



Accreditation Council for Business Schools and Programs

Bringing Together Those Dedicated to Teaching Excellence

November 3, 2010

Dr. Jasmina Havranek, Director
Agency for Science & Higher Education
Donje Svetice 38/5
10000 Zagreb
CROATIA

Dear Dr. Havranek:

I wanted to take the opportunity to thank you and also congratulate you on a successful week of interactive dialogue among the higher education quality assurance community in Zagreb and Dubrovnik. Rarely have I seen a group of higher education professionals more engaged in the social and economic future of their country; certainly you will stand out as a global leader as you successfully pass each milestone on this journey.

As I have reflected on my visit, the presentations, the private school visits, and the individuals I met, I realized there are many things the U.S. and Croatia have in common when it comes to higher education. We both have societies in which there is an ongoing debate over whether research or applied teaching has the higher purpose in postsecondary education. We both have environments in which there is a high level of competition for student enrollments between private and public institutions. I sense you also have similar issues to the U.S. in the area of shared governance in university settings; the chasm between administration and faculty seems to be one that we will never be able to fully bridge. Additionally, there is always a fiscal aspect to any debate and rarely agreement about how budgets are distributed.

Ultimately, however, both countries are concerned about the preparation of college students to be productive members of society. ACBSP's focus in this area has always been to emphasize quality, continuous improvement, and student learning outcomes; you are essentially doing the same as you continue the development of a competency-based model which will become the Qualifications Framework for all graduates of Croatian postsecondary education.

In any event, all of these issues can best be addressed through dialogue and a system of quality assurance—a framework within which guidance for decision-making, curricular development, and continuous improvement can be found. Your development of the Agency and continued empowerment of your staff will help make this goal a reality.

I have already received emails from individuals who attended the sessions, and there seems to be an interest in learning more about ACBSP business program accreditation among the private institution attendees. Certainly, we are happy to provide any informational materials, mentoring, guidance, and training to support the move toward high quality business education. We would be very excited to welcome Croatian business schools into the ACBSP community. We hope as you plan for future conferences you will consider ACBSP as a potential partner and that we can encourage our Region 8 (European region) members to attend and share their experiences and insights. Perhaps you will consider attending either the Region 8 meeting in Vienna, Austria (November 25-28, 2010; <http://www.swissmc.ch/region8/Schedule/>) or our next annual conference which will be held in Indianapolis, Indiana, June 24-27, 2011. I have attached the conference brochure for your convenience, but it can also be accessed at the ACBSP website (<http://www.acbsp.org>).

Again, thank you for the invitation, the support during the visit, and the opportunity to discover *history in the making!* I wish you great success as you strive for recognition by ENQA and continued expansion of your listing in the ENIC/NARIC registry. I hope you will feel free to contact me to assist you and your staff in any way I can. Until we meet again, *Želim vam dobro!*

Sincerely,

A handwritten signature in cursive script, appearing to read "Annette E. Craven".

Annette E. Craven, Ph.D.
President

2011 ACBSP ANNUAL CONFERENCE

On Track for Indianapolis

“Managing Business Education in the New Fiscal Reality”

**JW Marriott Indianapolis
June 24-27, 2011**

The Accreditation Council for Business Schools and Programs (ACBSP) will host its 23rd Annual Conference, “Managing Business Education in the New Fiscal Reality,” June 24-27, in the “Circle City” — Indianapolis, Indiana.

Indianapolis is headquarters for some of the top automobile races in the world, including the Indianapolis 500 and the NASCAR Brickyard 400. In 2011, it will be headquarters for a conference that celebrates a race of a different sort — the race to succeed in delivering quality business education.

The ACBSP Annual Conference will take place at the new JW Marriott Indianapolis Downtown. It is considered the gem of the \$450 million Marriott Place, a landmark development connecting five Marriott hotels to the Indiana Convention Center. Set to open in February 2011, the JW Marriott Indianapolis Downtown will be the largest JW Marriott in the Marriott chain.

A panoramic view from the hotel will give you a glimpse of just some of the places you’ll want to visit in Indianapolis, including Victory Field, White River State Park, and the Indianapolis Zoo, rated one of the Top 10 U.S. Zoos by Tripadvisor. Adjacent to the hotel is the Eiteljorg Museum of American Indians and Western Art, rated as one of America’s top two western museums.

Don’t miss the chance to network with members from the more than 800 colleges and universities in ACBSP membership from around the world, and experience the energy of Indianapolis.



**ACCREDITATION COUNCIL FOR
BUSINESS SCHOOLS & PROGRAMS**

Starting Lineup

1. One Impressive Keynote Speaker.

John Britt is keynote luncheon speaker for Saturday. He has more than 20 years of experience in process-driven change and change management. Britt's first book, *Who Killed Change?*, co-authored with Ken Blanchard, was published in May 2009.



2. Two Thought Leader Sessions.

Dr. Judith S. Eaton, president, Council for Higher Education Accreditation (CHEA) will share with members the work of the CHEA Initiative on Sunday, when the focus is on accreditation.



Dr. James E. Samels, president and CEO of The Education Alliance, and **Dr. James Martin**, academic vice president of The Education Alliance and professor of English at Mount

Ida College will speak on Saturday. The Alliance is a full service higher education consulting firm. Their remarks focus on the conference theme, bringing to the stage a presentation based on their work with many ACBSP schools and as authors of a number of books.



3. Three Pre-Conference Workshops.

After the tremendous response from his presentation at the 2010 Annual Conference, Chuck Wall will conduct a Pre-Conference Workshop on Thursday, June 23, 1:00 p.m. - 4:30 p.m. The workshop will look at how his "**Random Acts of Kindness**" movement can be applied to the delivery of business education. On Friday, June 24, from 8:00 a.m. until 11:30 a.m., two Pre-

Conference Workshops will be held concurrently — one focusing on **Building a Rubric** and one focusing on **Finance Trading Labs**.

On the Right Track

Three Accreditation Tracks offered by the Board of Commissioners will explain the accreditation process and provide a review of ACBSP accreditation standards and criteria. One educational track will focus on this year's conference theme, "Managing Business Education in the New Fiscal Reality." A Teaching Excellence Track will focus on suggested and best practices used to facilitate student learning.

Mark Your Calendar

- September 15**..... Release of Call for Presentations
- October 15**..... Launch of Conference Website
- January 3**..... Conference Registration Opens
- January 31**..... Deadline for Presentations
- January 31**..... International Teaching Excellence Award Application Deadline
- April 1**..... Posting of Concurrent Sessions
- May 16**..... Advance Registration Ends
- May 16**..... Hotel Reservation Cutoff Date
- June 23**..... Pre-Conference Workshop with Chuck Wall
- June 24**..... Pre-Conference Workshop on Rubrics
Pre-Conference Workshop on Trading Labs
- June 24-27**..... 2011 ACBSP Annual Conference

More Information

Please go to www.acbsp.org for the latest information, or contact ACBSP at 913-339-9356 or conference@acbsp.org.

Registration and Lodging:

Registration Fees: Advance registration begins January 3, and features our convenient online procedure. The advance registration fee is \$480 for ACBSP members. Non-member registration is \$630. Advance registration ends May 16.

Optional Events: Three Pre-Conference Workshops will be offered, one on Thursday, June 23 from 1:00 p.m. until 4:30 p.m., and two held concurrently on Friday, June 24 from 8 a.m. until 11:30 a.m. Pre-conference workshop registration is available to anyone already registered for the ACBSP Annual Conference for a fee of \$60 for one workshop, or \$100 for two. The workshops are also open to anyone not planning to attend the conference for a fee of \$120 per workshop. Two Networking Dinners will be offered, one for new and aspiring deans on Friday evening, and one focusing on the conference theme on Saturday evening. The cost is \$70 per person for each dinner, and space is limited.

Lodging: The new JW Marriott Hotel Indianapolis Downtown offers a rate of \$169 single/double per night, plus tax. Reservations must be made by May 16 in order to receive the ACBSP group rate. Registration information will be posted on the 2011 ACBSP Annual Conference landing page when it becomes available: www.acbsp.org.