



Why use the Coop Di Leu AREA Instrument for Transformation?

- 1) The Coop Di Leu AREA is modeled after the Association of American Colleges and Universities (AAC&U) effort to measure the degrees of learning – Valid Assessment of Learning in Undergraduate Education (VALUE).
- 2) AREA results from ongoing efforts by Coop Di Leu to assert transformational IQ into HR, training, cultural, development, and research activities.
- 3) AREA measures four essential infrastructural components dubbed Institutional Pillars for Transformation (IPT) for their historical significance as achievement milestones. Each IPT and its respective subelements are “lanes” for learning during “cause and effect” analyses and for determining where organizational thought, life, and behaviors impact culture and circumstances.
- 4) A rubric for each IPT is used to assess an institution in four distinctive ways:
 - a. Knowledge of its primary culture and the physical environment through which it operates,
 - b. Intentional and practical engagement in transformative thinking and activity,
 - c. Social responsibility of leaders throughout the workplace and
 - d. Integrative and applied learning from various professionals and populations.

Why Does the AREA Matter?

The AREA provides an overlay of six subcomponents, which total approximately sixty questions, determining how an institution's performance within each IPT would position it for nationally recognized leadership as a transformative and inclusive workplace. Recognition of non-traditional approaches is a clear step toward cultural change. With employee turnover trends, organizations must display their workplace development competency. Institutions can't teach if there are too few instructors, nor can they retain talent or students in toxic cultures.

Moreover, recognition for transformation is connected to robust control over how personnel conduct their responsibilities, how students experience the institution, and who is associated with its excellence. People will stay and flock to workplaces that demonstrate uncommon experiences regarding inclusion, affinity, and opportunity. To become one of these places, an institution must learn where its capacity to recognize preferred behaviors within its infrastructure is inadequate, adequate, or futuristic. Once discovered, this information can tailor internal recognition programs, link daily performance to mission values, empower leadership personnel at all levels, and leverage the technology that monitors progress from one stage of cultural development to the next.

Where Can the AREA Lead You?

The AREA presents questions that help institutions conceptualize pathways to preparing for significant undertakings stemming from incrementalism, stagnate cultures, and assaults on infrastructural premises. The questions are precepts to Coop Di Leu's Institutional Pillars for Transformation (IPT) framework and ultimately prepare institutions for award-winning transformation and recognition. More information about the IPTs can be learned by clicking this link. [What are the Institutional Pillars of Transformation?](#)