

Association for Tertiary Education Management Inc
ABN 72 682 233 729

Executive Committee Agenda

There will be a meeting of the ATEM Executive Committee 2006 at 3.00 pm on Thursday 18 May 2006

1. Apologies

2. Minutes

The Minutes of the meetings held on 24 February 2006 are attached. For confirmation

3. Business Arising from the Minutes

3.1 TEM 2006

At the previous meeting it was agreed that the President should discuss with TEFMA the idea of a certificate of appreciation for long term principal sponsors such as Australia Post who have been top sponsor for the last three years. A term of five years was considered appropriate for such an award. For discussion.

3.2 ATEM Action Sheet

At the last meeting the Secretariat was asked to endeavour to get Branches to nominate their membership targets. The Branches that have not complied have been reduced from six to three. For noting

3.3 30th Anniversary Advertising

A proposal for advertising the 30th Anniversary of ATEM was discussed at the last meeting. It was agreed to make enquiries with the TEM Conference Organising Committee on whether it would consider advertising the TEM Conference in *Campus Review*. For discussion

3.4 30th Anniversary ATEM History Update

A proposal from Maree Conway was discussed and approved at the last meeting and the ATEM Ghosts were approached about making a donation to this project. The Ghosts have donated \$1,200 in support of the project.

3.5 30th Anniversary and the TEM Conference

At the last meeting the President agreed to talk to TEFMA about a brief moment during the Conference Dinner being devoted to acknowledging the Anniversary. For report

3.6 ATEM Matters

C@L Chris Pepper has reported on a new-look *ATEM Matters* and the need for contributions. The edition has now been published and received a great deal of favourable comment. For noting.

5. Other Business

5.1 2006 Elections

The Committee could discuss this matter if necessary.

5.2 Some New Ideas from the NSW Branch

Kay Hemsall would like the following ideas discussed with a view to developing them into recommendations for Council.

5.2.1 Secretariat driven vs Branch driven Membership Renewal Procedures

In NSW we seem to have greater success with membership renewals on a direct contact basis. So we request some flexibility with this one. I guess it depends on the activity level of individual Branches.

(Note from Secretariat: The NSW and Queensland involvement in the renewal process has worked well. Other Branches could well adopt these approaches).

5.2.2 ATEM Branch Minutes website/posting policy

Some Branches post their Minutes to the web site and some don't. But the idea behind my proposal was that all branches post their minutes to the web in part as a corporate record and in part for information of ordinary members. At the moment it seems to be mostly AGM minutes, but the idea was for all meeting minutes to be posted.

(Note from Secretariat: Part of the new-look web site is going to be Branch Portals in which Branch can post all manner of material).

5.2.3 Advertising with industry magazines and newspapers

What policy has been adopted by ATEM to date and has collaborative cross Branch advertising has been considered before? We need a more proactive approach to marketing ourselves.

(Note from Secretariat: The problem has always been budgetary. If funds were made available this proposal is worth taking up).

5.2.4 Development of a National PD profile that is more specific and more focused than is currently the case

This is part and parcel of the bigger debate of how to present greater relevance to the sector and attract more members. I think that the bigger question is more important at the moment than focussing on one aspect of it such as the idea of unified PD across the association.

6. Overview of Council Agenda

The Chair will select some Agenda items for discussion.

7. Next Meeting

GP 12/5/06

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Minutes: Executive Committee Teleconference

Minutes of a teleconference of the ATEM Executive Committee held on Friday 24 February 2006 at 12.00 noon Eastern Australian Summer Time.

PRESENT: Tom Gregg (President), VP Richard Easter, VP Margie Cole, Toni Hodge (Association Secretary), Neil Voyce (Association Treasurer), C@L Ion Wallace, C@L Chris Pepper, Peter Scardoni & Giles Pickford.

1. Apologies

There were no apologies

2. Minutes

The Minutes of the meetings held on 27 September and 30 September were confirmed.

3. Business Arising from the Minutes

3.1 AVCC/ATEM Courses

The Committee noted the President's report on this item which had been circulated to Council. There was a brief discussion of developments including the Northern Territory's need for courses tailored for women in management. Hilary Langford's course on this topic is recommended. There was also a brief discussion on what would form the core of a course for all tertiary managers.

3.2. FMAC

VP Richard Easter's report on progress with the FMAC issues was noted

3.3 TEM 2006

VP Richard Easter reported on good progress with TEM 2006. It was agreed that the President should discuss with TEFMA the idea of a certificate of appreciation for long term principal sponsors such as Australia Post who have been top sponsor for the last three years. A term of five years was considered appropriate for such an award.

3.4 ATEM Action Sheet

The latest iteration of the ATEM Action Sheet was noted. The Secretariat was asked to endeavour to get Branches to nominate their membership targets. Six Branches have not yet done this.

4. New Business

4.1 30th Anniversary Advertising

A proposal for advertising the 30th Anniversary of ATEM was discussed. There are insufficient funds in the budget for this move. It was agreed to make enquiries with the TEM Conference Organising Committee on whether it would consider advertising the TEM Conference in *Campus Review*.

4.2 30th Anniversary ATEM History Update

A proposal from Maree Conway was discussed and approved. The ATEM Ghosts are to be approached about making a donation to this project.

4.3 30th Anniversary and the TEM Conference

The ATEM Secretariat gave an overview of events proposed to mark the 30th Anniversary. The full story will be published in the next *ATEM Matters*. The President agreed to talk to TEFMA about a brief moment during the Conference Dinner being devoted to acknowledging the Anniversary.

4.4 ATEM Matters

C@L Chris Pepper reported on a new-look *ATEM Matters* and the need for contributions. He was congratulated on the new format.

4.5 Awards and Grants Committee

Ion Wallace reported on a recent teleconference which had chosen conference delegates who will get free registration at the AFR Higher Education Summit (John Swinton) and the IQPC Conference on Marketing Higher Education (Bruce McCallum).

He also reported that the Terms of Reference of the Committee had been revised and would go to the May Meeting of Council for ratification. There was a discussion about the criteria for selection of Honorary Fellow and it was agreed that there was a need for some tightening of the criteria which would go to Council at the same time.

5. Other Business

5.1 2006 Elections

A report from the ATEM Secretariat was noted. Positions which become vacant this year are Vice-President (Margie Cole) and Association Secretary. VP Margie Cole stated that she would not be standing again for election and C@L Ion Wallace that he would not seek Council re-appointment.

GP 25/2/06