



The 360 EVALUATION

The 360-degree evaluation process is considered a very effective assessment method for most superintendents, particularly those with boards or committees that have limited experience, do not clearly understand the scope and responsibilities of the position, or may not clearly appreciate the challenges of the position.

Rather than have some or all of the board or committee members as the only source of information, the 360-degree approach takes advantage of multiple sources which many believe provides a more balanced and objective approach to measuring performance. Moreover, the process taps into the viewpoints, knowledge, and experiences of the complete circle of influence.

The 360-degree evaluation should be very carefully planned. Participants should be clear about what it is, why it is being used, and how the information will be collected and compiled. The superintendent should be actively involved in the design and select the evaluation panel. This group typically includes key classified staff leaders, teacher leaders, cabinet members, parent leaders, and community members as well as board members.

A survey is the tool usually used for collecting the input. It should be brief and concise, although a few open ended questions can be incorporated. The individual responses should be controlled to maintain confidentiality, and, to ensure that the results are objectively compiled, the identity of each source must be anonymous.