

**Association for Tertiary Education Management Inc  
ABN 72 682 233 729**

**Executive Committee Minutes**

Minutes of a meeting of the ATEM Executive Committee 2006 held at 3.00 pm on Thursday 18 May 2006 in the Stanner Room, University House ANU

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

**1. Apologies**

There were no apologies

**2. Minutes**

The Minutes of the meetings held on 24 February 2006 were confirmed.

**3. Business Arising from the Minutes**

**3.1 TEM 2006**

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.

**3.2 ATEM Action Sheet**

The Committee noted that there were still three Branches which had not yet nominated a membership target for 2006.

**3.3 30<sup>th</sup> Anniversary Advertising**

The President stated that a proposal for advertising the 30<sup>th</sup> Anniversary of ATEM was discussed with the PCO and the idea had been accepted.

**3.4 30<sup>th</sup> Anniversary ATEM History Update**

The Committee noted that the Ghosts have donated \$1,200 in support of the project the History project.

**3.5 30<sup>th</sup> Anniversary and the TEM Conference**

The Committee noted that the President had talked to TEFMA about a brief moment during the Conference Dinner being devoted to acknowledging the Anniversary. The idea had been accepted.

**3.6 ATEM Matters**

C@L Chris Pepper was congratulated on the new-look *ATEM Matters* and noted that the edition had received a great deal of favourable comment.

## **5. Other Business**

### **5.1 2006 Elections**

The Committee noted the Secretariat's report and requested that the Executive Roles document be circulated to the Committee.

### **5.2 Some New Ideas from the NSW Branch**

The Committee received and discussed following ideas from BP Kay Hemsall.

#### **5.2.1 Secretariat driven vs Branch driven Membership Renewal Procedures**

BP Kay Hemsall "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*).

The Committee resolved to inform all Branch Presidents that the NSW and QLD Branch approach is to ring or write to each person who has been unfinancial for more than 30 days, and that this approach has a significant impact on the renewal rate.

#### **5.2.2 ATEM Branch Minutes website/posting policy**

BP Kay Hemsall "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*).

The Committee noted that this idea will become feasible after the new web site goes live later this year. The deadline is 26 August, the day before the 2006 TEM Conference.

#### **5.2.3 Advertising with industry magazines and newspapers**

BP Kay Hemsall "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*).

The Committee agreed that ATEM should use advertising to raise its profile in the sector. It resolved that this item be placed on the Agenda for the September meeting of Council, with the comment that ATEM needs to develop a plan for where it wants to be in ten years time and to start taking steps to get there.

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

BP Kay Hemsall "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".

The Committee agreed that this idea needs to be developed. It agreed that:

- We need to codify a set of agreed core competencies needed by all tertiary education managers
- 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.

### **5.3 Secretariat Contracts**

The Committee resolved to recommend to Council that the extension of the contracts for the ATEM Secretariat to May 2008 and the details of those contracts be negotiated with the contractors by the President and VP Richard Easter.

### **6. Overview of Council Agenda**

The Committee discussed various items in the Council Agenda.

### **7. New Business**

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. It authorized the President to continue to monitor this project with the IEL and to inform the AVCC.

### **8. Next Meeting**

*GP 23/5/06*