

Association for Tertiary Education Management Inc

DRAFT Executive Committee Minutes

Minutes of a Teleconference of the Executive Committee held on Wednesday 30 July 2003 at the following times:

1.30 to 3.00 pm New Zealand Time
11.30 am to 1.00 pm Eastern Australian Time
9.30 am to 11.00 am Western Australian Time

PRESENT: Maree Conway (President), Tom Gregg (Vice-President), Chris Jeffery (Vice-President), Margie Cole (Association Secretary), Neil Voyce (Association Treasurer), Jan McAdam (Councillor at Large), Peter Scardoni and Giles Pickford (Association Secretariat).

1 Apologies

There were no apologies.

2 Minutes and Starred Items

The minutes of the Executive Teleconference held on Wednesday 19 February 2003 were confirmed.

3 Business Arising from Council Minutes

3.1 ATEM's Future

3.1.1 Membership Group

Chris Jeffery presented the report of the Membership Group. Various changes were suggested to the sections on Corporate Membership, Student, Associate Fellow, and Continuing Professional Development. Chris Jeffery agreed to circulate the suggested changes to his group and prepare the final draft for the Council meeting.

3.1.2 LARCs

BP Michael Werts was requested to convene a group of Branch Presidents to further develop the role of Local and Regional Coordinators. He has reported that at present the Northern Territory University has established a discussion page on its web server and several options have emerged through this means. A paper will be produced in August and circulated prior to Council's meeting.

Jan McAdam commented that Council had adopted the concept of LARCs in May 2001 and that she believes that the reason why the membership statistics remain static is because the LARCs concept has not yet been implemented.

It was agreed that the paper to come to Council in September needed to clarify the role of LARCs in terms of their relationship with Branch Executives Committees; and the paper would need to propose an alternative membership recruitment system if the LARCs proposal was not implementable.

3.1.3 Review of ATEM's Organisational Structure and Operations

The Committee noted that Council had resolved to seek the views of Branches and Members about the following matters, and that reports were forthcoming from the members shown below:

- 3.1.3.1 the need for some degree of Association level coordination of professional education and training activities, for marketing and promotion activities, to ensure consistency of opportunities across branches, and to ensure professional development is based on the agreed Professional Development Framework; **(ACTION: Ginny Ferguson and Linda McLain)**. Maree Conway reported that she was working with Ginny and Linda on this report.
- 3.1.3.2 arrangements for running the conference, particularly with respect to centralising sponsorship responsibilities and coordination with AAPPA; **(ACTION: Margie Cole)**. Margie reported that she was waiting for a response from TEFMA and ATEM members on this matter.
- 3.1.3.3 promoting the Association, developing links with institutions, and with government and associated groups; **(ACTION: Tom Gregg)**. Tom Gregg reported that he was about to seek feedback from Branches on this matter.
- 3.1.3.4 marketing the Association locally, nationally and internationally; **(ACTION: Jan McAdam)**. Jan McAdam reported that there were three pivotal ingredients to the Marketing Campaign: The new web site, the Membership Brochure and the LARCs. Of these three, the web site and the brochures were complete, but that the use of the brochure by Branches was variable.
- 3.1.3.5 the recommendation to move to a full-time Secretariat, with an Executive Director or similar position; **(ACTION: Neil Voyce and Richard Easther)**. Neil Voyce reported that he was about to convene a teleconference of Branch Treasurers to discuss financial matter but was waiting to clarify a couple of related issues prior to setting a date. The report on a full time Secretariat and financial arrangement needed to support the Association in the future was still being drafted. During discussion it was proposed that the President convene a meeting of all Branch Executives in Adelaide at the TEM Conference as one way to improve communication flows and to address specific issues of concern.
- 3.1.3.6 whether there is a need to re-define the membership of Council to focus more on functional roles such as conference coordination; professional education coordination; international affiliations; marketing; and local and regional coordination. Also to review the Councillor-at-Large concept, and consider ways of breaking down the 'them and us' divide in Council. **(ACTION: Chris Jeffery and Margie Cole)**. It was noted that the 'them and us' issue which currently characterises some Branch/Council interactions might be resolved if the Executive was elected from the Council, and that this should be included as an option in the paper.
- 3.1.3.7 how ATEM's financial arrangements need to be structured to support the Association in the future. **(ACTION: Neil Voyce and Richard Easther)**, See report on item 3.1.3.5 above.

3.1.3.8 the existing federated structure of ATEM, its strengths and weaknesses, and how it can be further improved (**Roger Byrom**). There was no report on this item.

3.2 Finances

The Committee noted that the Budget Principles, and the resulting budgets, are both contingent on the matters yet to be decided in Item 3.1 above. At this stage the Treasurer has nothing that he can report, pending recommendations yet to be agreed to by the Executive Committee and the Branch Treasurers' Teleconference.

3.4 Marketing Campaign

3.4.1 Stationery, and Other Collateral

Jan McAdam reported that she was seeking a designer for the stationery templates for Branches and Council, consistent with the new ATEM Brand. The designer of the Membership Brochure could not provide this service. When these templates were finalised they would be posted on the ATEM web site and be accessible to all Office Bearers.

3.4.2 ATEM Membership Colour Brochure

The Committee noted that a recent enquiry to Branches has revealed that some had run out of the Membership Brochure, while others have not really made good use of it and have excess stock. Four Branches had not replied to the enquiry.

The Brochure is now out of date and a new one must be printed. It is budgeted for at \$6,000.

It was agreed that the Membership Brochure was intended to be the prime tool of the LARCs and that in their continued absence (except in New Zealand) the Membership Brochure was not being used effectively. It was agreed to defer printing a large batch of the Membership Brochure until the LARCs concept had been effectively implemented.

However, as the brochure will be completely out of date with the possible introduction of new membership categories in September, it should be up-dated and a version of it put up on the web so that the Branches which are using it could run off copies as needed.

3.5 International and Other Affiliations - ACHEA

The Committee noted that following up-date:

3.5.1 The Association of University Administrators in the UK had approached ATEM to sponsor or support a joint event in 2004. Maree Conway reported that the idea had not progressed further, and she was waiting for advice from AUA.

3.5.2 An agreement with the Association of Caribbean Higher Education Administrators (ACHEA) has been signed off by both Presidents. The signed copy was tabled. ACHEA has been invited to send a delegate to the TEM Conference, but has not yet responded.

3.5.3 A summary of the delegates chosen to attend overseas affiliates' conferences follows:

AUA: Annual Conference 14-16 April at Derby: Margaret West, Dean of the Faculty of Business and Tourism, Otago Polytechnic. AUA Delegate to TEM Conference: Celia Whitchurch.

AAUA: Annual Conference 18-22 June at San Francisco: Stuart Middleton, Student Administration, Manukau Polytechnic. AAUA Delegate to ATEM Conference: Stefanos Gialamas

AACRAO: 6 to 9 April 2003 in Washington DC. Marilyn van Dyke, Manager, Organisational Development and Change, University of Central Queensland was selected but could not attend. BP Gerard Toohey did attend in a private capacity. AACRAO will not be sending a delegate to the TEM Conference in 2003.

3.6 AVCC

The Committee noted that a letter had been sent from the ATEM President to the President of the AVCC, seeking an opportunity to address the AVCC Board and the Senior Staff Conference.

The AVCC has indicated that it is happy to discuss the proposal at a preliminary meeting with the President and Secretariat. The meeting will be held soon.

4 ATEM Conferences

4.1 2003 Conference

VP Tom Gregg reported that arrangements for the 2003 TEM Conference were going well.

4.2 2004 Conference Report

The Committee noted a report from Matt Smith of the Tasmanian Branch Organising Committee. The Committee was impressed by the progress being made and resolved to thank Matt Smith for his work and his ability to communicate. The Theme for the Conference was approved.

4.3 Future Conferences

The Committee noted that the President has written to TEFMA (previously AAPP) about the proposed 2009 Conference Venue (Canberra), and about difficulties being experienced by the 2006 Conference organisers in Sydney, who have been advised that TEFMA Officers in Sydney has not yet taken action to book a venue. The Committee noted that TEFMA would be chairing the 2006 Conference if the partnership were still active at that time. The President reported that she had not yet had a response on any of the above communications but would contact TEFMA again. There was some concern expressed that the lack of response did not augur well for the future of the partnership.

5 Business Referred by Branches

The Secretariat had circulated Branch Presidents and members seeking items that they wish to raise. The Committee noted that no items had been raised.

6 The Journal of Higher Education Policy and Management

The Committee noted that there were no matters to discuss.

7 New Business

7.1 ATEM Representative on AUQA

The Committee noted that Rob Carmichael of AUQA had requested an ATEM representative on its Joint Steering Group to Coordinated the Australian Universities Quality Forum in 2004. The Committee resolved to appoint Robyn Adams of Curtin University of Technology, who is currently on secondment at RMIT University.

7.2 Proposal for a Professional Education Forum for Faculty Managers

The President reported on a proposal from Tony Heywood of the NSW Branch for a Faculty Managers Forum to be held as an Association-wide event. It was agreed that this concept was worth pursuing and that it might be held end-on with one of the impending TEM Conferences.

The President agreed to develop these ideas further with Tony Heywood and the organisers of the 2004 TEM Conference if that proved to be appropriate. The Forum would be an ATEM activity, organised and funded by the association.

7.3 TEFMA (AAPP) Change of Name and New Constitution

The Committee noted a letter from TEFMA outlining its new Constitution and seeking to collaborate further with ATEM in the years ahead. The Committee agreed that the President should discuss with Alan McGregor and Joe Hollander what form this further collaboration could take.

7.4 Charter of the ATEM Ghosts

The Committee noted that the Charter of ATEM Ghosts (proposed to become the Emeritus Chapter) was written in 1999 and is due for review. Some amendments were made to the Charter, which will be re-drafted by the Secretariat and presented to Council at its next meeting. However, one amendment proposed by VP Tom Gregg but discussed in his absence (to the effect that Ghosts should be allowed to have the vote and that the lower membership fee was a concession to retired people, not a reason for taking away democratic rights) was defeated on the voices. It was noted that this proposal could be discussed further at the September meeting when Tom Gregg was present.

With regard to Council's request that the Ghosts' Chapter spearhead a bequests program for the ATEM Foundation, it was reported that one bequest had been made and that one Ghost had made a commitment to contribute to the ATEM Foundation at the rate of \$200 a month.

The Committee noted that the Ghosts Dinner at the Adelaide Conference was booked out.

7.5 New Guidelines for the Removal of Non-Performing Elected Officers

The Committee agreed that although rare, it is sometimes necessary to remove elected officers who are not carrying out statutory duties. The Committee believes that there

should there be a Guideline complementing section 6.2 of the ATEM Constitution which covers disciplinary powers. The Committee noted that BP Richard Easter had agreed to speak to KPMG in Hobart in relation to these issues. The Secretariat will follow through and endeavour to present a draft Guideline to the next Council meeting.

7.6 2002-2003 Annual Report

The Committee noted the first draft of the ATEM Secretariat's part of the Annual Report, and agreed to forward suggestions and additions to Margie Cole and the Secretariat.

8 Other Business

8.1 Election Report

A report from the Returning Officer on the conduct of the 2003 Council Election was received.

8.2 Review of Strategic Directions Statement

The Executive Committee agreed to defer reviewing the Association's Strategic Directions Statement until after the May Council meeting had resolved on the future of ATEM and its financial structure.

9 Schedule of Meetings in 2003

The Committee noted that with regard to accommodation for the September Council Meeting, the Secretariat has made a block booking for all Councillors on the nights of 28 September to 1 October in the Adelaide Hilton. Councillors who wish to vary this booking can do so, but at their own expense.

27 September, 2.30 pm – ATEM Foundation

27 September, 4.00 pm – Executive Committee

28 September, 9.00 am – ATEM Council Meeting

29 September, 7.00 pm – Ghosts' Annual Dinner

30 September – ATEM Members' Forum and Annual General Meeting

10 December – Executive Teleconference

The Committee agreed that the Members Forum at 9.00 am on Tuesday 30 September should be facilitated by Maree Conway and Jan McAdam. The President is to check whether the Members Forum will be at the same venue as the ATEM Awards Breakfast which precedes it.

GP31/7/03

Distribution

Maree Conway, President

Tom Gregg, Vice-President

Chris Jeffery, Vice President

Neil Voyce, Association Treasurer

Margie Cole, Association Secretary

Jan McAdam, Councillor at Large

Giles Pickford and Peter Scardoni, Association Secretariat