



ASSOCIATION FOR TRANSNATIONAL
HIGHER EDUCATION ACCREDITATION

September 08, 2015

ATHEA – Extended Board Meeting / Membership Meeting - Minutes

DATE/TIME/LOCATION

Tuesday September 08 2015 from 03:00pm-05:00pm (CET; Paris/Vienna Time Zone)
Meeting via SKYPE (audio)

ATTENDEES

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
Jeffrey Henderson - Monarch Business School Switzerland
Marcel van der Ham - Business School Netherlands
Olin Oedekoven - Peregrine Academic Services
Bill Parrott - Peregrine Academic Services
Günther Singer - Executive Director

Invited but absent:

Robert Walton - Embry Riddle Europe (Bob communicated that he cannot participate)



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AGENDA for September 08, 2015

1. Nitesh Sughnani - external member for the Board of Commissioners
2. Board of Commissioners
3. New ATHEA brochure
4. Website
5. Bank account; Registration Tax Authorities
6. Invoicing
7. Preparation for the First Annual Conference in Brussels; 21st of October 2015
8. Pro-Forma Budget
9. Acquisition of New Members
10. Letter for Peregrine outlining in expectations
11. Next Meeting

DISCUSSIONS

1. Nitesh Sughnani - external member for the Board of Commissioners

Mr. Sughnani has accepted our offer to be an external reviewer for the THEA Board of Commissioners. He reviewed and provided feedback for the Draft Commission Policy Manual.

2. THEA Board of Commissioners

- Need to appoint and the term is 1 year
- Bill will send out a Commissioner Profile
- Goal is to have at least 5, ideally 7, appointed at the Brussels meeting. Keep in mind that the commission must excuse himself/herself from any vote related to that school.
- Send names to Günther by September 18th. Jeffery has volunteered to be one of the Commissioners

3. New ATHEA brochure

- Would like to use pictures from the members, something more genuine rather than stock photos
- Need a mix of photos, schools, and people. Be sure to avoid institution-specific photos.
- Members will send pictures to Gunther. Need by September 18th
- Some content changes needed with regard to the Accreditation Imperative section to clarify the statement

This is an addition to clarify the quality criteria for the photos needed. This was not discussed in the meeting:

We have to make sure that ATHEA has the right to use the pictures.

Option 1

You made the pictures yourself and transfer the Copyright to ATHEA.

Option 2

It is a picture that has been bought specifically for ATHEA or the rights are transferable to ATHEA.

Option 3

The pictures are licensed in a way, that they can be freely used.

4. Website

- Revised facing is shown at: <http://athea.bucons.com>. The content areas are shown at: <http://athea.peregrineacademics.com>.
- Will continue to update pictures; however, the programming will be combined with the design.
- Goal is to have the site live by Monday, September 14th

5. Bank account; Registration Tax Authorities;

- Bank account and registration will be done by the middle of September.

6. Invoicing

- Günther will send the invoices as soon as the bank account is established. Please pay the invoice as quickly as possible.
- The cost (£ 550, -) of the logo design work will be paid by Monarch and then deducted from the payment from Monarch to ATHEA.

7. Preparation for the First Annual Conference in Brussels; 21st of October

- Date is October 21st 2015. Times are 9am to 5pm.
- Location (UIBS):
International Education Center
Rue Guimard 7
1000 Brussels
3rd floor.

The closest parking is at the end of Rue de la Loi, operated by Interparking.
The closest metro is Arts-Loi, directly connected with Gare du Midi and Gare Centrale, both of which receive international and inter-region trains.

- Rooms reserved with UIBS
- Colin Tück Director with EQAR is set to attend. We will have come him in the morning.
- Invite the board of commissioners meeting. For this meeting, no reimbursements possible. Everyone will attend on their own.
- Günther will develop an agenda

Current Topics for the Agenda:

- Colin Tück - EQAR
- Members Meeting
- Board Meeting
- Commissioners
- Meeting-Planning (Physical and Virtual) and Communication
- Candidacy Preparation
- Marketing and Recruitment

8. Pro-Forma Budget

- Budget and fees were accepted as presented

9. Acquisition of New Members

- The next step will be conducted once we have the website up. We will then re-engage with the lists we have
- <http://www.asic.org.uk/collegedirectoryUK.php> - a possible marketing list
- <http://www.asicuk.com/international-directory/> - a possible marketing list

10. Letter for Peregrine outlining in expectations

- Olin and Günther will work on this for presentation for the Brussels meeting



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11. Next meeting

- The next meeting is Brussels – 1st Annual Conference 21st of October 2015
- Peregrine and Günther will keep the members informed by e-mail

Notes

- Need to give the Executive Director the approval to accept new members.
- Would it be good to set a meeting in 6 months? Make this a topic for Brussels
- Need to hone our marketing messages with relationship to “why ATHEA”, the value added proposition

Author: GS