

Panel discussion: Reputation Management

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SWAAC 2017, Edmonton, Alberta



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“The reputation of an institution is, in part, a reflection of its president. Presidential actions have an impact on how colleges are perceived”

-Rita Bornstein, president emerita, Rollins College, in *The Chronicle of Higher Education*



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Key accountabilities: University of Alberta President

- ▶ Promotes, preserves, and represents, through his/her personal reputation and stature, the achievements of the University in order to gain support for its many endeavours.



“

Because it's 2015!”

”

Prime Minister Justin Trudeau, November 4, 2015



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But at universities...the view from search firms

- ▶ “We’re really trying to identify women candidates, but when we ask people for suggestions, they struggle to come up with names.”
- ▶ “Women are judged more harshly than men when they ask for higher salaries.”
- ▶ “When men are strong leaders, they’re seen as more effective. Women get a reputation that they’re bullies.”
- ▶ ”There’s so much jealousy and competition in academia. It’s really cut-throat. It makes it tougher for women, especial young women, to compete.”
- ▶ “I’d like to do *one* interview with a woman (candidate for university leader) where the committee doesn’t comment afterwards on what she’s wearing.”



“

Have you thought of getting
some work done before the
interview?

”

-Search consultant to a university leader interviewing for a new position



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“ I’m so tired of people coming up to me and saying, ‘I saw you on TV last night. You looked so tired. I know they mean I look old ”

-Former university president at a small university, in a small community



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Vianne
@VianneTimmons

Good night now! Your Commander-in-Chic loves you. Tomorrow I'll be buying presents at the Legislature gift shop, and napping. #UofR

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Anonymous
@anonymous

can't believe the pres #uofr makes 350k Fuck that bitch. Stop raising my tuition so you can get both the fendi and versace bag

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Not Tom Chase
@NotTomChase

How dare @VianneTimmon suggest that these are LAST year's Louis Vuittons! Stick to scarves and boots, Chic-ee #UofR #SoldMySoles

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“

There's not a day I don't feel
that I'm making a difference.
That's critical.”

”

-Vianne Timmons, on why it's worth it



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