

Association for Tertiary Education Management Inc
ABN 72 682 233 729

Executive Committee Minutes

Minutes of a meeting of the ATEM Executive Committee at 9.00 am on Sunday 27 August in Room 5/6, Level 1 Sydney Hilton Hotel

PRESENT

Tom Gregg (President), VP Margie Cole, Toni Hodge (Association Secretary), Neil Voyce (Association Treasurer) C@L Ion Wallace, C@L Chris Pepper

1. Apologies

The Committee received an apology from Richard Easter.

2. Minutes

The Minutes of the meetings held on 18 May 2006 at the ANU were confirmed.

3. Business Arising from the Minutes

3.1 TEM 2006

At the last meeting the Committee agreed that the President should discuss the idea of a certificate of appreciation for long term principal sponsors such as Australia Post with the PCO. A term of five years was considered appropriate for such an award. The President reported that he was holding discussions on this idea with the PCO and TEFMA.

3.2 Advertising and Marketing

At its previous meeting the Committee agreed that ATEM should use advertising to raise its profile in the sector. The Committee discussed the related issues of budgets, priorities in relation to other pressing projects, and the most suitable media vehicles.

It was agreed:

- (a) That growing ATEM's membership was a pressing priority and that advertising was one of many avenues which ought to be explored.
- (b) That the existing marketing plan had been written by Jan McAdam in 2000 and implemented gradually since then. It should now be reviewed and updated with new strategies.
- (c) That the most suitable Media vehicle was *Campus Review* which is the only media to reach across Australia and New Zealand.

It was agreed to seek expressions of interest from Members and Ghosts to manage this promotional process.

3.2.2 Development of a National PD profile

At the last meeting the Committee agreed that:

- We need to promote to the Branches the set of agreed core competencies needed by all tertiary education managers. These core competencies had been written by the ATEM 2000 Group. Branches should seek to cover all of them in their PD offerings.
- We need to work more closely with the full-time staff development/organizational development offices in those institutions which have them.

- We need to point out the value to tertiary institutions that ATEM has value as a body of volunteers who wish to contribute to the development of the profession and that it is to their advantage to use this volunteer force.

It was agreed that this project should be driven by a group comprising VP Lucy Schulz, Susan Scott (AVCC), BP Kay Hemsall, BP John Swinton, and Toni Hodge and that Lorraine Brown, Executive Officer of the Queensland Branch, should be invited to be the Secretary.

3.3 MBA in Tertiary Education Leadership and Management

At its last meeting the Committee noted that the Institute of Education in London (IEL) had initiated an MBA in Tertiary Education Leadership and Management which might be brought to Australia and New Zealand. The President stated that he had been having early discussions on this idea and that it might be possible to roll the course out at the University of Canterbury and the University of Melbourne. He stated that he was discussing the idea further with the AVCC and would report again at a later meeting.

3.4 ATEM Web Site Review

The Committee discussed the review of the ATEM web site. There is more detail on this matter in Council Minutes.

4. Overview of Council Agenda

The Committee discussed various items in the Council Agenda.

5. Executive Tasks

The President discussed the draft allocation of duties statement with members of the Executive. This paper will need to be further refined when the new members of the Executive take their places.

6. New Business

The Committee discussed the following issues concerning future TEM Conferences.

6.1 The first issue is whether some of the Branch activities, such as the very successful SA Branch Student Services Conference, should become streams in their own right in the TEM Conference? It was agreed that there is a need not to dilute the appeal of the TEM Conference, but that alternatively ATEM Branches need to offer PD events to members who may not be able to travel to residential Conferences in other cities. It was agreed to defer this matter until it could be discussed by the in-coming Executive Committee.

6.2 The second issue is whether future TEM Conferences:

- (a) Should include half day breaks when there are some worthy papers which have to be rejected because of lack of space in the timetable.
- (b) Whether there should be a limit on the number of presentations a single person or persons can give at a Conference when faced with the same problem in (a) above.
- (c) Whether there should be a limit on the number of sessions given to inputs from outside the sector.
- (d) Whether we need to organise for presenters at concurrent sessions to get feedback from attendees, which is done very successfully by AUA.

(e) Whether it should be permissible for presenters to submit only their PowerPoint Slides for inclusion in the Archived Papers section of the web site.

It was agreed that all the above points need to be evaluated by the 2007 and 2008 Conference Organising Committees and if agreed they should be included in the next iteration of the Conference Manual

6.3 The Committee also agreed to recommend to the Branches that they need to include the “score” for each of their courses, either printed or on the web site. The “score” is the number of points that a person would accrue towards maintaining their level as Associate Fellow or Fellow.

7. Next Meeting

GP 28/8/06

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