

TEMPLATE FOR CONSIDERATION WHEN DRAFTING YOUR CEO EVALUATION

**Colorado Nonprofit Association
President and CEO
Performance Evaluation**

CEO Name: _____

Evaluator's Name: _____

Review Period: _____

On a scale of 1 to 5, where 1 is outstanding, 3 is meets expectations, and 5 is unsatisfactory, please rate the CEO's performance during the past year. Please feel free to use "N/A" in any case that might apply.

**I. STRATEGIC PLAN / EFFECTIVENESS AT MEETING
ORGANIZATIONAL OBJECTIVES**

Following are the five major components of the 2006 strategic plan. Please comment on the CEO's effectiveness at meeting organizational objectives in each of the four areas:

PUBLIC POLICY: The Colorado Nonprofit Association will continue to be the clear voice with lawmakers, decision-makers, nonprofit public policy advocates, and the public by: Proactively identifying and responding to political issues with sector-wide impact; and Working with the media to educate and engage the public on nonprofit related issues.

Overall Rating/Comments:

Strengths:

Areas of Improvement:

ADVOCACY & COMMUNICATIONS: The Colorado Nonprofit Association's advocacy and communications plan is an integrated and comprehensive strategy that will position the organization as the clearly recognized leader of nonprofit Colorado by:

- Continuing a long-term public relations campaign to change attitudes and behavior about the sector;
- Developing advocacy and communications plans to improve communication with nonprofit, business, and political leaders;
- Assuring Association presence and participation at discussions among Colorado's business, government, and nonprofit sector leaders; and

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- Influencing key decision-makers statewide by promoting the Association as the voice of the sector.

Overall Rating/Comments:

Strengths:

Areas of Improvement:

MEMBERSHIP: The Colorado Nonprofit Association will continue to develop broad value for all nonprofits by enhancing member services, communication and advocacy, and by expanding the variety of services in an effort to offer great value to the diverse sector. To better represent and support the sector as its leader, the Association must grow membership by:

- Improving the method, timeliness and value of communications;
- Adding value to membership to attract and maintain a large, diverse and engaged membership;
- Improving programs to engage nonprofits in critical discussions; and
- Designing and facilitating activities to encourage sector collaboration.

Overall Rating/Comments:

Strengths:

Areas of Improvement:

PROFESSIONAL DEVELOPMENT: The Colorado Nonprofit Association will create broad professional training and networking opportunities, and will take a bold approach to professional development by:

- Featuring the key priorities that the Leadership Advisory Committee has identified as topics at functions, conferences and professional development programs;
- Developing new, advanced and thought-provoking programs for nonprofit leaders;
- Strengthening programs to help nonprofits address leadership succession in the sector;
- Evaluating programs to enhance or eliminate them; and
- Collaborating with respected educators to ensure the highest level of education.

Overall Rating/Comments:

Strengths:

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Areas of Improvement:

DEVELOPMENT & INCOME PROGRAMS: The Colorado Nonprofit Association will broaden financial support and implement innovative earned income options. It will continue to diversify the development program and evaluate new sources of revenue by:
Broadening the breadth and scope of the program;
Creating new and more diverse sources of funding for existing programs;
Identifying future programs that attract new and creative sources of funding; and
Working to develop new sources of earned income.

Overall Rating/Comments:

Strengths:

Areas of Improvement:

II. LEADERSHIP (INTERNAL & EXTERNAL)

Please use the same 1-5 rating system for the questions below:

- Has the CEO built positive relationships with board members and helped strengthen the board?

- Has the CEO's leadership built a stronger internal organization where systems, staff productivity and morale, and teamwork are improved?

- Has the CEO's leadership increased the quality and quantity of services we provide?

- Has the CEO's leadership increased the public's trust in our organization's capabilities?

- Has the CEO's leadership improved our financial resources and accountability?

- Has the CEO's leadership projected an image of our organization as an expert / leader in nonprofit sector issues?

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- Does the CEO's leadership stimulate a creative vision of our organization's long-range goals?
-
- Is the CEO a professional representative of our organization in the community?
-
- Does the CEO delegate effectively?
-

Additional Comments on Leadership:

III. OPPORTUNITIES FOR GROWTH

Please suggest areas for additional professional development to support the continued achievement of our strategic goals:

Additional Comments on Opportunities for Growth?

IV. OVERALL SATISFACTION

Overall, how satisfied are you with the CEO's leadership of the Colorado Nonprofit Association?

Additional Comments on Overall Satisfaction?