



ASSOCIATION FOR TRANSNATIONAL
HIGHER EDUCATION ACCREDITATION

February 02, 2016

ATHEA – Extended Board Meeting / Membership Meeting – Minutes

DATE/TIME/LOCATION

Tuesday February 02 2016 from 06:00pm-08:00pm (CET; Paris/Vienna Time Zone)
Meeting via Go To (audio)

ATTENDEES

Katalin Kovacs (President) - Maastricht School of Management
Roberta Grossi (Treasurer) – Horizons University
Marcel van der Ham - Business School Netherlands
Jeffrey Henderson - Monarch Business School Switzerland
Robert Walton - Embry Riddle
Bill Parrott - Peregrine Academic Services
Günther Singer - Executive Director

Invited but absent:

Maurice Forget (Secretary) - International School of Management
Thierry Kirschstein (Vice-President) – United International Business Schools
Olin Oedekoven - Peregrine Academic Services



ASSOCIATION FOR TRANSNATIONAL
HIGHER EDUCATION ACCREDITATION

AGENDA for February 02, 2016

1. Spring Meeting and Self-Study Workshop – Paris May 17th-19th 2016 - Decision
2. Fall Meeting – Reservation October 17th-18th 2016 – Decision pending
3. Annual Conference - Spring or Fall- discussion
4. Candidacy – Site Visits
5. Finances
6. Schools webpages – Accreditation / Membership Status
7. Quality Assurance Workshop in Dubai cancelled – Alternative?
8. New members acquisition
9. Check on www.prweb.com for press release
10. Next Extended Board Meeting – tbd

DISCUSSIONS

1. Spring Meeting and Self-Study Workshop – Paris May 17th-19th 2016 - Decision

The next ATHEA Meeting is May 17th/18th followed by a Commissioner Training the 18th/19th (the 18th is a split day between the Board meeting and the Workshop). It will be held in Paris at either Horizon's University or ISM. Roberta will discuss with Marcel, what's the best location.

Kati and Günther will prepare the Agenda in consultation with the members.

2. Fall Meeting – Reservation October 17th-18th 2016 – Decision pending

There was no final decision for the date and location of the fall meeting. It was tentatively agreed to be in Berlin. Please save the date for October 17th-18th 2016.

IACBE has its regional meeting (Region 9) November 4th-5th 2016 in Paris

ACBSP has its regional meeting (Region 8) around US Thanksgiving November 24th-28th 2016
(These two dates were just clarified internally and are not published yet.)

AACSB October 16th-18th 2016 Madrid Europe, Middle East and Africa Annual Conference

The final decision will be made asap via mail consultation initiated by Günther.

3. Annual Conference - Spring or Fall- discussion

It was discussed, if the Annual Conference should be in spring or fall. The decision will be part of the agenda of this years spring meeting.

4. Candidacy – Site Visits

- Four schools plan to submit their Candidacy Application in February (soft date beginning of March).
- Günther will arrange for a one day visit with each school for March /April.
- The Commissioner will review those schools at/around the May meeting in Paris. If Nitesh cannot attend physically we will accommodate him via Online Meeting.

5. Finances

The budget is on track but does not allow paying travel expenses for the Commissioners in 2016.

6. Schools webpages – Accreditation / Membership Status

The web links were submitted by the schools to show their membership status. Günther will contact those schools where the information displayed might be confusing to the public.

7. Quality Assurance Workshop in Dubai cancelled – Alternative?

5 participants were registered for the Quality Assurance Workshop in Dubai by middle of January. It was cancelled due to lack of participants. The causes include short lead-time for promotion, pricing, current status of brand awareness, messages drowning in end of the year flood of mails.

An alternative is considered in cooperation with Peregrine Academics later this year. Travel schedules have to be coordinated to bring the costs down.

8. New members acquisition

New members acquisition is key for ATHEA to be on the EQAR register in about 2-3 years.

- The most efficient and effective way to reach potential new members is established personal contacts.
- Mailings and web activities (web site; PR articles, social media) support this process but do not activate the necessary action.
- How to reach potential non-business school members will be part of the agenda of meeting in Paris in May.

9. Check on www.prweb.com for press release

Jeffrey suggested www.prweb.com for a press release. Günther will check on the option and make a suggestion.

10. Next Extended Board Meeting – tbd

There was no date for the next Extended Board Meeting set before the May meeting. Should the need arise please contact Günther for making the arrangements. Otherwise we will plan and decide via email.

Author: GS