaders must understand the importance of reputation. Your institution must aggressively, proactively manage its reputation.

Based on input from 145 institutions responding to a United Educators survey on reputational risk, this risk register is designed to help institutions address areas most often identified as potential reputational risks that should be monitored. This can be factored into an existing risk register by adding a reputation category to that register or as part of separate reputation-monitoring efforts.

Area		Examples of Areas to Assess for Reputational Impact
Academic Programs		• Quality and integrity of academic programs • Quality of students and faculty • Faculty conduct • Integrity of researchers and federal grant administration
Accreditation		• Actions accreditors take relating to accreditation status • Failure or poor scores on licensing exams
Athletics		• NCAA compliance • Athlete conduct • Coach behavior • Athletic conference
Business Model		• Enrollment trends • Fiscal management • Staffing levels • Tuition management
Campus Climate		• Diversity and inclusion of student body • Diversity and inclusion of senior administration • Controversial speakers
Cybersecurity		• Loss of data due to technology breach • Phishing, ransomware, and other cyber events
Leadership Behavior and Talent Retention		• Quality of leadership • Leadership changes • Talent acquisition and retention • Fiscal responsibility
Sexual Assault/ Title IX		• Prevention and response to student-on-student sexual assault • Title IX compliance
Student Behaviors		• Greek organizations • Campus safety • Student mental health • Inclusion of international students

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