

Taking Stock

CENTER DIRECTOR EVALUATION FORM

**Demonstrates
Strength** **Needs
Growth**

The director exercises organizational leadership.

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Inspires the confidence and respect of staff, parents, and community leaders. |
| <input type="checkbox"/> | <input type="checkbox"/> | Keeps staff excited about the center's mission. |
| <input type="checkbox"/> | <input type="checkbox"/> | Focuses energy on high priority tasks. |
| <input type="checkbox"/> | <input type="checkbox"/> | Continually explores ways the center could do a better job. |
| <input type="checkbox"/> | <input type="checkbox"/> | Remains calm during periods of stress and keeps problems in perspective with a good sense of humor. |
| <input type="checkbox"/> | <input type="checkbox"/> | Takes the initiative to solve center problems. |
| <input type="checkbox"/> | <input type="checkbox"/> | Has a plan for crisis management that enables him/her to effectively handle unexpected situations. |
| <input type="checkbox"/> | <input type="checkbox"/> | Effectively serves as a liaison between staff and center directors/owners. |
| <input type="checkbox"/> | <input type="checkbox"/> | Creates an aesthetically pleasing environment for staff and children. |

The director is responsible for planning and evaluation.

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Involves members of the organization in setting and revising center goals. |
| <input type="checkbox"/> | <input type="checkbox"/> | Keeps the center on target for achieving its goals. |
| <input type="checkbox"/> | <input type="checkbox"/> | Is always conscious of the long term goals of the center. |
| <input type="checkbox"/> | <input type="checkbox"/> | Oversees evaluation systems and uses the information to make strong decisions. |
| <input type="checkbox"/> | <input type="checkbox"/> | Keeps informed on trends and developments impacting the future of the center. |

The director is responsible for staff supervision.

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Is clear in his/her expectations and keeps staff well informed about center policies and news. |
| <input type="checkbox"/> | <input type="checkbox"/> | Motivates staff to give their best effort. |
| <input type="checkbox"/> | <input type="checkbox"/> | Frequently provides objective feedback to staff on their performance. |
| <input type="checkbox"/> | <input type="checkbox"/> | Is responsive to employee problems and concerns and encourages suggestions and new ideas. |
| <input type="checkbox"/> | <input type="checkbox"/> | Supports staff as individuals, valuing their differences. |
| <input type="checkbox"/> | <input type="checkbox"/> | Is an effective team builder. |
| <input type="checkbox"/> | <input type="checkbox"/> | Carries out center policies consistently and fairly. |
| <input type="checkbox"/> | <input type="checkbox"/> | Facilitates conflict resolution among staff members. |

The director is responsible for staff development.

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Has an organized approach to recruiting, hiring, and orienting new staff. |
| <input type="checkbox"/> | <input type="checkbox"/> | Maintains in-service training programs and opportunities. |
| <input type="checkbox"/> | <input type="checkbox"/> | Has regular conferences with staff. |
| <input type="checkbox"/> | <input type="checkbox"/> | Regularly attends professional events and training sessions. |
| <input type="checkbox"/> | <input type="checkbox"/> | Makes a great coach. |
| <input type="checkbox"/> | <input type="checkbox"/> | Delegates meaningful tasks to capable employees. |
| <input type="checkbox"/> | <input type="checkbox"/> | Maintains own professional growth. |

EXCHANGE

The director is responsible for the development and implementation of an appropriate curriculum.

- Demonstrates knowledge and understanding of children's abilities, needs, and individual differences.
- Ensures that staff follow appropriate curriculum development and teaching techniques.
- Serves as a resource for the development of appropriate curriculum.
- Models positive discipline techniques and ensures that approved techniques are used to guide children's behavior.

The director is responsible for administrative systems.

- Ensures that the center is clean, sanitary, and uncluttered.
- Ensures that classroom and playground equipment is well maintained and regularly inspected for safety hazards.
- Has systems for keeping track of vital information on staff, children, families, finances, evaluations, etc.
- Oversees communication systems within classrooms.
- Submits all required reports in a timely, accurate manner.
- Maintains the center in compliance with licensing and accreditation standards.
- Keeps accurate, up-to-date financial records.
- Operates the center within prescribed budgetary limits.
- Collects tuition promptly and follows through on late payments.
- Monitors capacity and enrollment statistics and uses the information to effectively plan enrollment and staffing policies.

The director is responsible for parent relations.

- Knows families and makes opportunities to have conversations with them.
- Effectively supports the transition of families into the program.
- Maintains confidentiality at all times, sharing only appropriate information.
- Keeps parents informed of policies and procedures of the center.
- Encourages parent participation and makes parents feel welcome and involved.
- Is available for parent guidance and counseling.
- Is conversant about children's progress, specific incidents, child development issues, and program policy concerns.

The director is responsible for marketing and public relations.

- Is effective in recruiting children and maintaining enrollment.
- Grooms the image of the center in the community as it is communicated through telephone inquiries, center tours, promotional materials, visual presence of the building and grounds, and word-of-mouth exchanges with staff and parents.
- Is a viable resource in the community on what is good for children and families.
- Is enthusiastic about child care and keeps abreast of relevant legislation.

This form, designed for use by anyone responsible for evaluating the performance of a center director, was developed by Exchange as a service to our readers. Please use it in your program. We have built on forms developed by several programs and wish to acknowledge: Pacific Northwest Child Care, Olympia, WA; Concord Children's Center, Concord, MA; First English Lutheran Child Development Center, Austin, TX; Child Care Services, Inc., Shreveport, LA; and Long Beach Day Nursery, Long Beach, CA.