

Institutional Coordinators

(Adopted by Council in February 2003, modified December 2007 and July 2009)

Institutional Coordinators play a pivotal role in developing and maintaining ATEM's profile at the institutional level.

It is noted that in some areas, a person in this position may have responsibility for a number of smaller institutions or a geographical area. However the term 'institutional co-ordinator' still applies to these variations to the role. While members join ATEM, the Association, the focus of their work, and the focus of professional education and training is at the regional and institutional level. Regions need to have a strong presence at each institution to strengthen the link between local institutions and the region. The Coordinator would have a number of responsibilities in the following areas, supported by the regional committee, the ATEM Secretariat and Council. In the event that an Institutional Co-ordinator is inactive in the role, ATEM reserves the right to make another appointment to the position in consultation with the Regional Committee.

ATEM profile and marketing

One of the key roles of the coordinator is to provide an institutional contact for ATEM and to actively promote ATEM activities and member benefits. This can involve:

- maintaining a stock of ATEM brochures for circulation within the institution;
- distributing professional education and training information within the institution; and
- assisting with the organisation of institution specific gatherings each year to promote networking – this might include guest speakers from the institution to speak on institution-specific 'hot topics'.

Membership

Whilst Institutional Coordinators are not expected to actively recruit ATEM members directly there are a number of activities which can assist and inform the Association about the views of members within a particular institution. Coordinators are therefore encouraged to engage with the membership thereby contributing to member satisfaction and engagement with the Association and its activities. This may involve:

- encouraging attendance at professional development activities and seeking out members who are regular non attendees; and
- keeping in contact with former members at the institution and inviting them to rejoin ATEM

Liaison

- Liaising with the local Human Resources Department:
 - to seek approval to include ATEM brochures in new staff information packs or induction websites; and
 - to ensure there is a web link to ATEM on the HR web page (if the institution is a corporate member).
- Liaising with the local Finance Department to investigate the option of regular subscription deductions through internal payroll systems (including conference registrations).
- Liaising with the local Public Relations or Marketing Department to provide copy for stories about ATEM in local newsletters etc.

Reporting

- Report on institutional activities to the Region for potential dissemination to other ATEM member institutions. Part of the rationale for doing this is to identify best practice that other institutions could adopt. The Coordinator may wish to co-opt volunteers to assist in the above functions, but the Coordinator will be the 'driving force' for that particular institution.

In exchange for being the Coordinator:

- The ATEM Secretariat will waive the annual membership for that person either at the time of renewal or upon taking up an invitation to join ATEM and serve as an Institutional Coordinator.
- Each Coordinator will be acknowledged on the ATEM website (with a link to their email address);
- Opportunities will be provided at the TEM Conference to give them the opportunity to share best practice and for ATEM to formally acknowledge their contribution and efforts eg. the ATEM members' breakfast.
- The Coordinator will be included on the corporate member list for their institution (if applicable)