



RISK MANAGEMENT

Reputational Risk

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Susan Simms Marsh, Esq.
Governance Committee Co Chairman

Top Ten Risk

- Branch documents conflict with ASALH documents
- Failure to respond promptly to requests for information and follow up
- Inadequate or lack of branch leadership succession planning
- Properly transition new officers
- Failure to develop and train officers and membership
- Failure to consistently comply with all documents
- Failure to disseminate, communicate and/or share updated information to membership
- Incomplete or no meeting minutes
- Unmanage conflict among officers and members

Risk

Risk is anything that jeopardizes the health, safety, or welfare of an individual or organization. Risk is a factor in every organization, including ASALH. For that reason, it is important to review various areas of risk and possible impact on ASALH. Key areas of risk include, but are not limited to the following:

- Operational
- Financial
- Reputational

Reputational Risk

Reputational risk is the possible threat, danger or damage to the reputation, brand, good name, and legacy of Carter G. Woodson and ASALH. Reputational risk can occur through the actions or activities of ASALH itself, directly or indirectly through the actions of ASALH branches or members and through the actions of third parties. Operational and

financial risks can impact ASALH's reputation. This includes the risk of loss funding, membership, stature, and position when the ASALH's reputation is harmed.

Reputation Risk Management

Reputation risk management is a process of managing a risk of possible damage to the brand and reputation of ASALH before it happens.

Identifying Reputational Risk

Examples of ways to identify reputational risk include but are not limited to:

- Failure to adhere to ASALH governing documents
- Failure to adhere to ASALH Branch Bylaws
- Unauthorized use of ASALH logos and trademarks
- Negative publicity and unwanted media attention
- Internal or external fraud
- Fiduciary mismanagement and theft
- Embezzlement of funds
- Claims of discrimination or harassment
- Aligning or partnering with organizations whose mission, purpose and activities are contrary or inconsistent with ASALH's mission and purpose
- Developing relationship with a controversial donor that might jeopardize ASALH reputation
- Inappropriate social media postings

How to Manage and Monitor Reputational Risk

Examples of ways to manage and monitor reputational risks are:

- Know and follow ASALH documents (bylaws, policies and branch checklist)
- Focus on the ASALH mission
- Evaluate the appropriateness of partnerships to ensure they do not harm the image of ASALH or conflict with its mission, programs, concerns and values
- Actively engage with ASALH's leadership for direction and guidance

- Hold members accountable for their individual actions
- Ensure effective communications strategy and plan
- Refrain from posting, tweeting, blogging ASALH business discussed at branch business meetings, ASALH business meetings or other occasions that are deemed private and confidential
- Share photos of branch programs and events
- Protect your privacy on social media
- Be considerate of others when posting to social media
- Use good judgment when speaking
- Think before posting information and photographs on social media