

TREE Fund President/CEO Evaluation Survey Form

PRESIDENT/CEO NAME: J. Eric Smith

PERIOD OF EVALUATION: August 1, 2017 to July 31, 2018

NAME OF INDIVIDUAL COMPLETING THIS REVIEW: _____

ANNUAL TIMELINE PER TREE FUND STRATEGIC PLAN:

- **By July:** President/CEO evaluate job description and make recommendation any changes to Executive/Governance Committee
- **By July:** President/CEO provide self-assessment of prior year performance to Committee
- **By August:** Executive/Governance Committee conduct “360 review” of President/CEO’s performance, with input from all staff members and trustees
- **August:** Executive/Governance Committee provide summary results of performance evaluation to President and CEO
- **September:** Executive/Governance Committee provide summary report and recommendations to full Board of Trustees for any changes to CEO compensation or employment (as necessary); Trustees should act on recommendation prior to October to support annual budgeting process

NOTES FOR RATING AND REVIEW OF PRESIDENT AND CEO

- The Executive/Governance Committee will manage the President and CEO's evaluation.
- All Trustees and staff will complete the following rating form, selecting one performance category (Outstanding, Very Good, Fine, Improvement Needed, or Not Observed) for each attribute defined in the form. “Not Observed” ratings recognize that not all Trustees and staff members have meaningful exposure to all aspects of the President/CEO’s work. Supporting comments may be provided in the space provided; these are especially important in cases where reviewers cite “Improvement Needed.”
- Trustees and staff members will confidentially provide their completed forms to the Chairman of the Board, and the President/CEO will not be entitled to see or review individual rating forms.
- The Executive/Governance Committee will develop a summary report to the President/CEO documenting input collected from all stakeholders, with any identifying information specific to any stakeholder removed to protect their confidentiality. Rather than compiling a simple "average," Executive/Governance Committee will consider the number of attributes marked "outstanding" and "improvement needed," as all reviewers marking "fine" is quite different from half of them marking "outstanding" while another half mark "improvement needed."
- The President/CEO will be given an opportunity to respond (in person or in writing) to the full Board of Trustees after reviewing the summary report.
- The summary report and response (if there is one) will placed in the President/CEO's personnel file.

1. ORGANIZATIONAL PERFORMANCE	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	NOT OBSERVED
a. Works with the Trustees and staff to develop strategies for achieving mission goals and financial viability.					
b. Appropriately provides both support and leadership to Trustees.					
c. Demonstrates quality of analysis and judgement related to progress and opportunities, and need for changes.					
d. Maintains and utilizes a working knowledge of significant developments and trends in the field					
e. Builds respect and profile for the organization in its various constituencies. Supports the overall field/movement in which the organization works.					
f. Establishes ambitious goals for excellence and impact and initiates, maintains, and adapts programs with excellence and impact.					
g. Comments on organizational performance:					

2. COMMUNITY LEADERSHIP	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	NOT OBSERVED
a. Serves as an effective spokesperson. Represents the organization well to its constituencies, other nonprofits, government agencies, elected officials, funders, and the general public.					
b. Establishes and makes use of working relationships with organizations and individuals in the field.					
c. Sees that communication vehicles are developed and utilized well.					
d. Comments on community leadership:					

3. MANAGEMENT AND ADMINISTRATION	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	NOT OBSERVED
a. Establishes and leads an effective staff and volunteer team.					
b. Actively works to recruit and retain a diverse staff and volunteer team.					
c. Maintains sound balance of resources between core mission programs and administration.					
d. Ensures that procedures and organizational culture maximize volunteer involvement.					
e. Ensures compliance with relevant workplace and employment laws.					
f. Leads staff and volunteers in maintaining a climate of excellence, accountability, and respect.					
g. Comments on management and administration:					

4. MISSION IMPACT AND SUSTAINABILITY	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	DON'T KNOW
a. Assures adequate control and accounting of all funds.					
b. Sees that programs are developed, executed, modified, and/or dismantled to maximize impact.					
c. Collegially prepares budgets, monitors progress, and initiates financial changes as appropriate.					
d. Sees that official records are retained and ensures compliance with federal state and local regulations.					
e. Develops ambitious, yet achievable plans for acquiring funds.					
f. Manages official correspondence and executes legal documents and contracts appropriately.					
g. Successfully involves others in fundraising and in earned income generation.					
h. Maintains positive relationships with corporate and institutional funders.					
i. Maintains positive relationships with individual donors.					
j. Comments on mission impact and sustainability:					

5. TRUSTEE RELATIONSHIPS	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	DON'T KNOW
a. Effectively supports the Trustees in their governance/strategic roles in a respectful and inclusive fashion.					
b. Provides appropriate management/tactical direction to staff, in alignment with governance/strategic objectives.					
c. Sees that Trustees are fully informed in a timely fashion on the current condition of the organization and important factors influencing it.					
d. Sees that Trustee and other volunteer committees are appropriately supported.					
e. Works with the Executive/Governance Committee to ensure that the Trustees are effective as a body and that recruitment, involvement and departures of individual Trustees are effective.					
f. Comments on trustee relationships:					

6. STRATEGIC PLAN DELIVERABLES JANUARY TO JULY 2018	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	DON'T KNOW
a. Development Committee: <ul style="list-style-type: none"> • March: Engage digital marketing partners • May: Complete review of Tour des Trees before Trustees meeting 					
b. Research and Education Committee: <ul style="list-style-type: none"> • May: Make recommendations for awards to Board of Trustees from Spring Cycle • June: Review/make recommendations about future Education Grants based on Education Benchmark Grant findings 					
c. Communications Committee: <ul style="list-style-type: none"> • January: Develop annual media calendar to be reviewed monthly through 2018 • February: Review 2017 final grant levels/findings and integrate into 2018 communications narratives • March: Prepare a public annual report on 2017 activities • March: Engage digital marketing partners • March: Re-brand TREE Fund newsletter 					
d. Executive/Governance Committee: <ul style="list-style-type: none"> • Monthly: Report organizational progress • January: Implement Trustee Handbook • July: Evaluate job description, including recommendations for changes, if any • July: Provide annual self-assessment 					

<p>e. Finance/Audit Committee</p> <ul style="list-style-type: none"> • Monthly: Prepare timely financial reports • April: Complete review of audit and accept findings on behalf of trustees to support on-time tax filing • May: Present audit results to board of Trustees • June: Review insurance policies to ensure adequate risk protection 					
<p>f. Liaison Committee</p> <ul style="list-style-type: none"> • January: Distribute signage and other materials to all chapters, etc. • January: Develop annual calendar of meetings and schedule staff participation • May: Disseminate a formal annual report to Chapters and members 					
<p>g. Comments on strategic plan deliverables:</p>					

7. Are there additional comments you would like to make that are not within the above categories?