Communications Committee Report
December 1, 2011
Communications Committee
Mission and Goals

- **Mission:**
  - “…strategically manage both internal and external messages that will keep target markets informed and position UNICON as the voice of the industry.”

- **Goals include:**
  - Enhance members’ knowledge of the industry
  - Build an effective network of EE professionals
  - Promote understanding of university–based EE
Welcome to the New UNICON Web Site

- Attention UNICON Primary Representatives: Be sure to take the "Banded Learning Survey". Please respond by October 12th. This is the extended and final deadline.

- **UNICON Team Development Conference (details and registration)**, hosted by the University of Southern California Marshall School of Business, Los Angeles, California, USA. "Mission Possible - The Era of Executive Education".

- Recent New York Times article "The University of Whatever" says "we should be careful. In our idealism, not to diminish something that is already a wonder of the world." Select "In the News" to read more...

- Save the date! 2012 UNICON Directors Conference, Hosted by INCAE, La Garita, Alajuela, Costa Rica, Wednesday, April 18 - Thursday, April 19, 2012. Details to follow.

- Go directly to the UNICON group on LinkedIn. Select the "LinkedIn" link in the navigation bar. Over 300 participants and counting!

- **Implications of Intelligent Organizations Explored** during UNICON Workshop at MIT Sloan School of Management.


- "10 great ideas for CEO education" posted in the "In the News" section.

- Robert Fair's Early History of UNICON now posted in the History section "movie" as well.

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On July 14, 2011 Bill Scheiderick, director of the Centre for Customised Executive Development at the Cranfield School of Management in Bedford, England, became the new chair of UNICON. We chatted with Bill at the UNICON member workshop in July and here is what he had to say:

Read More...
**UNICON**

Executive Education Consortium

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A discussion thread on LinkedIn:

**Job description for the Executive Director of Marketing (responsible for the entire school’s marketing and communication efforts)?**

We are updating the job description for the Executive Director of Marketing here at UNC (responsible for the entire school’s marketing).

posted 2 days ago

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**What are some other effective executive education programs targeting emerging women leaders?**

Whether you represent a corporate leadership development function or an executive education provider, what U.S. or Europe based program...

Developing Women Leaders through Executive Education

posted 13 days ago

**Larry Murphy** 2 days ago • likes this.

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I am wondering if someone has access to market studies related to Executive education (market size, needs, etc.)

posted 26 days ago
2011 Highlights

- Promoting our news and our work
- Logo development
- Website development
- LinkedIn Group
- Webinar
Access, review and, as appropriate, distribute the publications, research and data made available through the UNICON website

Join the UNICON LinkedIn group

Participate in the January Webinar

Help us re-design and set our course by joining the Communications committee

Contact the Communications Co-Chairs

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