

K-20 ACCOUNTABILITY ADVISORY COUNCIL

Florida Board of Education Update June 18, 2002

The May meeting of the K-20 Accountability Advisory Council focused on higher education accountability. Dr. Jerry Martin, President, American Council of Trustees and Alumni (ACTA), was invited to moderate a panel discussion. Other panelists were: Anne Neal, Executive Director, ACTA; Maureen Matsen, Senior Assistant Attorney General, Office of the Attorney General, Commonwealth of Virginia; and George Keller, nationally recognized strategic planner, education consultant and writer. Issues addressed by the panel included the public's demand for accountability, academic and financial accountability, and steps for moving from policy goals to accountability for outcomes. George Keller encouraged the Council to consider the following eight principles of a strong accountability system.

Principles of a Strong Accountability System

- Accountability measures should be employed to influence performance.
- An effective accountability system addresses the quality of education students receive, accessibility for all able students, sufficiency of state resources, and the degree of preparation of human resources for manpower needed in the state.
- The number of performance measures should be kept as small as possible.
- Measures should be adjusted to each institution's mission and the types of students served.
- State and business leaders should work with university leaders to set the measures.
- Annual public reporting is critical for strong accountability.
- Accountability should include rewards and punishments for achieving standards or for not achieving—without this, very little actually happens.
- Adjust the standards—raise the bar every four to five years when most of the standards have been met.

During the afternoon session, the four workgroups applied the accountability principles in identifying priority performance measures for their assigned goals. The team leaders from each group reported their priority measures to the full Council for discussion and deliberation. The Council directed staff to begin consolidating the measures by themes for presentation at the next meeting.