

The effective board: governance diagnostic tool

Tool 8: the role of governance in overseeing reputation and networking

Questions	Outcomes of discussion and evidence	How good are we? Grade 1, 2, 3, 4	How do we know?	What action do we need to take?
1. What is the current reputation of the college and how do you know?				
2. What is the role of governors in managing the college's reputation?				
3. How effective are governors at networking?				
4. What impact has board networking had on college performance?				

5. With whom should governors be networking and why?

Activity 1 – in groups:

Invite the senior member of staff responsible for marketing to a group discussion on the current reputation of the college in its local community.

Examine the evidence and identify ways in which governors could contribute to improved networking.

Activity 2 – in small groups:

What do you want your stakeholders to be saying about your college? (learners, staff, employers, residents, public services and voluntary organisations)

Write ten sentences here:

Do you meet these expectations? How do you know?

How do you communicate it to them?

Linked resources

[Governance training materials](#): module 7 partnerships and collaborations.

[AoC governance resource library](#)

[LSIS excellence gateway](#)