

UNICON MEMBERSHIP

Information for Prospective Members

(Rev. December 30, 2024)

Thank you for your interest in joining UNICON! As a consortium of leading business schools dedicated to excellence in executive education, we are committed to fostering a dynamic, collaborative global network. Membership in UNICON offers the opportunity to engage with like-minded institutions and enhance your organization's impact in executive education. We have provided key information to help you gain a better understanding of the membership value and make the application process as smooth as possible.

1. ABOUT UNICON

UNICON, for which the full name is *The International University Consortium for Executive Education*, is a consortium of over one hundred educational institutions that have a serious commitment to executive education. It is headquartered in the United States, but it is an international organization with more than fifty percent of its members located outside the U.S. Membership is carried by the institution, not by individuals. Each member school, however, designates a senior person to serve as its UNICON representative, and it is primarily to this “prime representative” for communications. While some directors of executive education have responsibility for degree and non-degree programs, the focus of UNICON is solely on non-degree offerings. Note that corporations are not admitted to membership, although corporate executives are sometimes invited as speakers or panelists at our conferences.

Two values drive UNICON membership policy. The first is that the consortium is composed of business schools (generally within universities) that have a serious commitment to quality executive education and development. The second is that member institutions demonstrate a commitment to UNICON goals and activities.

As a membership-driven organization, the members drive the engagement, and therefore the more active you are, the more you will gain value. Some ways members get engaged are:

- Networking with colleagues around the world to share best practices, tools, and technologies.
- Annual benchmarking report documents key trends in the industry. Infographics make the data easy to share and discuss in your organization.
- Research and thought pieces on topics relevant to our industry.
- Conferences provide opportunities to stay abreast of trends, gain deeper insight into business-related topics, discuss the industry with peers, and develop innovative ideas to make your operation more competitive.
- Leadership Academy and other Training Opportunities provide staff members of all levels and functions opportunities to learn about best practices and discuss their own challenges and generate ideas for implementation.
- Coffee Break groups are available to all members. Each group has up to 10 managers who meet online monthly or quarterly to discuss various topics of interest to the group (UNICON provides the logistics).

2. APPLICATION PROCESS

The application process for UNICON membership serves both the consortium and the applying institution. For UNICON, the documentation provides important information that can serve as the basis for dialogue between UNICON's Membership Committee and the applicant. For the applying school, the application process raises issues of self-examination that the consortium believes are valuable for any school engaged in the field of management and executive education and development.

The information that is submitted as part of the application process is treated confidentially. It is used only by the Membership Committee and the Board and is not released to the general membership. Application process includes:

1. Review information on [UNICON website](#) that includes more information on who we are, membership qualifications, and frequently asked questions.
2. For additional inquiries, interested schools can email Melanie Weaver Barnett, Executive Director and Taryn Streed, Operations Director at MelanieWeaverBarnett@uniconexed.org and TarynStreed@uniconexed.org.
3. When ready to apply, [go to this link and download the application document](#). Application document includes both quantitative and qualitative format, letter from the dean or school principal, and any supplemental documents (e.g. strategic statements, reports, publications, brochures, etc., that are relevant to the application). *See the table below for the seven criteria that should be addressed in your application.*
4. Submit your completed application to MelanieWeaverBarnett@uniconexed.org with a copy to TarynStreed@uniconexed.org.
5. Application will be forwarded to the Membership Committee for review and recommendations to the Board, where final approval authority rests. You will be notified of the decision.
 - a. If the decision is that your school is not currently qualified, we encourage you to stay connected with us, work towards meeting those qualifications, and re-apply at the appropriate time.
 - b. If the decision is approved for membership, then applicant school will be invited to attend an upcoming Directors' or a Team Development Conference *as part of finalizing the application process.*
6. Schools approved for membership and attend initial conference are admitted as *Associate Members* of UNICON. They enter into a two-year period during which the school assures that any membership criteria not fully met are addressed (a school's program may, for example, have met almost all the criteria but have fallen short on a dimension that was on a path toward qualification) Also, this period allows the consortium to assess a school's participation in UNICON activities. At the end of the two year period, associate members submit a supplemental application which is reviewed for full membership. The primary considerations here are 1) A conviction that an institution is seriously committed to quality executive education; 2) A belief that the institution will be a fully participating member of the consortium

Annual dues for each member school as of January 1, 2025 are \$4300 for the 2024-25 annual membership. The dues year is July 1 – June 30. Invoices are typically sent in June – July.

3. CRITERIA FOR MEMBERSHIP

MEMBERSHIP CRITERIA	DATA CONSIDERED
1. Business Schools (generally University-based) which offer non-degree executive education	Primary purpose of the institution is educational <ul style="list-style-type: none"> ➤ Academically-focused ➤ Instructors are the school's own faculty ➤ Faculty are engaged in research and/or business-related activities ➤ School of business explicitly includes executive education in its strategy ➤ Faculty support for executive education ➤ Evidence of investment in executive education staff and facilities
2. Experience in field of executive education	Minimally two years in the field, meeting quality and performance levels defined below <ul style="list-style-type: none"> ➤ Experience of senior members of executive education staff ➤ Significant accomplishments to date
3. Size of operation	<ul style="list-style-type: none"> ➤ Instructional days during past two years ➤ Number, scope, and length of individual programs offered ➤ Types of programs offered ➤ New programs added in past year ➤ Growth/change over past two years ➤ Number of students by level (senior management, upper middle management, middle management, lower management) ➤ Range of organizations served (size, number, and geographic spread) ➤ Number of staff (non-faculty) supporting executive education ➤ Revenues are at an annual minimum of \$2 million US dollars in executive education (<i>non-degree programs only</i>)
4. Faculty	<ul style="list-style-type: none"> ➤ % of executive education provided by school's faculty and % by external faculty (please indicate Full time, Dedicated, and External Faculty) ➤ Faculty background and qualifications (academic, research, business, consulting)
5. Andragogical Approaches	<ul style="list-style-type: none"> ➤ Description of typical program format (lecture, distance learning, residential, etc.) ➤ Use/quantity of technology within the program (classroom, student support, etc.)
6. Quality of Program Offerings	<ul style="list-style-type: none"> ➤ Corporate clients from whom UNICON can seek information (contact name, title, organization, address, and type of service provided by the school) ➤ Involvement of clients in: <ul style="list-style-type: none"> ○ Open enrollment programs ○ Custom programs

	<ul style="list-style-type: none"> ○ Consortia programs ➤ Evaluation criteria used for quality standards ➤ Pre- and post-follow-up with students and client organizations ➤ Support services provided to students during programs to enhance learning ➤ % of repeat business with major clients=
<p>7. Commitment of Institution to the Objectives and Expectations of UNICON</p>	<ul style="list-style-type: none"> ➤ Dean/principal support for executive education ➤ Recognition and acknowledgment that membership is at the institutional, not the personal level. (A letter from the Dean or Principal indicating the institution's commitment to UNICON membership is required) ➤ Recognition that UNICON is not a subscription organization but a consortium which expects active involvement of members ➤ Commitment to share information, respond to surveys, etc. ➤ Attendance of senior staff at UNICON conferences ➤ Commitment to support membership by providing staff time and financial resources (beyond dues) to UNICON activities (e.g. serving on committees) ➤ Senior staff involvement in UNICON -- representatives with authority to make commitments for the member institution ➤ Reasons why the institution wants to be a member of the consortium

An application for membership will address each of the seven criteria and will include a letter from the Dean or Principal expressing support for membership in UNICON. You may also submit supplemental materials if you believe it will be helpful in the committee understanding your organization.

4. WAYS TO ENGAGE

The more members engage with UNICON, the greater the rewards. UNICON distinguishes itself with a collaborative culture that thrives on member-driven initiatives. For instance, when schools host events, they not only showcase their unique executive education methods and faculty expertise but also share their strategic goals. This flexibility allows members to tailor events to reflect their own strengths and creative educational approaches, enriching the entire network. Such openness fosters a continuous exchange of challenges, ideas, and best practices across all UNICON activities, enhancing the collective experience and value for all members.

Engage in Targeted Events:

- **Conferences:** Whether it's joining the Team Development Conference as part of a group or attending the Directors Conference to discuss strategic leadership in Executive Education, there is a place for every member to contribute and learn.
- **Research Webinars:** Participate in webinars that explore cutting-edge research, and read UNICON's research papers to keep abreast of the latest trends and findings in executive education.
- **European Meet Up:** Organized by a coalition of schools in Europe, these annual events offer a more intimate setting for regional collaboration and networking.

Expand Involvement Internally:

- **Spread the word about UNICON:** Ensure that as many colleagues as possible are aware of UNICON. The broader the awareness within your organization, the greater the overall benefit.
- **Share Knowledge:** Ensure your team benefits from your involvement by distributing conference materials, newsletters, research and event highlights throughout your organization.

Continuous Professional Development: Encourage your colleagues to engage in opportunities for growth such as the Leadership Academy, and consider applying yourself. Fostering a culture of ongoing learning not only benefits individual career paths but also enhances the collective expertise of your organization.

Contribute to and Benefit from Collective Insights:

- **Benchmarking Surveys:** Actively contribute to the benchmarking survey to exchange valuable insights that help refine strategies for your school.
- **Interest Groups:** Get involved in interest groups relevant to your expertise, such as CRM or EdTech Disruptors Group, to network with peers and discuss specific challenges and innovations.

Explore Leadership and Participation Opportunities:

- **Committee Participation:** Show your interest in contributing to UNICON's direction by getting on the list for committee involvement. Opportunities to participate come around regularly, and your ideas and enthusiasm are key to our collaborative efforts,
- **Join Coffee Groups:** Participate in coffee groups to engage in informal yet insightful discussions with peers from various institutions, fostering a deeper connection within the UNICON community.