

President's Corner: The Year in Reflection and Looking to our Future

Submitted by: Nelson C. Baker

With every passing year, each seems to go by faster than the previous one and 2011 has been no exception. At this time, it seems only appropriate to step back and reflect on what IACEE has accomplished and where we are headed. I would like to share with you a couple of our past year's activities.

- We have finished our first full year with our new distributed Headquarters arrangement located at Georgia Tech and at the Secretary General's home office in Southern California, with our own staffing and under a new strategic plan. These events have allowed the organization to focus on our future to serve your interests and needs in an efficient manner.
- The DAETE program is now ending and transitioning into the IACEE Quality Program. You will soon see the results of the international collaboration and multiple years' efforts on the IACEE website for a greater benefit to all IACEE members.
- The IACEE website has been upgraded and as members we are learning about new features all the time – see the "Website Tips" section of this Newsletter. If you have not visited the site, including the Members' Area, with your username/password, let us know (email to info@iacee.org) so that we can be sure to help you access its full capabilities.
- You, our members, are taking advantage of the networking opportunities with fellow members to forge new international business, just one of the many benefits of membership.
- As an organization, we have participated in a variety of events on your behalf, from the U.S. National Academy of Engineering's Lifelong Learning Project to the EU's Project E3M – European Indicators and Ranking Methodology for University Third Mission. Letting others know about the needs for and benefits of continuing engineering education is another task that we do as your organization. Further, doing so as an international organization gives us greater visibility in today's global economy.

- New members, both individual and institutional, have come to IACEE, largely due to each of you letting others know about IACEE. I would like to ask each of you to continue to refer colleagues to IACEE and ask that they become members. The presence of our international membership and growing its footprint will ensure that we are hearing and learning from all parts of our world. After all, the challenges we face as societies are typically global in nature and as such will require the knowledge and input from an international community.

As we look forward to 2012, we hope to meet together at a variety of different events hosted by our member organizations, so watch the IACEE website for information. Let us know if you are going to a meeting and we'll post that on the website for others to see. Of course the 13th World Conference will be held in Valencia, Spain 16-19 May 2012 and I hope to see each of you there. Last, we look to forge new relationships and partnerships that are beneficial to you as members.

This is your organization and I'm honored to serve as your President. To get the most from your membership, participate in our various events, projects and activities. I promise that you will receive more than you give by talking to others around an international network. If you ever have questions, please let us hear from you.

I wish you all the best in 2012 and look forward to seeing each of you soon. Thank you for being members of IACEE.

Nelson Baker



What's Inside?

- | | | | |
|---|--|----|---|
| 2 | IACEE 2012 World Conference on CEE
"Call for Abstracts" Extended (new dates!!!) | 7 | IACEE Website Tips: Members' Area |
| 2 | IACEE 2012 World Conference on CEE Structure | 8 | Continuing Education at ETH Zurich:
Research-based and Practice-oriented |
| 4 | CE at Pontificia Universidad Javeriana -
Bogotá D.C., Colombia | 10 | Some Guidelines to Benchmark Continuing Education |

IACEE 2012 World Conference on CEE "Call for Abstracts" Extended (new dates!!!)

Submitted by: *Patricio Montesinos - Universitat Politècnica de València*

Due to increased interest in the 2012 WCCEE, we are delighted to announce the 2012 IACEE World Conference on CEE Program Committee has decided to extend the deadline for submitting your abstracts to *9 January 2012*. Authors will be notified of acceptance by 9 February 2012. We extend the invitation to all professionals involved in Lifelong Learning activities from educational institutions, professional organizations and societies, and industrial organizations and companies to send their abstract(s) for presentation(s) at the IACEE 2012 World Conference on Continuing Engineering Education (WCCEE) in Valencia.

The Program Committee has considered as main topics CEE management, global innovation and economic development, instructional design and Internet in CEE activities and linking industry, government and universities. Abstract(s) for oral or poster presentation(s) could cover at least one of the fields indicated on the [WCCEE website](#).

A limited number of abstracts will be chosen for presentation as short talks. Please submit abstracts using the [online submission form](#) according to the abstract preparation guidelines. Please be aware, however, that for your abstract to be eligible, submission must be made by 9 January 2012. Abstracts may be up to 300 words in length.

Click [here](#) for further information on abstract submission. To emphasize the new 2012 WCCEE schedule and important dates, see the revisions below:

Registration dates and fees:

- Early registration (before 31 March 2012): 450€ for IACEE members and 550€ for non-members
- From 1 April 2012: 550€ for IACEE members and 650€ for non-members

Deadline for abstracts: 5-December 9 January 2012

Selected abstracts notification: 5-January before 9 February 2012

Deadline for accepted papers: 9 March 2012

Pre-conference Seminars: 14 and 15 May 2012

Day for Project and Council meetings & WCCEE Reception: 16 May 2012

Conference dates: 17 to 19 May 2012

Contact details:

Patricio Montesinos

Head of Unit

Lifelong Learning Centre

Universitat Politècnica de València (WCCEE host)

Camino de Vera s/n Valencia 46022

pmontesi@cfp.upv.es

conference website: www.iacee2012wc.upv.es

website: www.cfp.upv.es

Dr. Nelson C. Baker

IACEE President

Vice Provost

Distance Learning & Professional Education

Georgia Institute of Technology

84 Fifth Street NW

Atlanta, GA 30308 – 1031

USA

nelson.baker@dlpe.gatech.edu

n.baker@iacee.org

conference website: www.iacee2012wc.upv.es

website: www.iacee.org



IACEE 2012 World Conference on CEE Structure

Submitted by: *Patricio Montesinos - Universitat Politècnica de València*

The IACEE 2012 World Conference on Continuing Engineering Education (WCCEE) is aimed at all professionals involved in Lifelong Learning activities from educational institutions, professional organizations and societies, and industrial organizations and companies. All the issues addressed and the methodology of the WCCEE have been prepared for lifelong learning managers, coordinators and directors. The program committee has prepared

activities not only for experienced staff but also for those who are willing and able to learn from others' good practices. To fully fit expectations from Lifelong Learning experienced managers and

continued on page 3

beginners, the Conference has been organized in the following structure:

14 and 15 May 2012

Four Pre-Conference WORKSHOPS of 4 hours each on:

- Lifelong Learning Marketing
- Lifelong Learning Quality Management using the IACEE Quality Program
- Lifelong Learning Strategic Management
- Lifelong Learning Management by Processes and Indicators

These workshops will be run by directors of Lifelong Learning Centers of Stanford University, the University of Michigan, the Universitat Politècnica de Valencia and the State University of New York (SUNY).

16 May 2012

Day for Project and Council meetings & WCCEE Reception

17, 18 and 19 May 2012

Principal WCCEE activities include:

- Plenary Lectures (3)
- Lectures by IACEE's major awardees
- Parallel presentations of articles and case studies. These presentations will each include 10 minutes of oral presentation and 10 minutes of interaction with participants in the session.
- Expert panel discussion on Lifelong Learning: presentation of good practices. Session led by Andy DiPaolo, Executive Director Emeritus of the Lifelong Learning Center at Stanford University.

The official language of the World Conference is English. However, due to the numerous requests received from Spain and Latin America, the Conference Planning Committee has decided to hold at least two parallel sessions in Spanish. The abstracts, however, must be proposed in English (up to 300 words) but the rest of the article may be submitted and, if it is selected, presented in Spanish.

IACEE Executive Committee Meeting Highlights, 1 October 2011

Submitted by: Frank Burris - IACEE Headquarters

The IACEE Council (currently 21 members) meets at least annually and the IACEE Executive Committee (seven members) meets to conduct the association's business upon the call of the President in between annual Council meetings. The Fall Executive Committee Meeting was held on 1 October this year in Lisbon, Portugal in conjunction with the SEFI Annual Conference and the IFEES Summit. The approved Minutes of this Executive Committee Meeting were sent to all members on 24 October and are also posted on the IACEE website, www.iacee.org, under Officers/Staff: Minutes of Meetings. In addition, the 27 supporting documents for this meeting are also available in the File Archive section of the Members' Area of the website. While these nine pages of detailed Minutes are available for your review, this article summarizes some highlights of the Executive Committee's 1 October meeting in an abbreviated form.

- This meeting marked the first time that an Executive Committee meeting agenda and all 27 supporting documents were posted on the Members' Area of the IACEE website and available for all IACEE members to view in advance of the meeting. We shall endeavor to continue this practice for all future Executive Committee and Council meetings.
- The Executive Committee approved a motion that IACEE join the International Federation of Engineering Education Societies (IFEES) for the IFEES year starting 1 October 2011 and ending 30 September 2012. A vote by the full Council on this matter is pending.
- Nelson Baker encouraged the four Vice Presidents on the Executive Committee to become more autonomous and active in managing their Council responsibilities. We agreed to try holding virtual Executive Committee meetings via Skype between face-to-face meetings. The first such Skype meeting is scheduled for 13 December.
- The Executive Committee made a special effort to remember

IACEE founder John P. Klus for all his contributions as a founder and mentor to all of us.

- The Executive Committee held a preliminary discussion on the Fiscal Year 2012 IACEE budget and a form to facilitate the budget development was introduced by Frank Burris.
- Past President Mervyn Jones presented a document with names of potential 2012-2014 Council candidates. Elsewhere in this Newsletter is an open invitation for other Council volunteers. 29 February 2012 is the deadline for forming the new slate of candidates, who will be elected in Valencia in May.
- All four Vice Presidents reviewed the progress of their teams on the four IACEE Strategic Goals. All IACEE members may view the "Four Strategic Plan Goal Reports" in the "File Archive" section of the Members' Area of the website.
- 13th WCCEE Chair Patricio Montesinos joined the meeting via Skype to lead an extensive discussion of the exciting preparations for the 2012 World Conference in Valencia in May.
- IACEE still seeks a bidder for the 2014 WCCEE, as indicated in another item in this Newsletter.
- Progress on the transition of the IACEE Quality Project was reviewed and the development of new web-based tools to benefit members was also reviewed.
- Pat Hall provided a report on the new CEE Manager Training Project and asked for volunteers to broaden the participation in this project.
- IACEE Awards Committee Chair Katriina Schrey-Niemenmaa presented a new report redefining our two existing awards and proposing two new ones. Discussions of these proposals are ongoing. *continued on page 4*

- A healthy discussion of the content/directions for the IACEE Newsletter took place. Planning and assembling a quarterly Newsletter is a big, but rewarding job. The Secretary General, with major formatting and layout assistance from the University of Wisconsin-Madison, currently handles the Newsletter responsibility. However, if another IACEE member would like to assume this responsibility, we would be happy to work with them through the transition.
- Continued improvement of the website led by Louk Fennis and Soma Chakrabarti was reviewed.
- Membership promotion efforts were reviewed by VP Membership Linda Krute and a revised membership brochure was presented.
- Preliminary discussion of an eventual transition to a paid staff was led by Vice President Wim Van Petegem and discussions are ongoing.

- Future meetings were confirmed:

1. Mid-winter Executive Committee, 31 January 2012 in Orlando, Florida, USA, in conjunction with the ASEE Conference on Industry and Education Collaboration.
2. Council, 16 May and 19 May 2012 in Valencia, Spain in conjunction with the 13th WCCEE.
3. Fall Executive Committee, tentatively in conjunction with the World Engineering Education Forum (WEEF) in Buenos Aires, Argentina, October 2012.
4. Mid-winter Executive Committee, in conjunction with ASEE CIEC Phoenix, Arizona, February 2013.

IACEE Financial Report

Submitted by: Frank Burris - IACEE Headquarters

IACEE's Income, Expense and Net at the eleven month point in our 2011 fiscal year (as of 30 November 2011) are portrayed below:

Balance Forward on 1 January 2011	\$8,889.57
Final Transfer from ASEE on 16 September 2011	\$1,259.79
Dues Income	\$16,159.49
2010 WCCEE Fees Percentage	\$5,634.34
2010 WCCEE New Member Fees	\$1,538.46
IACEE Quality Program Fees	\$3,200.00
TOTAL INCOME	\$36,681.65
Vieth Consulting Fees (website, MMS, etc.)	(\$602.00)
Wells Fargo Bank & PayPal Fees	(\$956.17)
Staff Travel	(\$5,898.63)
Meeting/Office Supplies/Phone	(\$902.05)
IACEE Quality Program	(\$2,747.50)
TOTAL EXPENSE	(\$11,106.35)
NET	\$25,575.30

Please contact Frank Burris at f.burris@iacee.org for any further financial details.

Upcoming CEE Events

IEEE International Conference on Technology Enhanced Education

3-5 January 2012; Amritapuri, Kerala, India

International Conference on Applications of Engineering and Management

20-21 January 2012; Hyderabad, India

Conference for Industry and Education Collaboration

1-3 February 2012; Orlando, Florida, USA

IEEE International Conference on Advances in Engineering, Science and Management

30-31 March 2012; Nagapattinam, Tamil Nadu, India

ASEE Annual Conference and Exposition

10-13 June 2012; San Antonio, Texas, USA

World Congress on Engineering

4-6 July 2012; London, U.K.

World Engineering Education Forum (WEEF)

15-18 October 2012; Buenos Aires, Argentina

CE at Pontificia Universidad Javeriana - Bogotá D.C., Colombia

Submitted by: Jorge Hernán Rojas - Pontificia Universidad Javeriana

Founded in 1623, Javeriana University is one of the oldest and best-known universities in Colombia and Latin America. Javeriana is a private higher education institution and, due to its quality of education, was the first university in Colombia to be awarded the Institutional Recognition by the Colombian Ministry of Education. Universities in Colombia have been assessed since 1992; and only 21 out of 280 have been awarded such recognition.

Javeriana University has 188 Academic Programs within 18 Colleges and Schools. There are about 24,000 registered students per year. Javeriana also provides an interdisciplinary, curricular-

centered learning environment for students, faculty members and researchers. Nowadays 27 majors and 174 graduate programs have been recognized by the National Accreditation Council and the Colombian Ministry of Education as high-quality programs.



continued on page 5



The Javeriana University campus is located in Bogotá, Colombia. It has 45 venues, a hospital, 18 restaurants and campus cafes, a parking building with 1,200 parking spaces, a sports center, a library and a university store. In combination, these make up the infrastructure and services offered to students and staff members.

Research plays an important role in the academic dynamics of Javeriana University. There are 161 research groups registered at Colombia's National Agency of Science and Technology (Colciencias) and 123 of them have been well-ranked because of their quality and productivity. Additionally, Javeriana belongs to the best research centers in Colombia: CIEBREG (Biodiversity and Genetic Resources), CEIBA (Complex Systems) and GEBIX (Genomics and Bioinformatics).¹

Continuing Education in Javeriana

The Javeriana Continuing Education Center was founded circa 1985. However, non-credit courses activity was started by the College of Education in the 1960s in order to enhance in-service teachers' skills. In the 1970s the Colleges of Health, Economics and Engineering were the next ones to offer short non-credit courses to graduate students.



Today Javeriana University provides an extensive array of high quality continuing education, professional development, and workforce training opportunities in the scientific, technological and cultural fields.

Continuing Education Center (CEC)

The CEC coordinates all non-credit courses offered by Javeriana University.

The CEC counts on an 80-person staff to promote extended education opportunities and also coordinates all administrative processes. The CEC works hand-in-hand with all Javeriana Colleges and Academic Units in charge of offering the courses.

Continuing Education Units

Each of 18 Schools in Javeriana has an office in charge of promotion of the CE activity.

Javeriana Continuing Education offers more than 720 non-credit courses throughout the year. About 35,000 people are registered every year. The most common fields of education are Engineering, Business Administration, Liberal Arts, Philosophy, Architecture, Health, Social Sciences and Environmental Sciences.

Javeriana Continuing Education supports companies in the oil, financial, processes, management and manufacturing fields with

specific courses designed according to their employees' learning needs. Sixty percent of our courses offered are aimed at companies in Colombia and abroad.

Internationalization in Continuing Education

Javeriana University CEC is member of RECLA² (the Latin America and the Caribbean Continuing Education Network) and has been an IACEE member since 2004.

In the CEC we work cooperatively with other Universities in Spain, Chile, Argentina, Panama, Ecuador and Peru to offer continuing education programs. We also offer non-credit courses in Central America and in Florida.



¹ Source: Foreign Affairs Office

² RECLA in Spanish stands for: Red de Educación Continua de América Latina y el Caribe

For more information on articles appearing in this newsletter, or to submit suggestions for future articles, please contact: [Phil O'Leary](#), Department Chair, University of Wisconsin-Madison, Department of Engineering Professional Development, or Secretary General, [Frank Burris](#).

Welcome to New IACEE Members and Membership Report

Submitted by: Frank Burris - IACEE Headquarters

IACEE is very pleased to welcome nine new members who have joined the Association between 1 June 2011 and 1 December 2011.



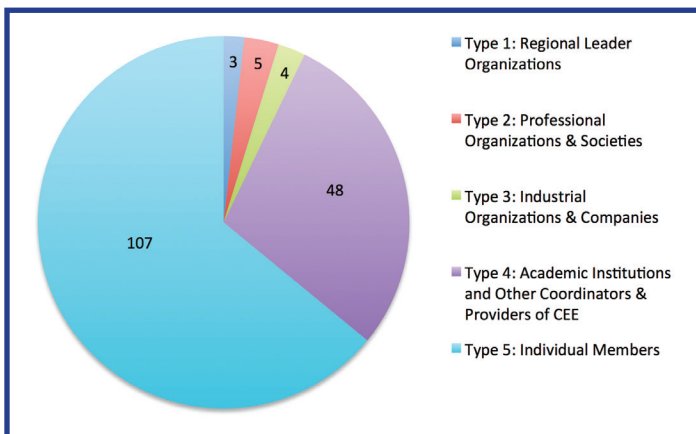
Member Type 4: Academic Institutions and Other Coordinators and Providers of CEE

Polytechnic Institute of New York University	Robert Ubell	USA
New Jersey Institute of Technology	Gale T. Spak	USA
University of Florida	Pamela Dickrell	USA
University of Illinois at Urbana-Champaign	Frank Hoskinson	USA
Escola Politecnica da Universidad de Sao Paulo	Jose Roberto Cardoso	Brazil
University of Texas at Austin	Catherine Polito	USA
North China Electric Power University	Yin Sha	China

Member Type 5: Individual Members

Tim Peterson	Saskatchewan Power	Canada
Katie Pawley	University of Wisconsin-Madison	USA

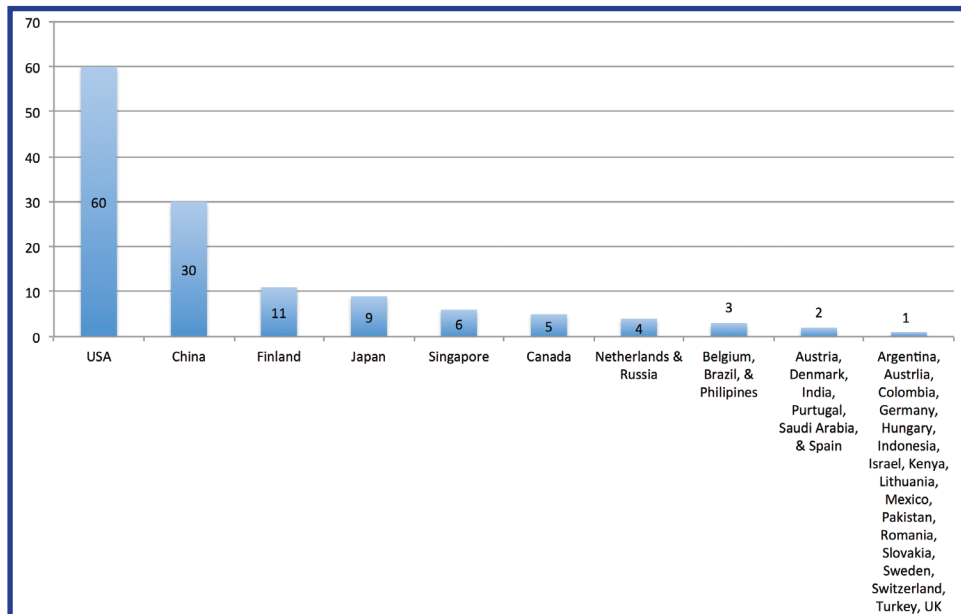
Current total IACEE membership stands at a level of 167 members, split among the five membership types as shown below:



IACEE Council Members Excluding Members of the Executive Committee

Edward Borbely	USA
Susan Bray	USA
Andy DiPaolo	USA
Feng Aihua	China
Louk Fennis	Netherlands
Patricia Hall	USA
Leizer Lerner	Brazil
Colin Leung	Singapore
Kirsti Miettinen	Finland
Patricio Montesinos	Spain
Philip O'Leary	USA
Catherine Polito	USA
Katriina Schrey-Niemenmaa	Finland
Alfredo Soeiro	Portugal

These 167 members hail from 34 different countries, with the distribution shown:



It should be clear from this somewhat lopsided membership distribution that opportunities are great for membership growth in many parts of the world. For example, if you are a member from one of the 17 countries that have only one member (last bar on chart), you can double your nation's representation in IACEE by recruiting just one colleague. Also note that many of the world's most populous and influential nations are either missing from this list or have only token representation. Let's all commit to the recruitment of one new member in 2012!

From the Desk of the Vice President, Membership

Submitted by: Linda Krute - North Carolina State University

IACEE Needs Your Help! Our Membership Team needs your help in identifying companies that create, develop or offer continuing engineering education programs and who would benefit from joining IACEE. Please talk to your colleagues at these organizations and emphasize the great opportunities related to membership in IACEE. Ask them to visit the IACEE website for more information about the various types of membership. If you would like for one of the membership team to contact them, send an email to Linda Krute at Linda_Krute@ncsu.edu (North and South America), Kirsti Miettinen at kirsti.miettinen@aalto.fi (Europe) or Feng Aihua at fah@baosteel.com (Asia).

An IACEE Membership Survey is coming! In a few weeks you will receive a request from me to respond to questions related to your experiences with IACEE and services provided for members. Survey Monkey will be used as the survey instrument. Please take a few minutes to complete the short survey as soon as it has been delivered to your Inbox. Thanks!

2012 ASEE Conference on Industry and Education Collaboration (CIEC)

Submitted by: Linda Krute - North Carolina State University

The 2012 ASEE Conference on Industry and Education Collaboration (CIEC 2012) will convene 1-3 February 2012 in Orlando, Florida at the Hilton Walt Disney World Resort. Some highlights of the meeting will be presentations by several IACEE members from the United States. Soma Chakrabarti and her colleagues from the University of Kansas will present a session on "Industry-Academia Partnerships Fostering Organizational Learning Models" on Wednesday afternoon, 1 February and another session on the next day on "Sharing Success with Partners: Financial Model for a Non-credit Short Course Program." The "Vietnam

Higher Engineering Education Alliance Program (HEEAP)" will be presented on Thursday, 2 February by Jeff Goss from Arizona State University. Nelson Baker, Jeff Goss, Ed Borbely and Soma Chakrabarti will talk about the "Legal and Contractual Issues in International Continuing Engineering Education" on Friday morning, 3 February. For more information about the CIEC sessions, visit the web site (<http://www.asee.org/conferences-and-events/conferences/ciec/2012>). Your IACEE Executive Committee will be meeting all day on Tuesday, 31 January at the CIEC hotel and all members are welcome to stop in to visit your elected Officers.

IACEE Website Tips: Members' Area

Submitted by: Louk Fennis

In the September 2011 IACEE Newsletter (downloadable from <http://www.iacee.org/docs/IACEE%20Sept%202011%20Newsletter-Final%20110921.pdf>), Soma Chakrabarti focused on the File Archive section in the Members' Area and the important documents you may find there to help you understand the strategic goals of IACEE. As she pointed out, these documents change with time; therefore she advised you to check them at least quarterly

to monitor the progress in implementation of our strategic plan. To do so, you have to log in. But what if you forgot your password or even your username? No problem: click in the upper right corner of any page on 'reset pwd.' You will reach a page where you are invited to fill in your email address (or your username, which we suppose you have forgotten).

Please enter your email or username below and click on "Reset my password"

Username or Email:

Then click 'reset my password'. A page will appear with a message that a password-reset link with instructions has been sent to your email address on file.

Password Request

A password-reset link with instructions has been sent to your email address on file.

NOTE: the link is valid only for the next 3 hours.

[Click here to return to the password request page.](#)

When you open this email, you will see that in the mail your username is mentioned.

To reset your password, click on the link below...

<http://www.viethconsulting.com/members/mreset.php?mid=299244261>
(If the link above does not work, you may need to copy-and-paste it into your favorite browser)

You will then be asked to enter your assigned username (included below), and the new password you would like to use.

Assigned Username: xxxxxxxxx

NOTE: the link is valid only for the next 3 hours.

If you did remember your password, no further action is needed; otherwise, click on the link and choose a new password. Please note that the link expires three hours after the time you received this email!

Now, having logged in successfully, I invite you to take one more action. Please go under 'Member Information' to 'Change Contact/Profile Info' and check if all information about you in IACEE's membership database is still valid. New address? New cell phone number? New job title? New employer? Retired? If the answer is yes to one or more of these questions, please correct the information so that IACEE's membership database is up to date and other members are able to find you when they wish to contact you. Let's make IACEE's website a valuable tool to connect members!

Continuing Education at ETH Zurich: Research-based and Practice-oriented

Submitted by: Daniel Kuenzle - Swiss Federal Institute of Technology

The Swiss Federal Institute of Technology (ETH Zurich) was founded in Switzerland in 1855 as a national university to address the country's growing need for technically and scientifically trained specialists. Since that time ETH has developed into Switzerland's leading university. It is regularly found near the top of the various rankings worldwide and counts as the best university in continental Europe. Twenty-one Nobel laureates have studied or taught at ETH. More than 400 professors and more than 8000 scientific, technical or administrative staff are active in teaching and research on its two campuses. More than 3,000 cooperative research projects and international alliances with selected universities (e.g. IDEA League, IARU) reflect the international orientation of the institution, which is currently educating more than 16,000 students from roughly 80 countries.



In the context of the so-called 'Bologna reforms' of 10 years ago, the course was set for a more or less standardized education system in Europe as a whole. Bachelor's and Master's degree programs were introduced in all countries and the European Credit Transfer and Accumulation System (ECTS) was designated the official gauge of academic performance.



Standardization in Switzerland

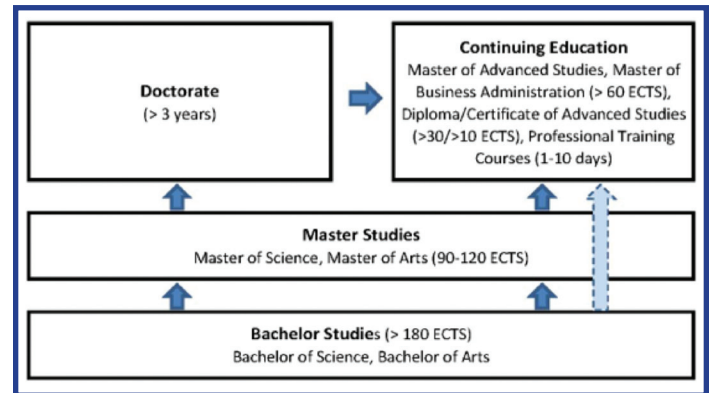
Recognized Europe-wide, ECTS is a system for the quantification, transfer and accumulation of study achievements. It is oriented towards students and is based upon the workload students must successfully bear in order to achieve the goals of a degree program. These goals are primarily determined in the form of learning outcomes and skills to be acquired. Student workload is expressed in credits, whereby one credit corresponds to a workload of 25-30 hours.

In terms of course structure:

- 60 credits are awarded for one academic year
- 180 credits are required to complete the Bachelor's degree
- 90-120 credits are required to complete the Master's degree



Daniel Kuenzle



In this context, the university continuing education offered in Switzerland has been redefined and standardized, as follows:

- Master of Advanced Studies/(Executive) Master of Business Administration = >60 ECTS credits
- Diploma of Advanced Studies = >30 ECTS credits
- Certificate of Advanced Studies = >10 ECTS credits
- Professional Training Courses (1-10 days, sometimes up to three credits)

Technology and Knowledge Transfer

The transfer of technology and knowledge to the economy and society is and always has been one of ETH's main tasks. Its staff register more than 80 patents per year, and over the last 10 years have founded more than 200 spin-off firms. The Centre for Continuing Education was founded in 1989 at ETH in the context of this permanent exchange between the university, the economy and society. As a central facility it supports and fosters the continuing education of professors in ETH's 15 departments. It is responsible for market analyses, curriculum development, quality assurance and evaluation, marketing, reporting, participant administration and financing.

ETH Zurich is a leading provider of university continuing education in Switzerland and is committed to the highest international quality standards. In accordance with the federal government's ETH Law, continuing education is one of ETH Zurich's core tasks and is prominently enshrined in its mission statement. The target groups of its continuing education are mainly highly qualified specialists and executives with academic backgrounds who work in industry, the service sector, administration and academia. Its offerings comprise a wide range of in-depth, specialized and interdisciplinary courses in the areas of architecture, mathematics

continued on page 9

ics, engineering, the natural sciences and economics, and others which address interfaces with technology, law, management and the social sciences.

A significant characteristic of continuing education at ETH is that it is based on the research of ETH departments and institutes and maintains a practice-oriented focus on the requirements of its course participants. In this manner new knowledge is passed on to course participants efficiently and effectively.

MAS, DAS, CAS and Short Courses

Master of Advanced Studies (MAS) courses are designed to deepen specialist skills or expand knowledge into interdisciplinary areas, and can lead participants into new professions. They involve at least 60 ECTS credits and 600 contact hours, require the writing of a Master's thesis or corresponding project work and generally last between one year (full-time courses) and two years (part-time work-study). The admission requirement is a Master's degree from ETH, a recognized equivalent from a different university, or an educational background of equal rank.

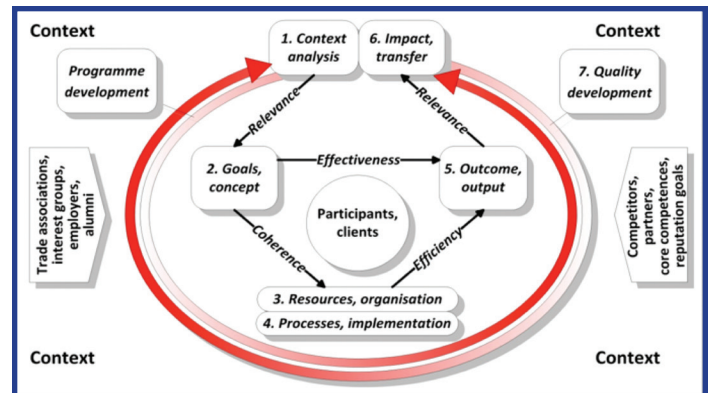
Diploma or Certificate of Advanced Studies (DAS / CAS) courses are aimed at university graduates (generally holding a Master's degree or equivalent qualification) who are working and wish to enhance their professional skills or specialize in a particular subject. They involve at least 30 ECTS credits and 300 contact hours, plus written project work or a thesis. They are organized in the form of block courses or courses which take place on fixed days of the week, and last one to two years.

Professional Training Courses are in-depth or interdisciplinary courses in one of ETH Zurich's specialist areas. They last one or more days and are designed for qualified persons working in corresponding fields. These courses generally cover the latest academic research findings, and application-oriented knowledge.

ETH Zurich's continuing education offerings currently comprise 18 MAS programs, 5 DAS programs and 12 CAS programs, and serve roughly 1,000 participants annually. In addition, about 180 Professional Training Courses take place per year, attended by more than 6,000 persons. ETH Zurich's offerings also include on-line continuing education courses and in-house events for firms and organizations.

Quality Assurance System

The quality assurance of our courses is becoming increasingly important, in terms of maintaining both client satisfaction and the reputation of ETH Zurich. The Centre for Continuing Education deploys a multidimensional quality development model which consists of seven quality dimensions:



1. Context analysis (stakeholders, competitors, cooperation partners, university interests, labor and continuing education markets, etc.)
2. Concept and goals (skills to be acquired, target groups, curricula, etc.)
3. Organization and input (structures, resources, admission, etc.)
4. Processes and implementation (teaching and learning processes, client orientation, orientation towards research and practice, academic record, administration, etc.)
5. Learning outcomes and output (achievement of objectives, evaluation, output, cost-benefit analysis, etc.)
6. Impact und transfer (performance and career effects, university reputation, recognition by professional associations and employers, etc.)
7. Quality development (quality approach, responsibilities, instruments, etc.)

The two curving arrows (see fig.) simultaneously symbolize the border between the university and environment systems and express the close connection between the processes of program development and quality development. The planning of a new program proceeds counter-clockwise and its evaluation clockwise; effects, short-term output and longer-term outcomes are of course also taken into consideration in the planning phase.

For further information please contact:

Daniel Kuenzle, Director
 ETH Zurich Center for Continuing Education
 Rämistrasse 101
 CH-8092 Zurich, Switzerland
kuenzle@zfw.ethz.ch
www.zfw.ethz.ch

Honors for IACEE Members

Submitted by: Frank Burris - IACEE Headquarters

• **Wim Van Petegem** – At the 2011 SEFI Annual Conference held in Lisbon on 27-30 September, IACEE Vice President, Organizational Sustainability Wim Van Petegem became President of SEFI for a two-year term. The European Union has defined a challenging Europe 2020 Strategy, and SEFI, because of its mission and objectives, could and should play a prominent role. Therefore, SEFI's leadership will hear the voice of SEFI members and

of all our colleagues and friends from other major engineering organizations in this debate! Wim wants to have SEFI members more involved and let them really contribute in the discussion about the future directions of SEFI. It is our ambition to find new ways of mobilizing the whole SEFI Community whilst maintaining and developing our partnership with sister organizations. This is

continued on page 10

also an invitation to IACEE, to share ideas, knowledge and expertise with peers all over the world, for the benefit of engineering education, especially with regard to CE and CPD. Wim really looks forward to serving you in this endeavor together.

• **Kirsti Miettinen** - During the recent SEFI Annual Conference in Lisbon several participants from different European universities got together to discuss future of the SEFI Working Group on Continuing Engineering Education. Kirsti Miettinen was appointed the new Chair of this WG on CEE, which wants to reactivate the network to face the new demands of the universities in Social Engagement, Technology Transfer and Innovation, Lifelong Learning and Interaction with Society. The WG found it necessary to find and strengthen the role for CE and CPD in the Europe 2020 Strategy. Not only is it fruitful to discuss our role or new structures or business models for our activities, but to find themes that inter-

est and motivate people to join the network. Themes that came up in our discussion were, among others: New skills and new jobs, establishing new (types of) networks, work-life education, work-based learning, knowledge triangle and CE, CE as investment in Human Capital, new business models in companies and their CE. The former topics of the WG (operative CEE issues such as training needs analysis, marketing, engaging industry as well as CPD/CEE management and quality) were still listed as important. The WG will all get together at the 2012 WCCEE in Valencia.

• **Markku Markkula** - Former Chair of the SEFI Working Group on CEE Markku Markkula, has been appointed as the EU Committee of Regions rapporteur on the Eight Framework Programme of the European Union for research, technological development and demonstration activities (Horizon 2020).

Some Guidelines to Benchmark Continuing Education

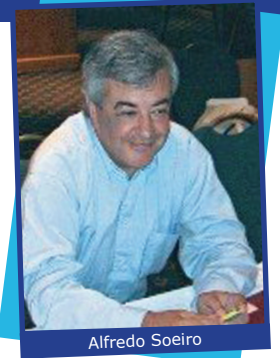
Submitted by: *Alfredo Soeiro - University of Porto*

This article is an attempt to describe the outputs of project E3M – European Indicators and Ranking Methodology for University Third Mission (<http://www.e3mproject.eu/>). The project is funded by the European Commission under the Lifelong Learning Program. European universities have accepted, traditionally, two main missions: teaching and research. Recently, another mission is being considered to reflect the involvement of universities with society. It is commonly designated in the USA as outreach and engagement. While for education and research there exist several proposals for measuring these activities, there are few consistent approaches to evaluate and compare third mission accomplishments.

The first phase of the project consisted of identifying the important processes by the partners of the project for each of the three dimensions. Then for each of the processes in each dimension a list of indicators was created in terms of relevance. These indicators were then analyzed in terms of relevance, validity, reliability, comparability, data source, timeframe, access, feasibility, data format and usability. Taking into account that the partners were all universities, it was decided to make a revision and refinement of this list of indicators by a set of experts that included also members from the university stakeholders' universe. This approach of quality refinement was based on the Delphi method. The experts for the refinement phase were twenty and were chosen to cover different areas of society like the Organization for Economic Cooperation and Development, enterprises, government agencies, non-governmental organizations, university researchers and UNESCO.

As an example of the project outputs, the project proposes to measure third mission activities in the dimension of continuing education (CE) the following six indicators, among the complete set of eighteen:

- a) CE is included in the mission of the higher education institutions (HEI);
- b) CE is included in the policy and/or the strategy of the HEI;
- c) existence of an institutional plan for CE in the HEI;
- d) existence of quality assurance procedure for CE activities;
- e) total number of CE programs active in that year for implementation;
- f) number of CE programs delivered which have a major award under the higher education system.



Alfredo Soeiro

The final event of the project is a public conference to be held in Dublin, Ireland on 2-3 February 2012 to discuss a project Green Paper on indicators of the third mission. It is expected that the final conference will be populated by relevant stakeholders that will participate in shaping the policy paper that is considered the major output of the project.

IACEE 2012 Awards Nominations Needed

Submitted by: *Katriina Schrey-Niemenmaa - Helsinki Metropolia University of Applied Sciences*

The IACEE Awards Committee seeks outstanding nominees for our two principal awards to be presented during the World Conference on Continuing Engineering Education (WCCEE 2012) in Valencia, Spain in May 2012. These awards are:

- **Joseph M. Biedenbach Distinguished Lectureship Award**
- **Glen L. Martin Award for Corporate Leadership in Continuing Engineering Education**

Nomination packages should be sent by 15 January 2012 to

the Awards Committee Chair and the Secretary General. The awards documentation should include a letter of nomination for the candidate and appropriate supporting documents such as biographical information on the individual for the Biedenbach Award and features of the CEE corporate program that support the company nominated



Katriina Schrey-Niemenmaa

continued on page 11

for the Martin Award. The Awards Committee Chair and/or the Secretary General are available to provide guidance regarding existing criteria for the awards. The only non-negotiable criterion is that the awardee will be expected to make a featured presentation during the WCCEE in May 2012.

Please send the nominations by email to both:

Awards Committee Chair Katriina Schrey-Niemenmaa:
katriina.schrey@metropolia.fi

IACEE Secretary General Frank Burris:
f.burris@iacee.org

IACEE Calendar Items

IACEE Executive Committee Meeting

January 31, 2012
Orlando, Florida, USA

13th IACEE World Conference on CEE

May 17-19, 2012
Valencia, Spain

Bids Sought for 14th World Conference on CEE in Spring 2014 and Beyond

Submitted by: Frank Burris - IACEE Headquarters

IACEE continues to actively solicit bids for hosting the 14th World Conference on Continuing Engineering Education (WCCEE) in the spring of 2014 and for later years. The first 12 WCCEEs have been held in the following locations:

- 1979 Mexico City, Mexico
- 1983 Paris, France
- 1986 Orlando, Florida, USA
- 1989 Beijing, China
- 1992 Helsinki, Finland
- 1995 Sao Paulo/Rio de Janeiro, Brazil
- 1998 Turin, Italy
- 2001 Toronto, Canada
- 2004 Tokyo, Japan
- 2006 Vienna, Austria
- 2008 Atlanta, Georgia, USA
- 2010 Singapore, Singapore

The 13th WCCEE is slated for 17-19 May 2012 in Valencia, Spain. In general, we have managed to achieve good geographic balance with the WCCEE locations over the past 22 years and we would like to maintain that balance. On the other hand, there are parts of the world such as Africa and Oceania that have never hosted a WCCEE and therefore could be very attractive locations for 2014. If you or your institution has an interest in hosting the 14th WCCEE, please contact Secretary General Frank Burris (f.burris@iacee.org) and/or President Nelson Baker (n.baker@iacee.org) for bid information at your earliest opportunity. A six-page WCCEE Bid Manual is now available for sharing with anyone expressing an interest in hosting a future WCCEE.

IACEE Executive Committee Council Members

President

Nelson Baker - USA
nelson.baker@dlpe.gatech.edu

Past President

Mervyn Jones - UK
m.jones@imperial.ac.uk

First Vice President; Vice President, Products & Services

Kim Scalzo - USA
kscalzo@cpd.suny.edu

Vice President, Membership

Linda Krute - USA
linda_krute@ncsu.edu

Vice President, Organizational Sustainability

Wim Van Petegem - Belgium
wim.vanpetegem@dml.kuleuven.be

Vice President, Communication & Member Engagement

Zhang Guoqing - China
zhangguoqing@cacee.org.cn

Secretary General

Frank Burris - USA
f.burris@iacee.org

International Association for Continuing Engineering Education

c/o Georgia Institute of Technology
Distance Learning & Professional Education
Global Learning Center
84 Fifth Street NW
Atlanta, GA 30308-1031, USA

Phone: +1-404-385-3534
Fax: +1-404-385-0544
Web Site: www.iacee.org
E-mail: info@iacee.org

Newsletter Layout by: Katie Pawley,
University of Wisconsin-Madison

