

# CHEMA

## **CHEMA**

The Council of Higher Education Management Associations (CHEMA) is an informal voluntary assembly of thirty management-oriented higher education associations in the United States and Canada. By sharing information, comparing experiences, and working collectively on projects of shared interest, CHEMA members maximize their resources and create substantial benefits for the colleges and universities they represent.

## **Core Purpose**

CHEMA members ... working together to achieve their strategic goals and enhance operational capabilities.

## **Value Propositions for Member Associations**

- Opportunities for collaboration; resulting in better services, cost savings or increased revenue
- Effective practices
- Relationships; contacts

## **Value Propositions for Volunteer Leaders**

- A broader understanding of Higher Education management association issues (e.g. Keep You Awake lists)
- Networking; relationships that help in leading the association
- Validation and affirmation of what we're doing; challenging our thinking

## **Value Propositions for Paid Association Staff**

- Networking; relationships
- Professional development; improved association management and leadership capability
- Just-in-time information on how others are managing; benchmarking data

## **Brief History**

In 1971 NACUBO Executive Vice President D. Frances "Mickey" Finn offered time for business-related associations to meet together for an hour and a half during the NACUBO annual meeting. Representatives from fourteen associations took advantage of the opportunity. NACUBO agreed to maintain a list of contact persons and a calendar of events. Representatives discussed different ways of cooperating and questioned if they should create an umbrella organization. The decision was made to meet again at the 1972 NACUBO meeting.

Between 1972 and 1984, the following decisions were made: 1) Meet two times per year (one in Washington and one hosted by an DDRG organization away from D.C.). 2) NACUBO would call the meetings and keep the mailing list, profile (description of each organization) and minutes and the chairperson would be the NACUBO president-elect. 3) Keep the group informal without much structure rather than form an umbrella organization. 4) Call the group Interassociation Management Related Group (IMRG). Initial purposes were to enhance communication among the associations, reduce the cost of duplicated services, and provide a mechanism whereby group projects might be undertaken.

Between 1984 and 1987, an Ad Hoc committee studied how DFRG was operating and attempted to outline a plan for the future. Various levels of structure, organization, staffing and services were discussed. Ultimately, the following decisions were made: 1) Appoint a steering committee of five or six people to select meeting sites and plan the agenda for each meeting. Membership on the steering committee would rotate among all associations with staggered terms insuring continuity. The steering committee chair would be the NACLTBO chair-elect. 2) Some dues would be collected to help NACLTBO defray basic administrative costs. 3) The mailing list and profile would be updated regularly. 4) Meetings would continue to occur twice per year - preferably including the first Sunday in June and the second Sunday in December. 5) The name would be changed to Council of Higher Education Management Associations (CHEN4A). 6) Membership would continue to be restricted to organizations with the following characteristics: a) possess 501(c)(3) or 501(c)(6) tax exemptions, b) principally involved in providing support to administrative professionals working in support of higher education, c) acceptable to a majority of members attending the meeting where the application for membership was presented, and d) national in scope.

Much of the June 1999 meeting was devoted to evaluating how well the CHEMA meeting model was meeting participant needs. The most significant recommended changes were: 1) having the chair rotate among steering committee members, 2) having a Saturday meeting day for volunteers, a joint meeting day on Sunday and a Monday meeting day for paid staff, 3) moving the November meeting date to early January, and 4) framing the meeting days around topics identified in advance from the members and small group interaction and reporting.

During the June 2001 meeting, questions arose regarding the purpose, funding and future of CHEMA. A consultant was engaged to facilitate a major strategic planning session at the JanuM 2002 meeting. Three quarters of the meeting was devoted to strategic planning. Several major decisions were made.

### **Guiding Direction for the Future**

- Involvement of volunteer leaders will be program driven - probably invited to one meeting a year
- Effective marketing and communication of expectations; decisions about who will be specifically invited or encouraged to participate (volunteers and staff) will be based on the agenda, program and purpose
- Flexibility - in who is involved, in how meetings are structured
- Using an obligatory program assessment process each year
- Volunteer involvement in development of volunteer-oriented programs
- Steering Committee - continuity; paid staff only
- Base level administrative support - consistent, paid administrative support; funded as a community obligation rather than subsidized by any one organization
- Will need to identify project 'champions' and defined responsibility as needed for important initiatives - these initiatives will require financial support

### **Current Operations**

- Barbara Smith is engaged by NACLTEO to maintain the records and plan and execute the meeting logistics.

- In most locations, we are hosted in part by a local convention and visitors bureau that offers members an opportunity to see potential conference sites. It also helps keep costs down.
- The summer meeting occurs the first weekend in June and the winter meeting occurs in December or January.
- The CHEMA meetings that include both volunteer leaders and paid staff begin early Saturday and conclude late Sunday afternoon. Substantial time is always dedicated to working in separate paid staff and volunteer groups and reporting out to the larger group.
- On occasion groups of specialists will be invited and they will organize their own sharing time.
- The CHEMA Web site and listserv are hosted by Educause.

### **Basic Agreements**

CHEMA members agree to do the following:

- Offer a representative from each CHEMA association a complimentary annual conference registration fee waiver (very few if any are able to attend).
- Send two complimentary sets of mailing labels per year to CHEMA members on request.
- Subscribe at least one CHEMA representative to your newsmagazine, journal, or add to member mailing list.
- Maintain their own profile information with a link to the CHEMA Web site.
- Pay \$400 per year "dues" to NACUBO to help defray administrative expenses.
- Pay the NACUJ30 invoice for shared meeting expenses promptly after each meeting. These expenses include meeting room rental, group meals, etc. The expenses are totaled and divided by the number of meeting participants. Each association pays in proportion to the number of meeting participants from their association.

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### **Notable Joint Projects**

- Selected groups of CHEMA associations regularly collaborate on workshops, symposia, teleconferences and other projects.
- The jointly sponsored June 2000 Campus/Corporate Partnership Forum.
- The CHEMA listserv for paid staff (CHEMA@LISTSERV.EDUCAUSE.EDL@ is a wonderful networking and information sharing device. EDUCAUSE is the host for this service.
- A number of CHEMA associations have collaborated to create the Effective Practices in Higher Education Web site maintained at NACAS.

Publishing *Contract Management or Self Operation - A Decision Making Guide for Higher Education*. Fourteen CHEMA associations pooled their resources and contracted with Coopers and Lybrand to produce this important publication in 1993. Cooperating with the International Initiatives Program - whereby institutions outside the US and Canada can learn about management of higher education in the US and Canada. Participating associations make selected publications available to those who subscribe.