

Association for Tertiary Education Management Inc.

UNCONFIRMED COUNCIL MINUTES

Sunday 7 October 2001

Minutes of a meeting of the **ATEM Council** held on Sunday 7 October 2001 from 10.00 am to 4.00 pm in The Drawing Room, University House, ANU.

PRESENT:

Executive:

Warwick Nicoll, President
Maree Conway, Vice-President and President Elect
Tom Gregg, Vice-President
Greg Ellis, Vice-President Elect
Neil Voyce, Association Treasurer Elect
Margie Cole, Association Secretary and Northern Territory Branch President
Lorraine Perry, Councillor at Large
Pat Allen, Councillor at Large
Jan McAdam, Councillor at Large Elect

Branch Presidents:

Alan Tilley, New South Wales
Annabel Tyson, Tasmania
Chris Jeffery, Western Australia
Ion Wallace, South Australia
Jenny Coggins, Canberra
Ginny Ferguson, New Zealand
Paul Abernethy, Queensland

In Attendance:

Giles Pickford and Peter Scardoni, Association Secretariat

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1. President's Welcome and Apologies

The President welcomed members, especially Neil Voyce, Greg Ellis, Russell Hillbrich, Ginny Ferguson and Jan McAdam, who were attending their first Council meeting.

Apologies were received from Russell Hillbrich, Victoria (vice Dr Sue Gould) and Ian Dobson, Editor, *Journal of Higher Education Policy and Management*.

2. Minutes

RESOLVED C01/22

- That the minutes of the Annual General Meeting of 26 September 2000 be noted;
- That the minutes of the Council Meeting of 5 May 2001 be confirmed;
- That the minutes of the Executive Teleconference of 6 September 2001 be confirmed.

3. Action Sheet and Starring of Items

Council noted the consolidated action sheet.

4. Annual Conference 2001

BP Jenny Coggins reported on the 2001 Annual Conference in Canberra, including program, budget and sponsorships. There were 412 registrations (including speakers, sponsors and exhibitor) and strong sponsorship support. The Conference Budget was in line to deliver a surplus of around \$68,000.

RESOLVED C01/23

That the report be received and the Canberra Organising Committee be congratulated on achieving such a good outcome in such difficult circumstances.

5. Conferences 2002 and 2003

BP Paul Abernethy and BP Ion Wallace reported verbally on progress towards the 2002 and 2003 Annual Conferences respectively. The dates are:
29 September to 2 October 2002 – Brisbane
28 September to 1 October – Adelaide

RESOVLED C01/24

That the reports be received.

6. Future Conferences

There was a discussion on the question of whether ATEM should continue to follow the established pattern of venues, or throw the process of choosing venues open to bids by Branches. It was felt that the former option was preferred, but that flexibility should be factored in where Branches wished to swap dates, or vary the pattern in some way.

RESOLVED C01/25

That venues for the Annual Conferences after 2003 are: 2004 Tasmania, 2005 Western Australia, and 2006 New South Wales.

ACTION: President to invite Branches to accept.

7. ATEM Foundation

Council discussed the Minutes of the ATEM Foundation Board Meeting, held on the previous day.

RESOLVED C01/26

That the minutes be received and that Maree Conway be appointed to the Board of Directors of the ATEM Foundation Pty Ltd.

ACTION: Secretariat to inform Registrar General of Incorporated Societies.

8. Membership Campaign 2001

Council noted a report from the Secretariat on the Membership Brochure, produced by the Secretariat in January each year for the Branches. Various amendments were suggested for the 2002 Brochure, changes suggested included the separation of the membership application form from the body of the brochure, which would enable it to have a life longer than one year.

RESOLVED C01/27

That further work be done on the brochure and form in consultation with the President and C@L Jan McAdam.

ACTION: Secretariat to do first draft

9. Association Treasurer's Report

Council received various reports from the ATEM Treasurer Elect, as follows:

9.1 The accounts and composite budget.

RESOLVED C01/28

- That the accounts be approved for submission to the Auditor;
- That the Council budget for 2001-2002 be approved;
- That the Council budgets for 2001/2 and 2002/3 be approved, subject to review if the rising cost of air fares impacts on the budget item for meetings;
- That the members' fee be \$80 (+ GST Australia only) applicable from the date of the Annual General Meeting;
- That the Council Levy be \$58 per member
- That the Corporate Members Fee be \$850 applicable from January 2002;
- That the Subsidy for the Corporate Member Nominee attending the Annual Conference be set at \$500 for 2002 and reviewed annually;
- That the portion of the Corporate Members Fee returned to Branches for 2002 be \$200;
- That the Secretariat provide Branches with a quarterly statement of account showing amounts owed or owing between the Branch and Council Funds, with a final reconciliation being given at the end of the year.
- That the tabled accounts be approved for payment

ACTION: Secretariat to inform Branches and implement.

9.2 Finance Manual

RESOLVED C01/28

That the final draft of the Finance Manual, as posted on the web under the heading 'Policy', be adopted.

9.3 Corporate Members' Fee

This item was covered under 9.1 above

10. Association Secretary's Report

Council considered reports from the Association Secretary as shown below.

10.1 Elections 2002, Appointment of Returning Officer

RESOLVED C01/29

that Giles Pickford be appointed Returning Officer for 2002.

10.2 Revision of Conference Manual.

The revision of the Conference Manual to accommodate a closer involvement of AAPP in the Annual Conference was discussed together with the formula. All the amendments met with Council approval.

There was a wide-ranging discussion of the formula for sharing surpluses with AAPP. While Council recognised the value that AAPP brings to the Annual Conference, there was reluctance to change the formula. Many alternative schemes were canvassed, including the 50/50 split proposed by AAPP, and a 66/33 split which recognises the rough proportions of conference participants.

Each option was marred by the difficulty of deciding on questions of (a) dual membership, (b) participants who were members of neither group, (c) the differences between Branches (some having strong AAPPA involvement and others where AAPPA is not as active), (d) the question of how to decide which organisation had attracted a sponsor, and (e) the question of whether a sponsor is attracted by the organisation doing the asking, or the conference in its entirety (f) recognition of the registration fees paid by delegates.

In the end it was felt that the fairest thing is to recognise the equality of the individual members of both organisations and to give each such member an equity of one share. If this is done, the current formula is the best option, but Branches should have the ability to pass on some of their own share of the surplus to AAPPA if they so resolved.

RESOLVED C01/30

That the President make these views known to the AAPPA Executive and to continue negotiations for a fair and workable outcome.

ACTION: President and Association Secretary to continue negotiations and report to Executive Teleconference on 12 February 2002.

10.3 Revision of Protocols on the Annual Conference

The Council discussed the protocols (previously called guidelines) for the Annual Conference and made several changes to the document.

RESOLVED C01/31

That the revised ATEM Conference Potocols on the Annual Conference be approved and included in the first part of the Conference Manual, noting that the protocols are binding (for ATEM related issues) on Council and on the host Branch of a Conference, whereas the rest of the Conference Manual is a guide for Branches hosting the Conference.

ACTION: Association Secretary to provide new draft to Secretariat for posting on the web.

10.4 Revision of Corporate Members Policy

Revisions to the Corporate Members Policy were discussed and various amendments made in order to overcome the difficulties of interpretation that were being experienced with the subsidised conference registration for the nominee attending the Annual Conference.

RESOLVED C01/32

That the revised policy on Corporate Members be approved and posted on the web, noting that the changes will also need to be reflected in the letter inviting renewal which is sent to CEOs by the President in February each year.

ACTION: Secretariat to implement change in policy.

10.5 Annual Report

The Association Secretary tabled the draft Annual Report for the period 1 January 2000 to 30 April 2001. Council noted that the report would include the membership data and the audited financial statements.

RESOLVED C01/33

That the Annual Report 1 January 2000 to 30 April 2001 as amended be approved and printed for distribution to members at the Annual General Meeting and that the report be posted on the web in due course.

ACTION: Association Secretary and Secretariat to implement.

11. Vice-President Maree Conway's Report

11.1 Review of Criteria for Awards

Council discussed various changes that were recommended by the Awards Committee, including nominations for various wards and grants for 2002.

RESOLVED C01/34

That the revised Criteria for Awards be approved and that the following awards and grants be approved:

Richard Easter	ATEM Honorary Fellow
Raj Sharma	Peter Karmel International Travel Grant
Joy Magee	Study Scholarship

11.2 Good Practices Guide

Copies of three good practice guides were tabled and Council discussed how they could best be used. The quality of the guides is excellent and they would be of good use to members. They are purchased from AUA and freighted to the Secretariat which sells them at the Annual Conference.

RESOLVED C01/35

That the guides be promoted over the web and that Branches consider including them in the kits of members who enrol in professional development activities that are related to the contents of a particular booklet, which in the current batch includes guides on:

Project Management
Relations with the Media
Committee Minutes Secretary

The \$10 cost of proving the Guides in this way could be included in the Course Registration Fee.

ACTION: Secretariat to implement.

11.3 Professional Education Program Policy Statement

VP Maree Conway lead discussion of a concept which if adopted would be used to inform discussions with organisations such as the AVCC and DETYA about the professional development of tertiary education administrators. Council endorsed the concept, but discussion tended to get into details of implementation. VP Maree Conway explained that the implementation of the program would only occur after it had been further developed by a group of people who would include AHRI representatives and others.

RESOLVED C01/36

That approval is given to taking the idea of a Professional Education Program through its next stages of development and that BP Chris Jeffery and BP Alan Tilley be involved in advancing the proposal.

ACTION: President to take proposal forward to stage two.

11.4 Journal Report

VP Maree Conway spoke for the Editor of the Journal in his absence. Council agreed to record its appreciation for the work undertaken by Jerry Mayer, the Carfax representative in Australia and wished him a speedy recovery from his illness.

RESOLVED C01/37

That the report be accepted.

11.5 Marketing Plan

C@L Jan McAdam spoke to her report outlining a comprehensive marketing plan designed to double the membership of ATEM by 2004. Council was impressed by the market research which informed the report and by the ideas that were embedded in it.

RESOLVED C01/38

That the Market Plan be approved and implemented in consultation with the President and with the assistance of the Secretariat. Council recorded its thanks to Jan McAdam for her excellent work in preparing the marketing plan.

ACTION: Jan McAdam to implement plan with President and Secretariat.

11.6 Foresight Project

Council considered a report prepared by VP Maree Conway on the use of foresight scenarios in the development of strategic planning for ATEM over the

next decade or two. Council was interested in the concept but found it difficult to see how it could be done over a widespread organisation where the members only came together for short periods of time, during which they had to complete many other tasks.

RESOLVED C01/39

That the Victorian Branch be invited to consider the idea of conducting a foresight project in Melbourne on behalf of the whole of ATEM, and that the results of such a project be reported to Council at a future meeting.

ACTION: President to speak to Victorian Branch

11.7 Strategic Plan

Council considered revisions to the Strategic Plan and made some amendments.

RESOLVED C01/40

That the revised Strategic Plan 2002-2004 be approved and posted on the web.

ACTION: President to revise Plan and send to Secretariat to post on web.

11.8 AUA PD Award

This matter was discussed in conjunction with item 11.3 (Professional Education Program). Council noted the details of the AUA Award and the possibility that it may be offered internationally in future. Council indicated it would be interested in discussing such a proposal at an appropriate time.

ACTION: President to inform AUA.

12. Vice-President Tom Gregg's Report

12.1 Progress with Fiji Chapter

Council noted a report on the progress being made towards the development of a new Chapter of the New Zealand Branch in Fiji.

12.2 International Affiliates

Council noted a report on relationships with our international affiliate organisations AUA, AAUA and AACRO.

12.3 Strategic Alliances.

Council considered the question of pursuing strategic alliances with commercial organisations such as with Skillpath Seminars and IIR Conferences.

RESOLVED C01/41

That ATEM would not form alliances with commercial organisations, but would give preference to forming alliances with professional organisations.

13. Members' Forum

C@Ls Lorraine Perry and Pat Allan tabled the agenda for the Members' Forum. It was agreed that announcements about its availability at the Conference Reception desk should be given prominence during the Conference.

14. Reports From Branches

Reports were received from all Branches and noted by Council.

15. Appreciation

Council recorded its appreciation and thanks to the out-going President Warwick Nicoll and the out-going Councillor at Large Lorraine Perry.

16. Next Meeting

RESOLVED C01/42

That Council's next meeting be held on **Saturday 4 May 2002** at Ryde's Riverwalk Hotel, 649 Bridge Road, Richmond. (The Victorian Branch Conference will be held on Friday 3 May 2002 at the same venue, and members will have the opportunity to Register for that event. See Victorian Branch web page for more details.)

ACTION: Secretariat to make bookings and pay deposit.

17. Closure

The meeting closed at 3.15 pm.

GP 8/10/01