PRIMA'S 2016 RISK MANAGEMENT
WEBINAR SERIES

Communicating ERM Progress

December 14, 2016

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East Carolina University

Learning Objectives

At the end of this session, you will have:

- Gained a broader understanding of the role of communicating and reporting in the ISO 31000 risk management framework
- Identified priority beneficiaries and users of ERM information
- Reviewed some ‘best practice’ methods for communicating progress with ERM an program to various audiences
- Gained a better understanding of the importance of establishing a reporting format and rhythm

Agenda

- Background
- Communicating ERM Program Implementation Progress
- Communication Tools and Considerations
- Examples and Formats
- Public Sector Considerations
- Shaping the Future and Managing Expectations
- Questions

THEN AND NOW

YIKES!









East Carolina University

Location



ECU's ERM Environment

- **Public versus private institution**
- **Heritage and traditions**
- **Demographics and location/proximity**
- **Part of a system versus independent**
- **Research, medical campus, vision/objectives, interface with society & community**
- **Size and scale**
- **Budget and capital projects**
- **"Nonprofit"**
- **Shared governance**
- **Academic core**
- **Increased regulation and federal/state oversight**

Main University Risk Categories:

- Strategic
- Financial
- Operational
- Compliance
- Reputational -> Overarching

Tone at the Top

- **Board of Trustees Audit, Risk Management, Compliance and Ethics Committee (BOT-ARMCE)**
- **“Chancellor’s View” Fall/Winter 2009:**
  - Our goal at East Carolina University is to have the best possible systems for *controlling our risks and for internal auditing.*

Enterprise risk management is a holistic, comprehensive approach to risk identification and prioritization ultimately leading to better governance, strategic decision making, resource allocation and stewardship.

Tone at the Top (Continued)

- A mature ERM program is *proactive and prevention oriented*. It does *not* replace or interfere with our necessary internal auditing functions, but rather is *complementary and reinforcing*.
- The enterprise approach strives to develop a mindset that makes people at multiple levels ask: "*Who else needs to know?"* and "*Whom haven't I told?*"
- Enterprise risk management is a *strategic enabler* for ECU Tomorrow.
- Done right, ERM will allow us to be good stewards of our resources and may reduce reportable audit findings as we self-identify areas of concern and mitigate the risks *before* vulnerability is exploited.

ERM at ECU

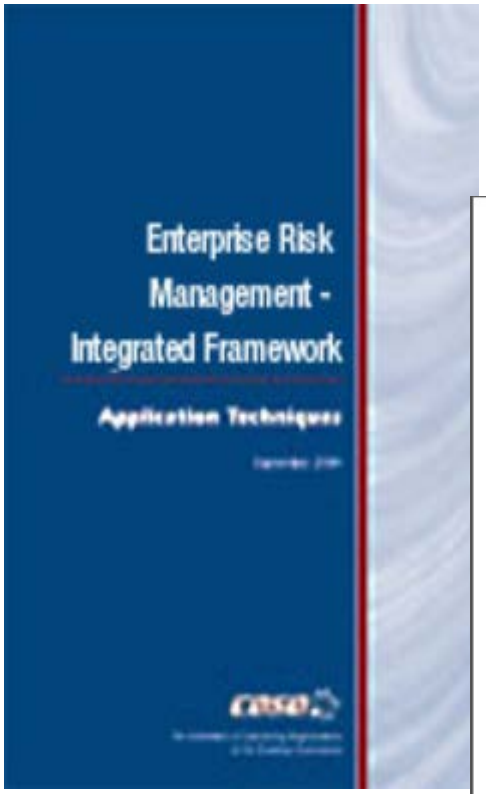
Our Mission: Provide leadership and management experience to better identify and manage the university's strategic, financial, operational, regulatory compliance, and reputational risks holistically as an enterprise.

ECU's ERM Approach:

- Work through the Enterprise Risk Management Committee in a decentralized fashion to accomplish ERM goals
- Improve risk measurement to support strategic decision making, risk mitigation efforts, and resource allocation
- Use pre-existing risk identification and internal control processes to the greatest extent possible
- Raise institutional awareness of existing and emerging risks and their relative potential effects on the institution as a whole
- Provide training and relevant information on ERM to enhance the internal controls and risk management mindset of ECU employees, students, and other stakeholders

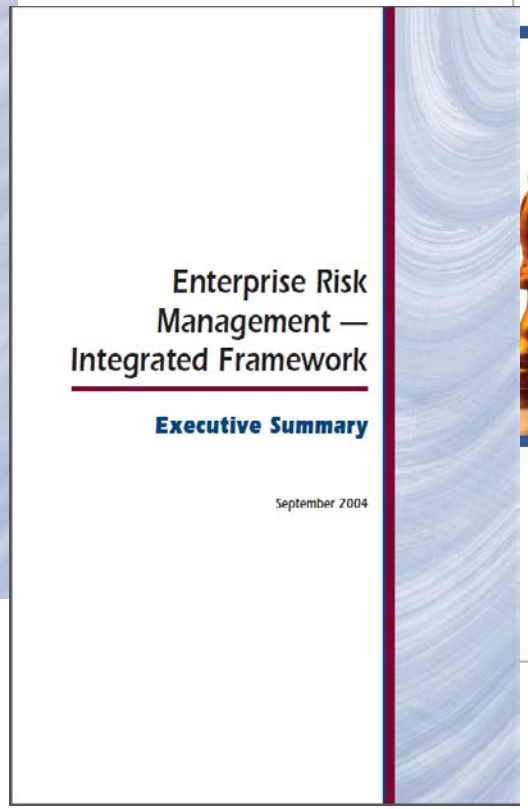
Sources of Information

- ANSI/ASSE/ISO 31000 – the *only* international standard on risk management – 2009 (Revision/Update Coming Soon)
- COSO ERM Framework – 2004 (Public Exposure-Update Soon)
- "Risk Management – An Accountability Guide for University and College Boards" by Janice Abraham – AGB & UE – 2013
- Consulting firms – KPMG, Protiviti, Deloitte, PwC & brokerage firms, too
- GRC – Governance, Risk & Compliance (software and consulting)
- PRIMA, RIMS, URMIA, NACUBO, NC State ERM Initiative, AFERM

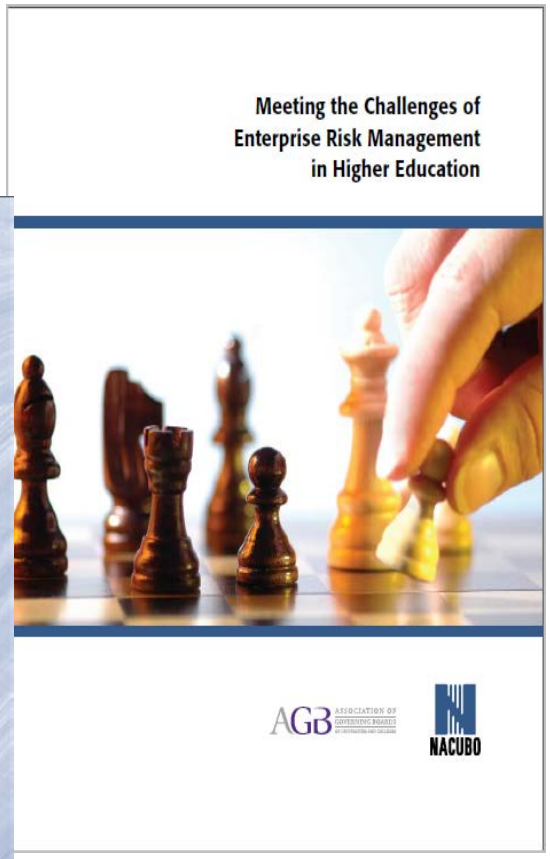


www.coso.org

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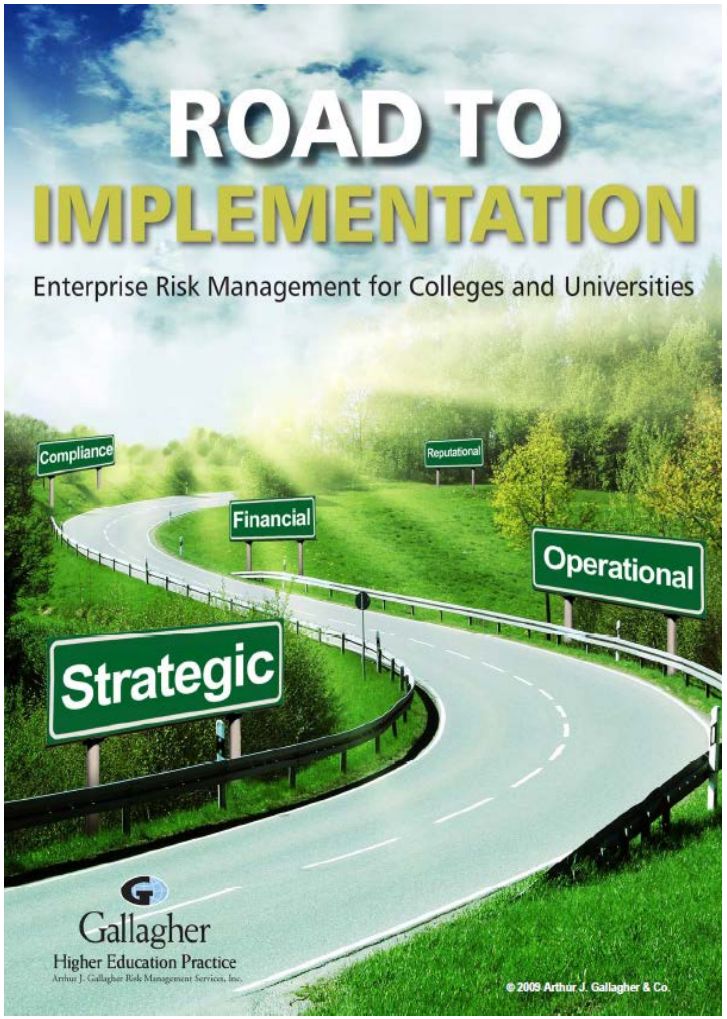


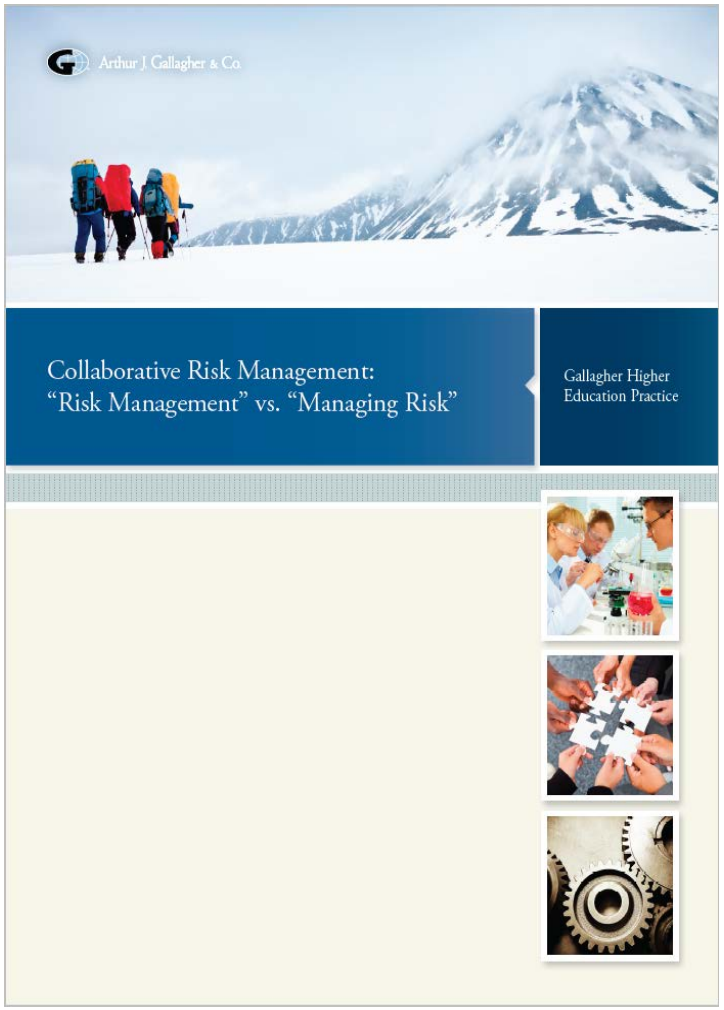
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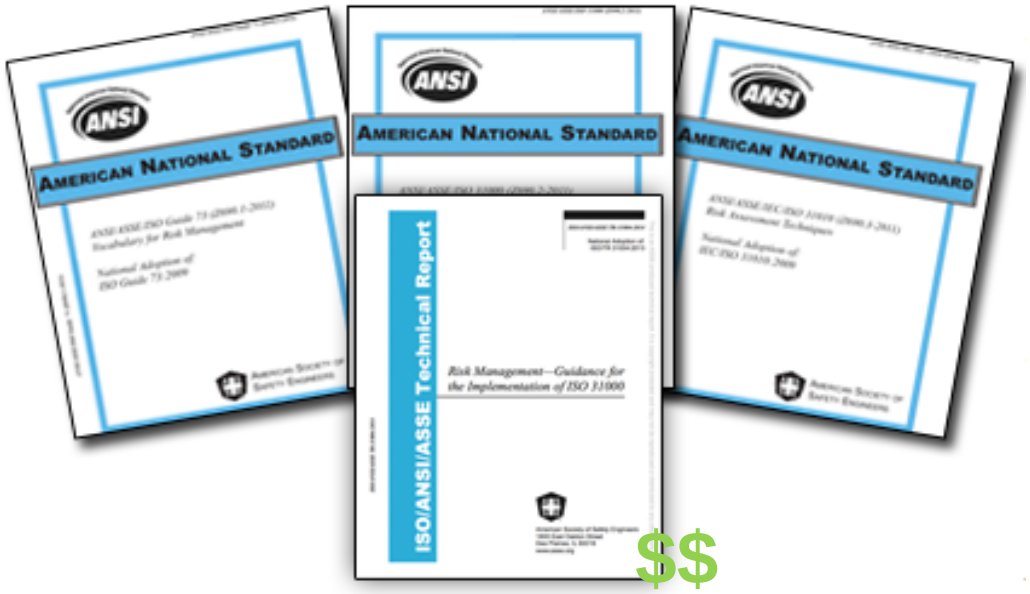
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www.asse.org

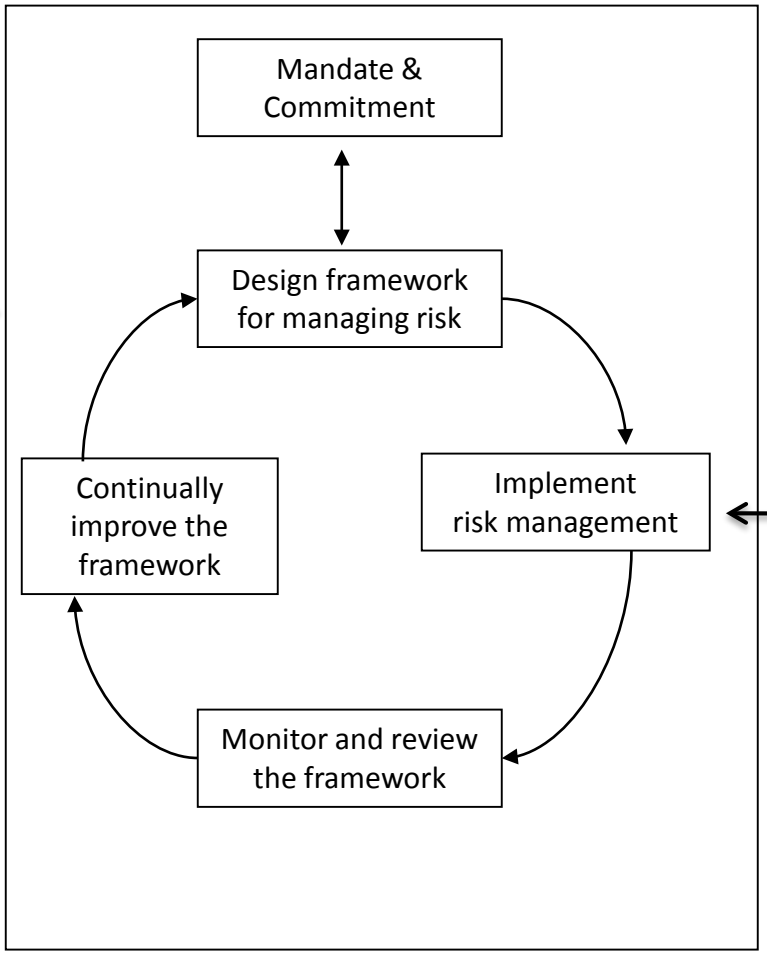
ANSI/ASSE/ISO Risk Management Standards Package

ISO/ANSI/ASSE/TR-31004-2014 (Z690 TR-2014) Risk Management-Guidance for the Implementation of ISO 31004
(identical national adoption of ISO/TR 31004:2013)
ANSI/ASSE/ISO Guide 73 (Z690.1-2011) Vocabulary for Risk Management
(identical national adoption of ISO Guide 73:2009)
ANSI/ASSE/ISO 31000 (Z690.2-2011) Risk Management—Principles and Guidelines
(identical national adoption of ISO 31000:2009)
ANSI/ASSE/IEC/ISO 31010 (Z690.3-2011) Risk Assessment Techniques
(identical national adoption of ISO/IEC 31010:2009)

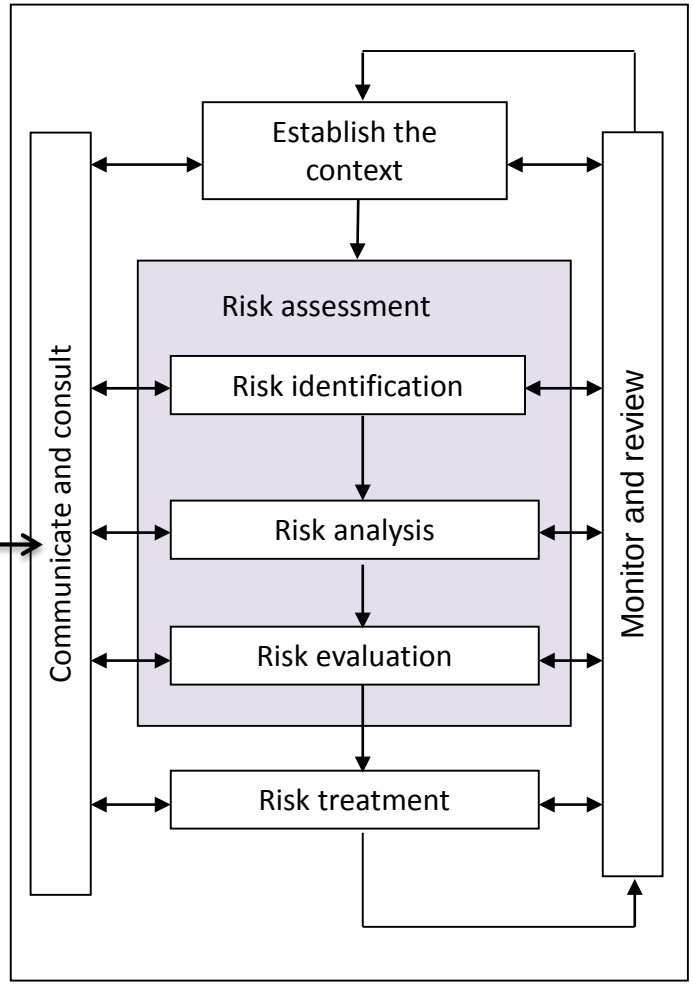
Principles

- Creates value
- Integral part of organizational processes
- Part of decision making
- Explicitly addresses uncertainty
- Systematic, structured & timely
- Based on best available info
- Tailored
- Takes human & cultural factors into account
- Transparent & inclusive
- Dynamic, iterative & responsive to change
- Facilitates continual improvement & enhancement of the organization

Framework



RM Process



From ANSI/ASSE/ISO 31000

Principles

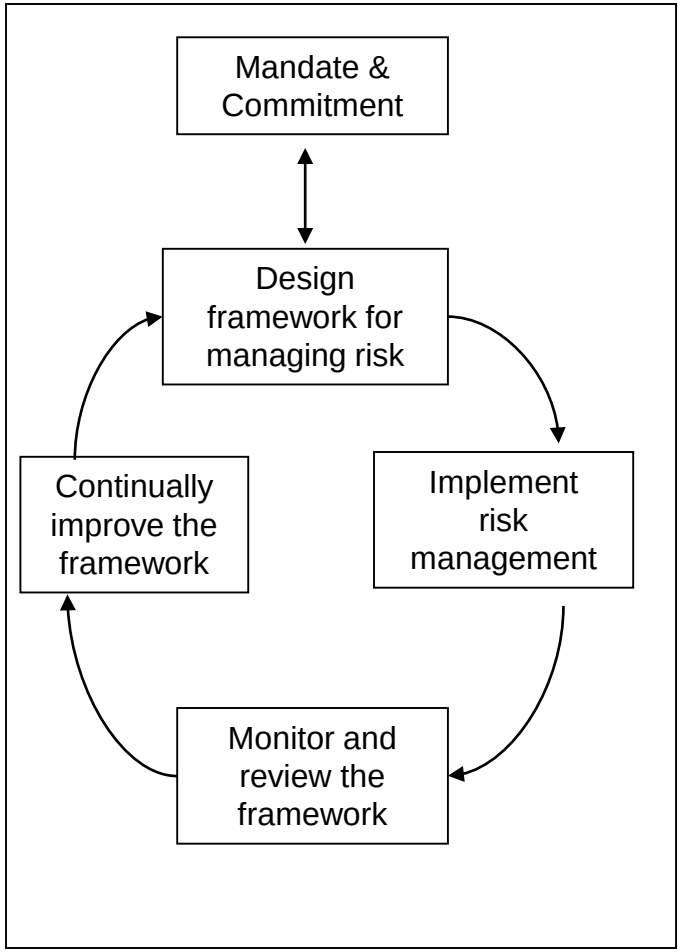
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The principles provide guidance on the rationale for managing risk and the characteristics of effective risk management

These shape the design and structure of your *framework* for managing risk

The principles can assist in continual improvement and serve as a “maturity model” for implementation

Framework



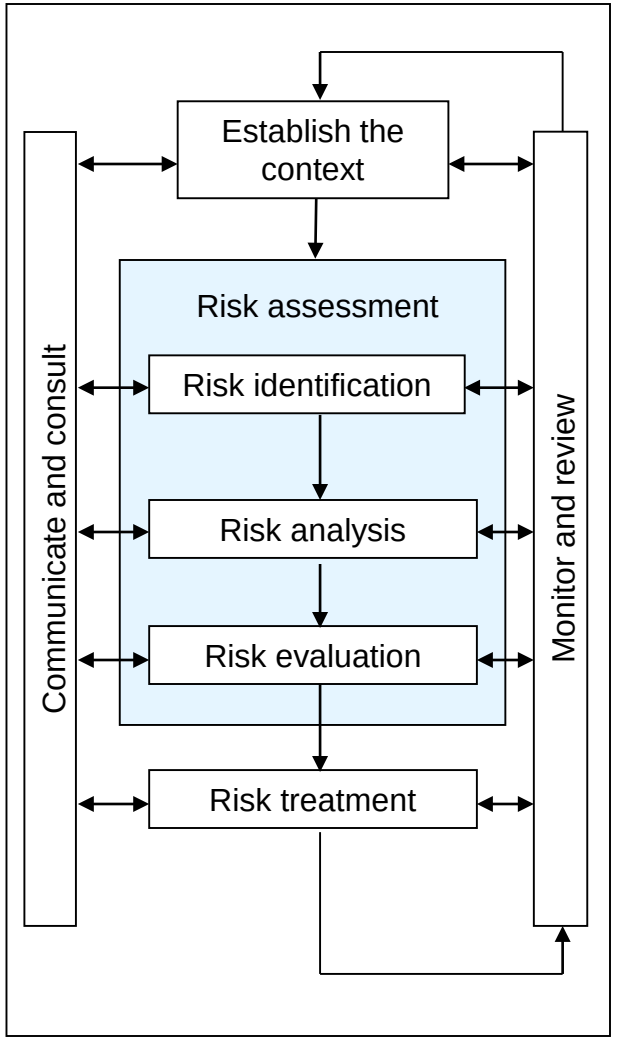
Based upon a model of continual improvement, the framework is what will *sustain* your risk management efforts

This assures that you are consistent, *process*-focused and held accountable

Building the framework includes *planning* for implementation, monitoring & review and communication

RM Process

- The *context* applies to both the organization as a whole and the specific project, risk or portfolio of risks
- Several elements take stakeholder interest and *perceptions* into account
- Monitor and review – continually asks: “Do we have this right?”
- Communication and consultation is how the management of risk stays *connected* and *relevant*
- The same consistent process used across the organization



Communication Partners & Allies

- Internal Audit
- General Counsel – Office of the University Attorney
- Internal Control Program
- Environmental Health and Campus Safety
- University Safety and Concerns Committee
- Identity Theft Prevention Committee
- Compliance Offices
- Board of Trustee Expertise
- Task Forces or Working Groups
- Other Pre-existing Entities

Integrate, Integrate, Integrate and take advantage of bi-products and spin-offs from other initiatives!

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- Examples and Formats
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- Questions

ERM Road Map

Phase 1: Building the Case for ERM

1. Understand the institution's plans, environment, and culture
2. Determine the status of your existing risk management processes
3. State your goals and objectives
4. Present the case
5. Obtain top-level commitment, support, and participation

Phase 2: Building an ERM Foundation

6. Name a project leader
7. Plan your project and incorporate a timeline
8. Select or design an ERM Framework that best fits the institution's goals and campus culture
9. Create a cross-functional Risk Council
10. Create a mission and goals statement for the Risk Council
11. Develop a risk vocabulary and definitions

Phase 3: Implementation

12. Develop a risk portfolio
13. Assess your risks: validate and prioritize
14. Assign ownership and take action

Phase 4: Sustaining Your ERM Program

15. Assess results
16. Review and realign risk treatments with available resources
17. Meet and Report
18. Do not neglect traditional risk management functions
19. Review any ERM framework you have followed
20. Develop institution-wide systems for communicating (ongoing)

Road to Implementation, Enterprise Risk Management for Colleges and Universities, Gallagher Higher Education Practice, 2009

ERM Road Map

GREEN: Completed
ORANGE: In-Progress/Partially Completed
BLACK: Future Action

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Estimated progress point to date – **20 months (2010)**

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Estimated progress point to date – **32 months (2011)**

Road to Implementation, Enterprise Risk Management for Colleges and Universities, Gallagher Higher Education Practice, 2009

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Estimated progress point to date – **44 months (2012)**

Road to Implementation, Enterprise Risk Management for Colleges and Universities, Gallagher Higher Education Practice, 2009

ERM Road Map

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19. Review any ERM framework you have followed
20. **Develop institution-wide systems for communicating (ongoing)**

Estimated progress point to date – **56 months (2013)**

Road to Implementation, Enterprise Risk Management for Colleges and Universities, Gallagher Higher Education Practice, 2009

ERM Milestones

2009	2010	2011	2012	2013	2014
• CRO Hired • Risk Committee Established • Senior Leader Expectations Published • ERM Training (TXAMU Visit)	• 1st ERM Survey • Board Audit Committee Inclusion • Implementation Road Map and Strategy Introduced • SharePoint Site Established	• Hosted NC ERM in Higher Ed Symposium • Standardized ERM Briefing Formats • Risk Identification Workshop for Academic Deans and Directors • ERM Involvement on Crisis Policy Team	• Migrated ERM Survey to Qualtrics • ERM Workshop on Health Sciences Campus • Office Calls with Executive Council Members • Introduced Risk Reviews Format • Risk Survey Results Briefed to Leadership • Formal ERMC Appointments • ERM on Key Committees	• Risk Working Groups • Risk Mgmt Process Owners • ERM Training Sessions – Webinar Series • Robust Risk Presentation to Executive Council and Board Audit Committee • CRO Professional Development • ERM in Chancellor Goals/ • Assessment	• Risk Assessment Tool Development • 2-Year ERM Cycle Model Adopted • Enhanced ERM Materials “Push” to Full Board • ERM Form Development • Connection with College of Business Risk Management Faculty/ Program

ERM Successes

• Risk Committee	• Interview/Survey Balance
• Relationship with Counsel and IA	• Board and Senior Leader Support
• Collaboration and Partnership	• SharePoint Reference Library
• ERM Orientation Packets	• Consultation “Niche”
• Weekly and Quarterly Reports	• Early Wins (Mgmt Corrective Actions, Deposits Transport, Etc.)
• Establishing an ERM “Rhythm”	• Increasing Inclusion in Consultations and Evaluation Actions

ERM Challenges

• Acceptance of the ERM (and Risk Officer) Role and Function	• Measuring and Demonstrating Tangible Value
• Allocating Time to Training vs Recordkeeping vs Promoting / Marketing vs Analysis	• Mid-Level Management Buy-In
• Departmental Adoption of ERM Principles and Practices	• Continuous “Re-Introduction”
• Maintaining Distance but not Being Aloof	• Establishing and Maintaining Trust – Combating Departmental Defensiveness
• Merging ERM with Ongoing Initiatives	• Getting ERM Included Early Enough in Decision-Making and Strategic Planning

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Lines of Operations

LOOs	Supporting Tasks	End State
Inform and Educate About ERM Principles		Risk Intelligent Organization
Support ERM Committee		Active Committee Assisting with Risk Advice / Sensing/ Mitigation & Treatment
Provide Risk Consultation Services		Risk-Informed Decision Making
Conduct Risk Research and “Library” Services		Readily Available Info-Pathways for “Constituents”
Mature and Sustain the ERM Program		ERM Processes Fully Adopted/Embedded in Culture

Establishing a Communication "Battle Rhythm"

- Consider a Matrix
- Include:
  - Communication Type
  - Format
  - Frequency
  - Audience/Target
  - Objective (Purpose) or Desired Effect
  - Relationship to Other Actions

ERM Activities Model

Two-Year Approach

Year	Primary Activities	Focus
Even “On” Year (example: ’16-’17)	• Full ERM Risk Survey • Full Risk Prioritization Exercise • Reset • Board of Trustees and Exec-Level Presentations and Involvement • Risk Management Plans Creation (or Updates)	• Engaging Key Sensors • Assessment Process (Rigor and Detail) • Risk Register Update • Fresh Look at Current and Anticipated Risk Environment
Odd “Off” Year (example: ‘17-’18)	• Smaller Scale Re-Prioritization/Re-Validation Exercise • Departmental Workshops • Interviews and Sensing Sessions • Presentations to Other Key Committees/Groups	• Risk Management Plans Update/Adjustment • “By Exception” Reviews • Select Risk Management Project Work • ERM “Maturity” Assessment(s) • Education

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ECU Top Ten Enterprise Risks

	Risk Description/Title	Major Risk Category	Previous Top Ten List?
1.	Facilities Obsolescence and Deferred Maintenance	Operational	NO
2.	Additional State Budget Cuts	Financial	YES
3.	No or Insufficient Salary Raises Over Multiple Years and Corresponding Effect on Faculty-Employee Morale	Financial	NO
4.	Potential For Losing a Significant Number of Subject Matter Experts and Senior Administrators Due to Retirement Eligibility – Succession Planning (Continuity)	Operational	YES
5.	Financial Challenges of Med School (Statutory Restrictions on Clinical Revenues & Effect of Academic/Research Expenses)	Financial	NO
6.	Data and Information Security – Vulnerability to Cyber Attacks and Potential Loss or Compromise of Sensitive Data/Information	Operational	YES
7.	Increasing Federal Requirements and Compliance Expectations During a Time of Significant Budget Cuts	Compliance	YES
8.	Continued Decline in Graduate Program Enrollment	Operational	NO
9.	Reputational Risk Associated with Media-Accelerated/Induced Negativity Related to Non-Compliance	Compliance / Reputational	NO
10.	Personnel Strain Related to Oversight and Management of Ever-Growing Spread of Projects, Activities, and Opportunities	Operational	YES

Private Sector Top Risks

	Private Sector CEO Survey Risk Description/Title	Appears on ECU Top Ten List?
1.	**Regulatory Change and Heightened Regulatory Scrutiny**	**YES**
2.	**Economic Conditions**	**YES**
3.	**Cyberthreats**	**YES**
4.	**Succession Challenges and Ability to Attract and Retain Top Talent**	**YES**
5.	**Organization's Culture**	**NO**
6.	**Organizational Resistance to Change**	**NO**
7.	**Privacy/Identity Management and Information Security**	**YES**
8.	**Crisis Management**	**NO**
9.	**Sustaining Customer Loyalty and Retention**	**YES (Enrollment)**
10.	**Meeting Performance Expectations**	**NO**

(Source: NC State ERM Initiative/Protiviti, 3rd Annual Survey of Board Members and C-Level Executives, www.protiviti.com/toprisks)

Other Communication Examples

- After-Action Reviews
- NACUBO
- BOT-ARMCE ERM Update
- Top Risk Exec Summary
- Risk Management Plan Summary Slides
- “5 Things”
- Consultations

After-Action Review

An after action review (AAR) is a structured review or de-brief process for analyzing what happened, why it happened, and how it can be done better by the participants and those responsible for the project or event.

Example from NACUBO



Risk ID	Description	Actions to Manage Risk	Risk Direction	Strategic Objectives	Interrelated Risks	Risk Ownership	Board Comm Oversight
1	UG and grad enrollment and aid strategies			Reputation, $$ Stability	2,4,6,7,8,9,10	Provost, VP Enrollment	Enrollment & Marketing
2	Tuition dependency, fundraising strategy			Reputation, $$ Stability	1,3,4,6,7,9,10	President, VP Advancement	Advancement
3	Tuition dependency, alternative revenue strategies			Stability, Operational Efficiency	1,2,4,7,9,10	Cabinet	Academic, Finance
4	Sustainable long-range $$ plan			Stability, Operational Efficiency	1,2,3,7,8,9,10	Cabinet, CFO	Business & Finance
5	IT security & privacy			Reputation	6,8,9,10	CIO, GC	IT
6	Website			Reputation	1,2,5,9	Provost, VP Marketing	Enrollment & Mkting
7	Investment strategy			$$ Stability, Reputation	1,2,3,4,9,10	VP Business & Finance	Investment
8	Debt strategy			$$ Stability	1,2,3,4,9,10	VP Business & Finance	Business & Finance
9	Safe and secure living environment			$$ Stability, Reputation	All	Cabinet, VP Stud Affairs	Student Affairs
10	Financial operations & controls			$$ Stability, Operational Efficiency	1,2,3,4,5,7,9	CFO	Audit

Other Communication Examples

- ✓ AAR's
- ✓ NACUBO
- BOT-ARMCE ERM Update
- Risk Management Plan Summary Slides
- Top Risk Exec Summary
- "5 Things"
- Consultations

Consider These as Well…

- Annual Reports
- Internal Controls Assurance Statements (Management Control Programs)
- Performance Appraisals and Goal Setting
- Strategic Planning Documents
- Accreditation Reviews/Input
- Program Reviews

Another Good Reference

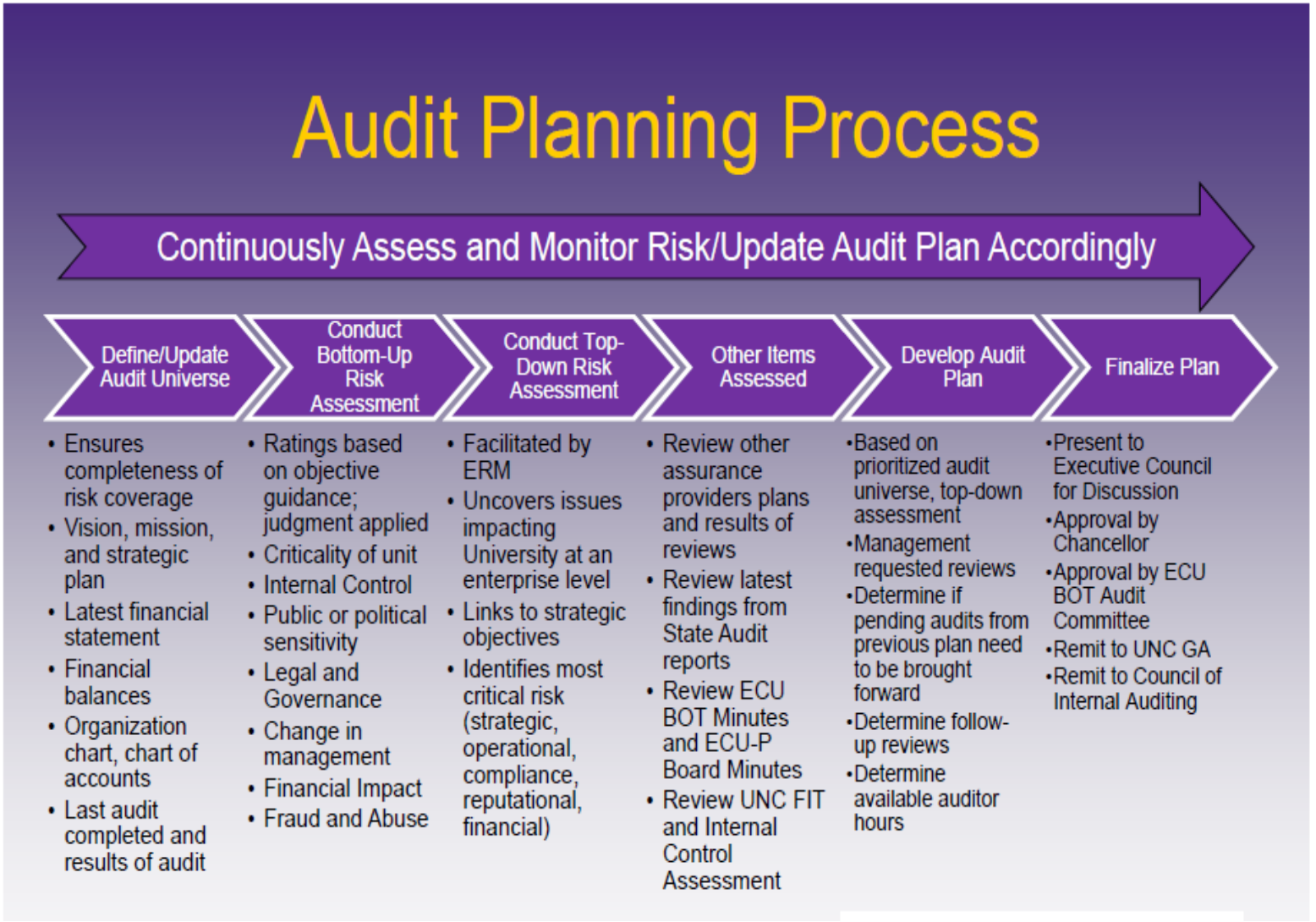
"Reporting Key Risk Information to the Board of Directors – Top Risk Executives Share Their Practices"

2015

Bruce Branson, ERM Initiative, NCSU

www.erm.ncsu.edu

ERM and the Audit Planning Process



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Public Sector vs Higher Ed

- Councils and Boards
- Elected Officials and Appointees
- Budget Cycles and Budget Formulation Drills
- Stewardship, Accountability, Efficiency, and Effectiveness

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Road Ahead

ERM Program Trajectory Options





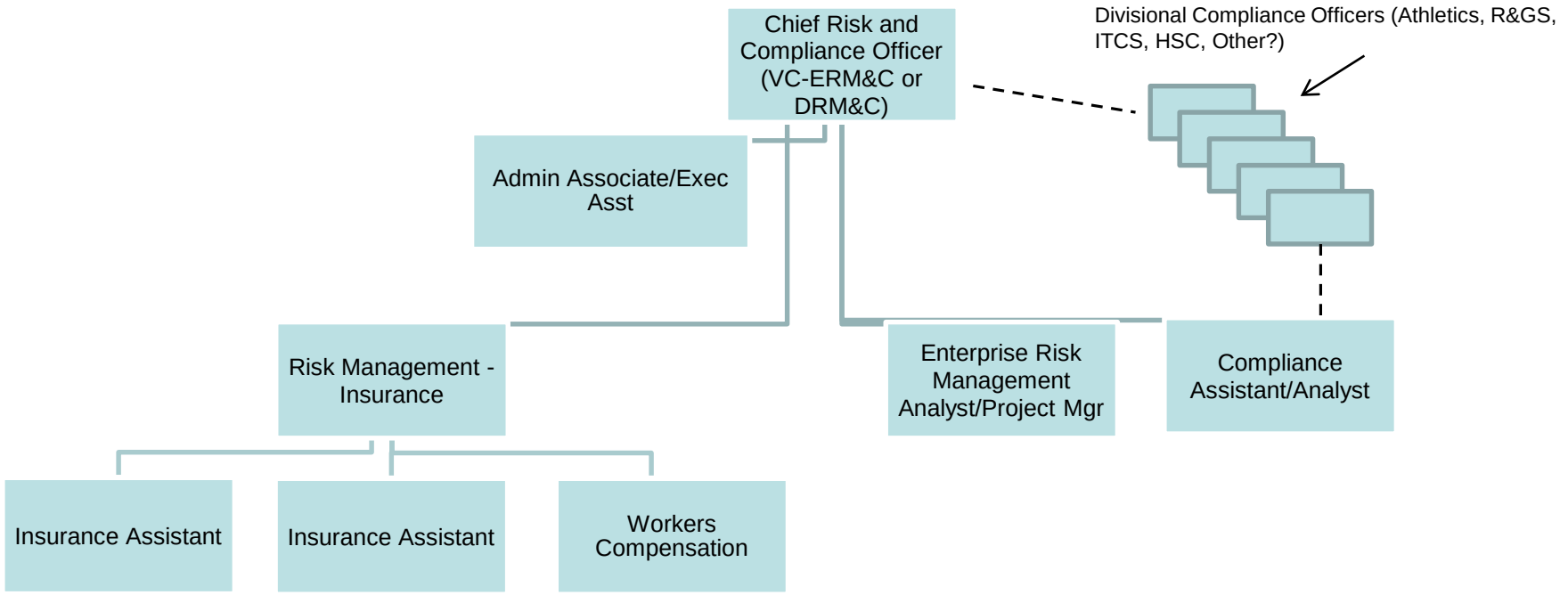
Outcomes vs. Resources

Resource Level

HIGH	Best Practice Champion/Thought Leader and Practitioner – Fully Enabled C-Suite Status with Staff and Dedicated IT RMIS Platform. Influence Extends Beyond ECU's Boundaries.
MOD-HIGH	Consolidated Risk Mgmt "Center of Excellence" - Under One Roof
MODERATE	ERM Integrator – Multiple Organizational Levels (Workshops, Tools, Analysis, Visibility-Enhanced)
LOW-MOD	Strategic Planning and Decision-Making Integration/ERM Best Practice Champion
LOW	Semi-Passive – Present, but Second Tier. "Bull Pen" Call up as Needed. ERM References Custodian. Risk "sensor".

Road Ahead

Notional Risk Management and Compliance Center - Institutional Level



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Questions / Discussion?



Linus' Summary of ERM's Goal



We try to eliminate some hits and avoid or reduce the clobbers….