



TO: SIEC Executive Committee  
FROM: Mona Engberg  
DATE: 14 March, 2016  
SUBJECT: Professional Development Committee

In November I was asked if I would take over the position as chair of the PDC, because Friederike Sözen had wanted to step down for personal reasons. I accepted and on the 23 November I was officially appointed.

I sincerely hope, that I will be able to live up to expectations and am fully aware that this is not possible without the help from all interested parties.

### **Professional activities at the Graz Conference**

Concerning our next international conference in Graz, Elisabeth Riebenbauer and her Session Review Board, Mariann from Finland, Gudlaug from Iceland (Nordic countries), Dana and Tamra from the US, Beat from Switzerland and Elisabeth from Austria (German speaking countries) have done a very fine job.

20 proposals have been put forward, and all have been accepted.

**Presentations:** 5 from the US, 1 which is a cooperation between US and Iran, 1 which is a cooperation between Germany and Austria, 4 from Austria, 3 from Finland and 1 from South Korea.

Workshops: 2 from Germany, 2 from Austria and 1 from US

Criteria for prioritizing proposals:

- Following the conference theme (presentations exempted)
- Of interest to conference participants
- Presenters are well qualified
- Involve conference participants
- Follow the proforma guidelines

Also

- Priority to new members and individuals, who have presented at a previous conference
- Home country of presenter, to encourage geographic diversity

Personal comment – from my point of view the session evaluation form for the speakers is too detailed – might scare people away, so I would suggest to go back to our former way of doing it.

**Networking sessions:** a workshop on how to promote cooperation and networking in SIEC – including a discussion of the draft for a more detailed mission statement, based on the 3 goals, set up by the EC committee and the informal discussion last year after the PDC meeting.

Furthermore a workshop that will follow up on keynote-speakers' and participants' experiences concerning skills, needed to become an entre/intrapreneur. Facilitators from Denmark and Finland.

Totally 22 activities from 7 different countries, including more than ten first-timers.

## **PDC**

We still lack voting members from some countries

- Faroe Islands
- Australia
- Canada
- Puerto Rico
- Switzerland
- Germany

The online database of knowledge is available on the website

- We should add an area for people who have retired, but who might still be interested in sharing experience with job-active members
- Do not yet know how many people have registered in the database

International Journal for Business Education

- As far as I can see the Journal is not included in the responsibility of the PDC, right??
- Do not know yet how the review process for 2015/16 issue has worked out (editors Michaela and Tamra)
- Tamra wanted 9 people from the US and 9 people from other chapters for an Editorial Review Board (research background is necessary) – should the PDC do something to find them – or have they been found?

Newsletters deadlines

- 15 September
- 15 December
- 15 February
- 15 May

- Not many contributions – must be discussed at the workshop in Graz

#### Membership directory

- How far is the process?

#### Social media accounts

- Dana accepted to be responsible – must be discussed at the workshop in Graz

#### Critical issues

- Discussions must take place at the workshop in Graz and also at the PDC meeting – very important to motivate and encourage

#### Issues who came up earlier:

1. Communications
2. Marketing to all teachers regardless of subject area
3. Market to businesses—This should be at the chapter level, not an international task
  - a. Define value for the businesses
4. Create an e-mail list
5. Online database
  - a. Videos
  - b. Presentations
  - c. Student Projects
6. Invite new people to attend SIEC
7. Continue to offer a short program
8. Facilitate communications with
  - a. Brochure
  - b. Generate discussion on the website and social media tools
  - c. Twitter
9. Create an online event during the year
10. Invite technical teachers into SIEC
11. Market to language teachers
12. Focus on our basic skills such as communications, basic finance/financial literacy, entrepreneurship
13. Build cross-discipline programs
14. Stop being negative

#### Benefits to stakeholders:

1. SIEC broadens the perspective
2. Donations and sponsors if we can get businesses to join
3. Networking
4. Global brand

5. Global research
6. We are up-to-date
7. A forum for companies
8. Student exchanges. Look to SIEC for inspiration
9. Online student exchanges
10. Businesses can share information through SIEC to the schools
11. SIEC can learn from and get inspiration from businesses
12. A big secondary (education) network
13. Preparation of workers for companies
14. Difficult to identify benefits for businesses