










Potential damage to an institution’s reputation is an important strategic risk for institutions to monitor as part of their 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 identified separately in a risk register or viewed as the result of events that tarnish or enhance it, higher education leaders consistently confirm that the reputation is the most valuable asset of the institution and must be aggressively and proactively managed.

Based on input from 145 institutions responding to a United Educators survey on reputational risk, this risk register is designed to help institutions address the 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	<ul style="list-style-type: none"> Quality and integrity of academic programs Quality of students and faculty Faculty conduct Integrity of researchers and federal grant administration
 Accreditation	<ul style="list-style-type: none"> Actions taken by accreditors relating to accreditation status Failure or poor scores on licensing exams
 Athletics	<ul style="list-style-type: none"> NCAA compliance Athlete conduct Coach behavior Athletic conference
 Business Model	<ul style="list-style-type: none"> Enrollment trends Fiscal management Staffing levels Tuition management
 Campus Climate	<ul style="list-style-type: none"> Diversity and inclusion of student body Diversity and inclusion of senior administration Controversial speakers
 Cyber Security	<ul style="list-style-type: none"> Loss of data due to technology breach Phishing, ransomware, and other cyber events
 Leadership Behavior and Talent Retention	<ul style="list-style-type: none"> Quality of leadership Leadership changes Talent acquisition and retention Fiscal responsibility
 Sexual Assault/Title IX	<ul style="list-style-type: none"> Prevention and response to student-on-student sexual assault Title IX compliance
 Student Behaviors	<ul style="list-style-type: none"> Greek organizations Campus safety Student mental health Inclusion of international students

