ACSBP INTERNATIONAL ACCREDITATION

Challenges and Opportunities

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Executive Director

Andrea Vertz  
Member Services Manager
• Academic institutions face many challenges...
  – Improving competitiveness and sustainability
  – Optimizing the use of limited resources
  – Implementing modern management techniques
  – Responding effectively to stakeholder requirements

• That is why institutions are finding ways in which to respond more effectively to stakeholder requirements where technology is the variable that is more influential on business management, and changing the way students learn, faculty teaches, and businesses operate.

• Accreditation becomes a strategy to respond to these requirements and, being that accreditation is a milestone in the excellence pathway, ACBSP searches to respond to these requirements.
that is why institutions are finding ways in which to respond more effectively to stakeholder requirements....
Where technology is the variable that is more influential on business management ...

Technology factors
Personal skills
Market factors
Macroeconomic factors
Regulatory Aspects
Globalization
Socio-economic factors
Environmental concerns
Geopolitical factors

Fuente: The IBM Global CEO Study 2012
And changing the way students learn, operate and engage in the classroom.
Accreditation becomes a strategy to respond to these requirements.
Being that accreditation is a milestone in the excellence pathway

It is an acknowledgment granted when it is successfully implemented management standards set in all their processes, that guaranteed continuous improvement in getting students with a high quality training.
ACBSP searches to respond to these requirements

The Accreditation Council for Business Schools and Programs - ACBSP
(Consejo de Acreditación de Escuelas y Programas de Negocios)

…It is a leader association in specialized accreditation for business higher education, that supports, celebrates and rewards teaching excellence: It was set up in 1988.

MISSION
ACBSP promotes continuous improvement and recognizes excellence in the accreditation of business education programs around the world

VISION
Every quality business program in the world is accredited.
ACBSP has the acknowledgment that allows to operate worldwide

Acknowledgments by:
- Education department from USA, as a business school accreditation agency.
- Council for Higher Education Accreditation (CHEA).

Accreditation Criteria:
Based on standards and good practices of Malcolm Baldrige Program.
- Recognize the diversity of missions and development models.
- Emphasis on learning results and continuous improvement of educational and support processes.
- Accreditation is granted for a 10-year period, reporting quality assurance every 2 years is required.
- Lower cost in services and memberships.
The ACBSP accreditation model is specialized and systematic

The model starts with leadership towards quality, translated into actions from the strategic plan that are geared toward students, faculty, administrative staff and other stakeholders, looking for high academic performance with educational and administrative processes managed with excellence.
**ACBSP incorporates all management aspects**

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Strategic Planning</th>
<th>Students &amp; Stakeholders Focus</th>
<th>Learning Performance</th>
<th>Faculty &amp; Administrative Staff</th>
<th>Educational and Business Processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Focused on students development.</td>
<td>- Integral and systematic planning process</td>
<td>- Identification of key stakeholders.</td>
<td>- Learning objectives for each program</td>
<td>- Human Resource plan.</td>
<td>- Design and systematic improvement of educational programming.</td>
</tr>
<tr>
<td>- Deployment of mission, vision, values and performance expectations</td>
<td>- Involvement of stakeholders in process planning.</td>
<td>- Listening mechanisms.</td>
<td>- Definition of learning outcomes process</td>
<td>- Development of staff and faculty</td>
<td>- Coverage and improvement of CPC.</td>
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<tr>
<td>- Reinforce ethical behavior.</td>
<td>- Action plans for short and long term.</td>
<td>- Alignment educational programs to the needs of students and stakeholders.</td>
<td>- Infoamtion system with three successive sets of periodic assessment results</td>
<td>- Faculty evaluation</td>
<td>- Educational processes assurance.</td>
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<tr>
<td>- Review the main performance indicators</td>
<td>- Using indicators to monitor plans.</td>
<td>- Improvement actions derived from satisfaction studies</td>
<td>- Academic charge balance with other activities</td>
<td>- Review of faculty performance.</td>
<td>- Management and assurance of key processes</td>
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<tr>
<td>- Impact on society</td>
<td>- Spreading of plans to faculty, administrative and stakeholders.</td>
<td>- Attracting and retaining students and stakeholders</td>
<td>- Academic Productivity.</td>
<td>- Compliance with laws and regulations</td>
<td>- Articulation and internationalization on processes.</td>
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<td>- Action plans for short and long term.</td>
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<td>- Using evaluation results for improving educational process</td>
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**Leadership Focus**
- Students & Stakeholders Focus
- Learning Performance
- Faculty & Administrative Staff
- Educational and Business Processes
ACBSP provides support in all accreditation processes stages

BEFORE
- Make a decision
- Get ACBSP Membership.
- Manage candidacy

- Awareness training about ACBSP standards and accreditation process
- Support materials (forms and documents)
- Information service.
- ACBSP Standards and Criteria

DURING
- Self-evaluation
- Implementation of OM’S
- Accreditation audit

- Mentors support for standards implementation.
- Preliminary Visit Questionnaire
- Self study template
- Peer review services
- Good practices references.
- Campus lab

AFTER
- Continuous Improvement
- Quality Assurance reports twice a year.

- Support in quality assurance reports.
- Specialized training.
- Support for re-accreditation.
- Campus lab
With a friendly staff at headquarters and offices around the world

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Toni Adams (tadams@acbsp.org), Accreditation Manager

Sarah Haas (shaas@acbsp.org), Conference and Meetings Manager
ACBSP also has a regional organization of universities around the world, for better identification of región-specific requeriments
ACBSP provides services beyond accreditation itself

- Student leadership award
- Student Showcase
- Participation in Honor societies:
  - Delta Mu Delta
  - Kappa Beta Delta
  - Sigma Beta Delta

- Individual membership.
- Best of Region Presentation
- Region Excellence award
- Professional development:
  - Evaluator
  - Mentor
  - Representative in specialized commissions
  - Professional opportunities
These services include publications and development...

- Discover ACBSP
- Resource kits
- ACBSP Update
- Business education week
- Specialized researches.
- ACBSP Scholarly Journal
- ACBSP Website

Institutional level

- ACBSP International Conference
- ACBSP Seminar series
- Assessors and mentors development.
- ACBSP Leadership Institute
- Professional development

Development

Publications
And opportunities for involvement

<table>
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<tr>
<th>Committees</th>
<th>Objectives</th>
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<tr>
<td>Articulation</td>
<td>Reviews and analyzes articulation models in order to give many benefits to students.</td>
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<tr>
<td>Business/Industry Relations</td>
<td>Studies changes and trends in business practices for making recommendations and improving students education.</td>
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<tr>
<td>Strategic Planning</td>
<td>Develops strategies for the organizational growth.</td>
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<tr>
<td>Member Relations</td>
<td>Identifies and improves the member services.</td>
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<tr>
<td>Global Business Education</td>
<td>Advises opportunities for members in global environment.</td>
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<tr>
<td>Marketing</td>
<td>Develops marketing strategies to promote the values of membership.</td>
</tr>
<tr>
<td>Digital Media Communications</td>
<td>Recommends policies and actions for getting a higher media presence.</td>
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</table>
Along with several networking opportunities
Who are ACBSP members?

1,315…Member Institutions
  978…Baccalaureate and Graduate Degree Members
  193…Associate Degree Members
  142…Associate/Baccalaureate/Graduate Degree Members

997…Accredited
226…Candidates for Accreditation
  92…Non-Accreditation Seeking Members

211…Outside of USA
62…Different Countries

More than 11,000 individuals!
ACBSP Growth

Membership Growth - Campuses 2000 - 2014

Membership Growth - Regions 2013 - 2014

Conference Attendance 2003 - 2014

*Membership numbers are as of December 31 and not end of membership year.
The Value of Membership with ACBSP

Leadership Opportunities
- Pathways to Involvement Kit
- Impacting Business Education by Serving on Committees/Boards
- Serving at National Level
- Serving at International Level
- Serving at Regional Level

Professional Development
- Publications
  - Business Education Week
  - ACBSP Update
- Salary Survey
- Leadership Institute
- Opportunities to Present
  - Regional, Annual and International Conferences
  - Best of Regions Presentations
- Opportunity to Publish in the Transnational Journal of Business
- Faculty Advisor, Honor Societies
- Educational Events
- Resource Kits

Networking and Engagement
- Conferences
  - Annual
  - International
  - Regional
- Member Directory
- Serving on Committees/Boards
- Advertising in Publications
- Exhibitor and Sponsorship Opportunities
- Career Center
- Social Media
- Serving at Regional Level
- Global Membership

Accreditation
- Critical self-evaluation to improve academic quality
- CHEA recognized worldwide accreditor
- Baldrige Criteria for Educ. Performance Excellence guides accreditations standards
- Competitive advantage for students in hiring process
- Continuous improvement through mentoring & peer review feedback
- Accredits associate, baccalaureate, master, & doctorate degree levels
- Accredits business, accounting, & business-related programs

Student-Centered Learning and Engagement
- Honor Societies
  - Kappa Beta Delta
  - Delta Mu Delta
  - Sigma Beta Delta
- Student Leadership Award
- Teaching Excellence Award
- Student Showcase Award
- Degree Articulation Resources
- GAP Skills Survey
Ready to join?

❖ Membership is available for all business schools that provide baccalaureate, graduate or associate degrees.

❖ It is required to present the translated government document which proves that the institution is qualified to provide academic degrees.

❖ Complete a membership form.

❖ Make an annual payment of US$ 1,350 (the period is July 1 to June 30)

❖ After becoming eligible, the annual payment is a $200 USD Technology Fee, for using the technology platform that supports all accreditation process and its maintenance.

❖ The annual membership payment after accreditation is US$1950.
Thanks for your attendance and we hope you will join us son!