



THE UNICON PROCESS OF APPLICATION

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.

The process of application is as follows:

a) Interested schools address inquiries to the UNICON Executive Director who provides a package of information and an application form.

b) The Executive Director designates a Membership Committee member as a contact that the applicant school may contact to answer any questions that might arise after review of the material furnished.

c) The applicant school reviews its program to judge whether its approach to executive education and the scope of its operation appear to meet membership criteria. The school must also determine whether it is willing to make the commitment that UNICON asks of its members. The UNICON Membership Committee member is an excellent contact for the school representative in this connection.

d) The completed application is submitted with a covering letter from the school's dean or principal indicating institutional support of active UNICON membership. It is accompanied by illustrative materials (e.g. strategic statements, reports, publications, brochures, etc.), and is filed with the Executive Director who passes the material to the Membership Committee. (In addition to a paper copy, it is requested that the application be sent as a Word document, if possible, to: w@tscheurer.com)

e) As a means to familiarize applicant school with the fundamental nature of the consortium, attending a UNICON conference is a required step in the application process.

f) The Membership Committee reviews the application, has further discussion with the school if needed, and prepares a recommendation for Board consideration. If the Committee decides that a recommendation not to accept the applicant will be made, that information will be provided to the applicant in advance of the Board meeting.

g) The decision of the Board is final with respect to admission.

In summary, UNICON is an organization that is open to all quality academically-based providers of executive education. Thus, the review of the Membership Committee and the Board is based on two primary considerations:

- 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

The multi-dimensional picture of an institution that emerges from the application process will be the basis for UNICON admission. Rejection of an application does not suggest that a particular institution is not doing valuable work but that the full expectations of members have not been met. Application review is a process of judgment, not the precise measurement of what a school offers against a defined set of metrics.

Schools approved for membership are admitted as Associate Members of UNICON. They then 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, be in a developmental stage). Also this period allows the consortium to assess a school's participation in UNICON activities. Associate members are asked to submit a supplemental application after two years so that they can be reviewed for regular membership.

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