

# SIEC-ISBE PROFESSIONAL DEVELOPMENT COMMITTEE

## MINUTES

Friday, 5 August, 2016 13:30 – 15:15  
FH Joanneum, Room 14

Present: Mona Engberg, Chair (Denmark), Gerald Begeman, Secretary (USA), Hermine Sperl (Austria), Elisabeth Riebenbauer (Austria), Hely Westerholm (Finland), Mariann Holmberg (Finland), Petra Bragadottir (Iceland), Gudlaug Nielsen (Iceland), Leszek Preisner (Poland), Joe Cho (Republic of Korea), Karin Turegaard (Sweden), Irina Weisblat (USA), Beat Gauderon (Switzerland), J. Olsson (USA)

Apologies:

Torben Krogh (Denmark), Taru Toivonen (Finland), Anna Dubel (Poland), Roietta Fulgham (USA), Dana Gray (USA), Claudia Römer (Germany), Hans Dietrich (Germany)

	Item	Comments	Action
1	<b>Welcome and Introductions</b>	Greetings were extended by Mona Engberg Chair, and general introductions and the formalities of representation on the Professional Development Committee were stated. Gerry Begeman has accepted the role of secretary and assistant to the chair. Special welcome was extended to new members on this PDC Committee.	M. Engberg
2	<b>First Timers' Reception</b>	All went well with the First Timers' Reception on Sunday evening, and we will continue this practice at the annual conference next year.	
3	<b>Sessions</b>	<p>For the short programme, comments were made that the timing may not be so efficient, and the best days to run the short programme should be given more thought. I. Weisblat suggested we would need to consider other offerings and shorter programme opportunities of the SIEC-ISBE annual conference programme. H. Sperl suggested we set an age limit for young participants, which was reflected in the price.</p> <p>Apologies were extended by M. Engberg for not including the Puerto Rican delegates since the SIEC-ISBE Conference will be held there in 2017.</p> <p>Evaluations of the sessions were generally reviewed to gain an impression of evaluators. The format for evaluation was new and provided quick evaluation opportunities for evaluators. The form was commended. Most evaluations were on the most part good to excellent. The first on-line session for our conference that has ever been offered was considered successful and a good experience. On-line sessions should be expanded. For research-based presentations it was felt that more on "how to use the results or findings would be beneficial—not how the study or research was conducted". For researchers, H. Sperl suggested that they be encouraged to present in a more popular or "user-friendly" way. Learning from the researchers as educators was emphasized. Perhaps laptops could be brought and participants could be more actively involved by downloading and seeing results themselves. E. Ribenbauer informed this committee that most of the presenters submitted their work as research-based. The practical side of research and relating that to the audience as useful applications for their own classrooms was encouraged. More videos could be</p>	Open Commentaries

		<p>included in presentations. However, it was stated that we are fortunate to have the number of presentations that we did have. Nevertheless, these suggestions should be passed along when inviting future pedagogical presenters so that they are guided by what the delegates might most be interested in having and hearing. Therefore, (1) less theoretical, more of best practices, (2) more variations in how to present (e.g., videos), (3) where possible, more interactions with the audience. Highlighting something new in pedagogy or research that works should be emphasized in presentations. Comments were given on how well the sessions were attended.</p> <p>It was generally agreed that we leave the time frame for notification—submission (November), approval (January), and notification (February) as is since it works. The submission review committee was suggested to remain the same (Elisabeth Riebenbauer, Austria, Mariann Holmberg, Finland, Gudlaug Nielsen, Iceland, Dana Gray, USA, Tamra Davis, USA and Beat Gauderon, Switzerland )</p>	
4	<b>Guidelines for PDC</b>	<p>The Guidelines for the Professional Development Committee had been revised according to the meeting on Sunday and was handed out with the mission “to establish a structure to provide professional growth of members” as approved. Goals and the Process (How) were also included on the handout of which everyone had received a copy. These Guidelines were approved.</p>	M. Engberg
5	<b>Networking</b>	<p>The Marketplace sessions on Tuesday, August 2, were discussed briefly: Job-shadowing/job swap; Online projects; Transnational projects; Student exchange programmes and practices jobs; Successful seminars, and Research exchange round tables—all provided helpful suggestions and hopefully some benefits will follow-through in the coming year. Keeping this open on the website and informing members will be an important task in keeping these projects active. It was advised that this should be a “working” and ongoing committee which should meet more often. These “Marketplace” opportunities could be sent (via National Presidents) to all business education members. Updates could be also included on the SIEC Newsletter on progress of the various “round table” groups indicating who has joined particular groups, etc. Creating awareness is the key, so communication and feedback will be important here. Group leaders are strongly encouraged to follow-up and send info to the PD chair.</p>	M. Engberg and All
6 and 7	<b>Website and what do we want from it</b>	<p>The website for “Members Only” would be better if it were more visible on the web page. Pictures and presentations can and should be made available. It was suggested that the national Presidents let their general membership of educators know. Sending the “link” will provide a quick entrance for interested members. This should also be sent to all of the SIEC-ISBE Graz Conference participants. When we get a new web master, we can help him/her to get passwords renewed, etc. National Presidents would need to be informed to forward information along to all their members to interact. Having a country “page” in the Newsletter was suggested. P. Bragadottir stated she had received suggestions from Tamra Davis about what should be in the SIEC Newsletter. This should be passed on to</p>	M. Engberg All

		the new editor(s). Pictures are strongly encouraged since visual data attracts more attention. Members were encouraged to pass ideas along to M. Engberg or G. Begeman.	
8	<b>Member List and Inter-Conference Communications</b>	Conference information, Chapter News and membership lists from each country are invited and encouraged. Other suggestions are welcome to please be submitted on a regular basis. Membership lists will be available to members only. Photos of activities will be encouraged and will be available to members only.	
8	<b>Marketing</b>	<p>The question was raised as to how to attract more members. Should we prepare a universal marketing flyer (brochure). It was thought this could be effective, and costs could be reduced by sending it out to ALL business educators via national organizations who would have access to business educator rosters. Dana Gray has volunteered to work on a marketing brochure. An additional person or two could be utilized, and many of the already available materials would have our organization objectives and information. It would be a matter of recycling what we already have into a new template. Judy Olson volunteered to work with Dana Gray with 1 November as a deadline. Flyers promoting SIEC from various countries were requested to be sent to Judy Olson by September 1 by country presidents.</p> <p>Joe Cho pointed out that the name of the country should be changed to Republic of Korea (instead of South Korea).</p> <p>It was agreed that only Facebook will be our preferred social media outreach as a marketing tool. Dana Gray and Sabrina Sorko will be administrators of the site. <b>Webinars</b> among member countries was also discussed as a possible marketing tool to invite pedagogical exchange among member countries.</p>	M. Engberg D. Gray J. Olson Country Presidents
9	<b>Next Meeting</b>	Will be at the conference in Puerto Rico	
10	<b>Adjournment</b>	Thank you to all was extended with adjournment at 15.15 Support was requested from all in order to make professional development successful.	M. Engberg

Minutes taken by  
Gerald Begeman, secretary