Business Deal or Educational Partnership?

Guiding Principles for Providers and Education Abroad Offices Collaborating on Short-Term Faculty-Led Programs

March 22, 2018
INTRODUCTIONS

Lisa Chieffo
Associate Director of Study Abroad
University of Delaware
Newark, Delaware

Catherine Spaeth
Executive Director
Seminars International
St. Paul, MN/Chicago, Illinois
Examine relationship between EA office and/or faculty leader and any entity providing services
Specifically regarding short-term faculty-led programs
Issues surrounding business/transactional aspect of partnership
Goal: develop Forum guidelines for HEI/IEO contractual relationships
Policies and Procedures: The organization has well-defined and clearly-articulated policies and procedures that govern its programs and practices, ensures that they are fairly and consistently implemented, and conducts regular reviews to assess their effectiveness.

✓ The organization has guidelines governing its marketing practices, *partnerships*, and institutional relations. [italics added]
How do you ensure that these policies are fairly and consistently implemented, and regularly reviewed?

What are your organization’s guidelines governing marketing practices, partnerships, and institutional relations?
Guidelines (can be found on Forum website)

- Already part of the Forum’s body of work to help the field develop and abide by best practices
- Guidelines examples:
  [Forumea.org/Resources/Standards of Good Practice/Standards Guidelines](Forumea.org/Resources/Standards of Good Practice/Standards Guidelines)
HEI CONSIDERATIONS

What do we want?

Are they (providers) experienced with academic entities?

Do they understand our program?

Can they be flexible ($, #)?

Will they abide by our policies and procedures?
HEI - INTERNAL CONSIDERATIONS

- Who finds/chooses providers?
- What is the vetting process?
- Which units have to review contracts?
- Who is authorized to sign contracts?
- Whose role is it to negotiate terms?
- Who has right of refusal?
IEO PERSPECTIVE

How are providers chosen? Is the vetting process transparent?

Do faculty and EA office understand how providers develop a customized proposal?

When comparing proposals, is EA office/faculty comparing apples to apples?

Do EA office and faculty read contract terms carefully?

Differences between transactional relationship and long-term educational partnership with providers

Realities of cost
Goal: Develop a new set of Forum Guidelines to advise HEIs and IEOs on business/contractual relationships.

- What major topics should be addressed--from each perspective?
- What is unique to faculty-led education abroad “business” relationships?
- Should these EA relationships be different from standard campus vendor relationships?
- Each table will create several guiding principles/best practices.
- These can be in the form of statements or questions.
Tables present one of two of their statements and defend their importance as a best practice/guiding principle.
Where do we go from here?
Business Deal or Educational Partnership?

Guiding Principles for Providers and Education Abroad Offices Collaborating on Short-Term Faculty-Led Programs

Catherine Spaeth, catherine@semint.com
Lisa Chieffo, lchieffo@udel.edu
March 22, 2018