



ASSOCIATION FOR TRANSNATIONAL
HIGHER EDUCATION ACCREDITATION

ATHEA – First Annual Conference - Minutes

Membership Meeting – Board of Directors (BoC)

October 21, 2015

DATE/TIME/LOCATION

Wednesday October 21 2015 from 09:00am-04:30pm (CET; Paris/Vienna Time Zone)
Meeting Location: Brussels Rue Guimard 7 1040 Brussels

PARTICIPANTS LIST

Katalin Kovacs (President) - Maastricht School of Management
Thierry Kirschstein (Vice-President) – United International Business Schools
Roberta Grossi (Treasurer) – Horizons University
Maurice Forget (Secretary) - International School of Management
Marcel van der Ham - Business School Netherlands
Robert Walton - Embry Riddle Europe
Nitesh Sughnani - Commissioner (Dubai)
Oliver Olson - Commissioner - Maastricht School of Management
Olin Oedekoven - Peregrine Academic Services
Bill Parrott - Peregrine Academic Services
Markus Roth - Peregrine Academic Services
Günther Singer (Executive Director) - ATHEA

Invited but absent due to urgent personal situation:
Jeffrey Henderson - Monarch Business School

Format of the Conference

The conference was organized in a plenary workshop format. Decisions of the Membership and the Board of Directors were done by the respective participants according to their roles. The Accreditation Commission is currently forming as a body and did not vote.



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DISCUSSIONS and DECISIONS

1. Welcome

- Kati welcomed everyone to the First Annual Conference of ATHEA
- Introduction of attendees
- Emphasized the EQAR Focus for ATHEA
- Conveyed Jeffrey's regrets with being unable to attend

2. Mission and Vision

- Institutional Accreditation, not programmatic accreditation
- Open to broader area, not just Europe
- Based on Peer Review
- Focus on making a difference, improving quality, accountability, and benefits for stakeholders
- Global focus
- Collaboration, branding, branching
- Chance to really do something difference and quality focused
- Forms as an umbrella as schools expand into other programs
- Not just business, example is Embry Riddle University which has many other programs and business is a component of the University
- Need to push the country accreditation agencies to recognize ATHEA as an institutional accreditation and the members need to be involved

3. Reviewed the Institutional Member Application

Reviewed the Institutional Member Application form and discussed the types of institutions that would be eligible for THEA Accreditation. All types of academic institutions are eligible for THEA Accreditation (assuming they meet the quality assurance requirements) except for education corporations (e. g. Bridgepoint Education or Apollo Group) where the education programs reside in subordinate universities and for those universities who only delivery other school's programs without any specific degree granting programs of their own. Also, need to clarify and specify that the travel expenses for the Initial Site Visit, Candidacy Site Visit and the Accreditation Site Visit are separate expenses that will need to be reimbursed to ATHEA when conducted (these areas are addressed in the Accreditation Process Manual). Will revise the form by November 1st and re-submit.



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4. Institutional Member – Logo

The Institutional Member Logo will be mailed to the founding members by the BoD for use at the Websites of their institution.



5. Reviewed the Candidacy Application

Reviewed the Candidacy Application form and discussed process. Will post a revised form by November 1st. Asked that members return the form by February 15th in order to schedule the candidacy site visit in time for a Commissioner vote by April/May.

6. Services and Membership Groups

Discussed how to service schools that do not offer their own degree programs, but still would like some form of recognition for their quality assurance efforts. Agreed to develop specific service for these types of schools, perhaps a Certificate of Institutional Effectiveness and Quality (working title). The Certificate would be offered to Affiliated Members who are unable to qualify for the traditional institutional accreditation because they do not have their own academic program offerings. Such members would apply for Affiliated Institutional membership. Thus, ATHEA would have two types of Affiliated Institutions: corporate members (sponsors like Peregrine) and those schools who are currently ineligible for THEA accreditation but would like to seek some form of recognition for their quality assurance program.

7. Role Clarification

Discussed the roles, responsibilities, and differences of the Board of Directors and the Board of Commissioners (Accreditation Commission). Clarified how people are elected to each of the two bodies.



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8. Member Recruiting

Discussed new member recruiting ideas and actions. Everyone recognizes the priority need to obtain new members. We have to have at least 15 accredited members in order to pursue EQAR recognition. Ideas for new member recruitment include:

- Disseminate the news release
- Peregrine attends several conferences and will promote ATHEA at every opportunity
- Scan websites and look for potential members
- Ed Universal
- Conduct an ATHEA Sponsored QA Workshop somewhere. First might be in Dubai
- Potential for ATHEA to be an umbrella for some other accreditation in need of administrative leadership
- Use of social media (ATHEA LinkedIn and Twitter Channels)
- Everyone leverage their current contacts and partners and use those relationships to promote ATHEA membership

9. Board of Commissioners – BoC (Accreditation Commission)

Decision made by the Membership to form the Accreditation Commission with the following members:

- Nitesh Sughani (external member)
- Jeffrey Henderson (Monarch School of Business)
- Lorenza Caenazzo (United International Business Schools)
- Matthew Andrews (International School of Management)
- Manuel Kleijmeer (Business School Netherlands)
- Oliver Olson (Maastricht School of Management)
- Robert Walton (Embry Riddle Europe)

Bill Parrott serves as consultant and staff for the BoC until such time as ATHEA can hire staff

10. New Member-Process

Decision made by the Membership to have the Executive Director review and make the recommendation concerning new members. The ED will submit the names of the applicants to the BoD with a 1-week notice to accept or question. If there are concerns, then a BoD meeting (Skype) will occur to discuss. Decisions need to be based on objective concerns.



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11. Terms BoD - BoC

The BoD serves 3-year terms. The BoC is an initial appointment through the first set of accreditations, perhaps 2-3 years (Term will be clarified)

12. Checks and Balances

Discussed "checks and balances" in terms of decision-making and governance. Agreed to maintain transparency and a system of checks and balances in order to ensure objectivity and credibility. As an example see #9 "New Member–Process".

13. Key Events for the next 12 months

Decided upon by the Membership that the key event dates for the next 12 months are:

- December 1, 2015 - Founding Members to complete the Institutional Membership Application form (revised by November 1st)
- December 3, 2015 - Skype Extended Board Meeting (Membership Meeting)
- In December, Bill to organize a Candidacy Application webinar
- In December, Bill to organize and conduct a BoC meeting
- February 15, 2016 - Candidacy Applications Due
- May 17-18, 2016 - Spring Meeting and Self-Study Workshop. Tentatively agreed to Paris, but should consider moving this to Berlin given the location of the October IACBE meeting in Paris (Decision should be taken no later than Dec. 3 at the Extended Board Meeting)
- October 17-18, 2016 - Fall Meeting. Tentatively agreed to Berlin, but it makes better travel sense to have this in Paris if the IACBE meeting follows these dates with their fall meeting in Paris (Decision should be taken no later than Dec. 3 at the Extended Board Meeting)

Author: GS