

The Five Most Important Questions*

1. What is your **Mission**? (Why was your center created? How does it anchor your work and people? What would help you make decisions about where you put your efforts and resources? How do you spend your time?)
2. Who are your **Constituents**? (Is your center assessment aimed at all of your constituents or just at one or two of them, e.g. Provost/VP?)
3. What do they **Value**? (Do your assessment reports provide what your constituents value?)
4. What are your **Results**? (Do your results tell you that you are doing what you should be doing, especially relative to your Mission and constituents?)
5. What is your **Plan**?

* Drucker, Peter, et al. (2008) *The Five Most Important Questions You Will Ever Ask About Your Organization*, 3rd ed. Jossey Bass.

Constituents	What do our constituents want to know?	What do we want our constituents to know?
<p>EXAMPLE: Department Chairs and Program Heads</p>	<ul style="list-style-type: none"> • What we do and how that will help faculty • How effectively we work with faculty facing teaching challenges • Whether we take referrals 	<ul style="list-style-type: none"> • That people in their college and department already work with us • Principles that guide our practice • Process of working with us

