

3 Ways to Elevate Higher Ed Presidential Searches

A strategic shift for long-term success.



1. Define the Agenda

Boards must **leverage their authority** to develop the strategic leadership agenda and presidential profile **before** the search begins. Ensure full alignment.



2. Seek Informed Data

Question traditional input from narrow stakeholder groups. Focus less on general desires and more on **data-driven perspective** (fiscal, technological, community needs).



3. Be Strategic, Not Ceremonial

Rethink key stages as a strategic tool to prepare the campus and new leader for necessary change, rather than a mere ceremonial exercise.