



ACCREDITATION COUNCIL FOR
BUSINESS SCHOOLS & PROGRAMS

BENEFITS OF CORPORATE MEMBERSHIP



ACBSP...Celebrating 25 Years

DISCOVER ACBSP was our theme in 2004 as ACBSP introduced new services and benefits of membership to educational institution members and corporate members. Five years later ACBSP introduced a new theme, "Better Than Ever," as we celebrated a five-year anniversary of offering corporate membership, with a number of new benefits. It was based on our belief that corporate members need a partner such as ACBSP "more than ever" and ACBSP needed to offer "more than ever." It built on our long-standing list of benefits. In 2014, ACBSP celebrated its 25th anniversary. ACBSP membership has grown from 400 campuses in 2004 to more than 1,290 in 2015.

One thing that hasn't changed is the cost of corporate membership. The annual dues remain at \$2,500 for corporate membership — the same as when corporate membership was established in 2004.

Corporate Membership is available to business organizations, foundations, professional associations, government entities, and non-profit organizations. Corporate membership is not available to any entity that offers or proposes to offer courses leading to an academic degree.

Benefits for the Corporate Member

LISTING AS A CORPORATE MEMBER: The listing of corporate members on acbsp.org, includes a link to your website. The member-only portal on acbsp.org includes a corporate profile with contact information for each of the 10 individuals designated as members, which is available upon login.

ANNUAL CONFERENCE: Corporate members participate in the ACBSP Annual Conference as an exhibitor, sponsor, or attendee and are provided the member discount. Information about past, current, and future conferences is available on the website by clicking on the "Events" tab. Sponsors and exhibitors are featured in print promotion and through social media.

ADVERTISING: Corporate members may announce new products, promote current products, or make important announcements by advertising in *Business Education Week*, or by sponsoring an entire issue of *ACBSP Update*, our quarterly e-newsletter. Please contact ACBSP for examples of previous issues with corporate member advertising and sponsor support.

MAILING LABELS: Mailing labels are available for mailing to any targeted group of ACBSP individual members or to all members. As of January 2015, the number of individuals in our database exceeded 11,000 — at 1,297 member campuses. When the educational institution joins, individual member benefits are extended to the president, chief academic officer, head of the business unit, and faculty. Think of the possibilities!

TARGETED EMAILS TO MEMBERSHIP: Twice each year, your message about new products or services can be sent to the entire membership or to a selected number of members. These are sent from the ACBSP office with messages and content you design.

BUSINESS EDUCATION WEEK: This is a one-page bulletin sent most Fridays via email to each individual you designate in your company, summarizing what is being reported about business education during the past week with links to secure more information.

ACBSP UPDATE: This quarterly e-newsletter includes information about ACBSP programs, features about members, and a listing of professional opportunities. Each issue includes a corporate member spotlight. The most recent issue can be downloaded from the "Publications" tab in the "Resource Library" section of acbsp.org.

REGIONAL MEETINGS: Notices of regional meetings are sent to individual corporate members. Each region meets during the fall and at the ACBSP Annual Conference. Representatives from your company may attend these meetings and consider exhibit and sponsor opportunities.

ACBSP WEBSITE: The branded website of ACBSP (acbsp.org) features a login process for individual members you designate to access a wide variety of services, including access to Member Profiles and past conference presentations.

MEMBERSHIP DIRECTORY: The Directory contains information about our member institutions, corporate members, and individuals at any of our member institutions. Each member campus has a profile in the Directory. There are currently more than 1,290 member campuses and more than 11,000 individuals. You have the ability to SEARCH the Directory to find the person you are seeking or go to the campus profile for this information.

LISTING ON VITA: Individuals may list on their vita or biographical information "Member, Accreditation Council for Business Schools and Programs." Companies may include this in printed literature or on their website.

JOIN AN ACBSP COMMITTEE: There are committees within ACBSP that include appointment of members. A slot is available on each committee for a corporate member to join. You have a voice in creating policy, implementing projects, and enjoying the networking benefits of committee membership.

SCHOLARLY JOURNAL: ACBSP publishes a peer-reviewed journal, the *Transnational Journal of Business*. Contributions can be submitted as white papers, case studies, teaching techniques, assessment techniques, etc. We invite your submittal or that of others within your company. A Call for Papers is available on acbsp.org.

CORPORATE MEMBER LOGO: ACBSP has a corporate member logo, available to help promote our partnership.

SEMINAR SERIES: As ACBSP plans seminar opportunities, corporate members may be granted an exhibit booth with time set aside for one-on-one meetings and logo display. The sponsorship cost is \$600 per seminar for corporate members.



CORPORATE MEMBER VISIT: A lot is offered through ACBSP membership and it can be overwhelming. ACBSP offers to send a member of the ACBSP staff to your headquarters or other location to meet with decision makers and sales representatives. This can be a review of various products and services you offer and your current marketing plan to determine how corporate membership can be used as a part of the plan. ACBSP staff will also review ways in which you access the member directory and other resources on acbsp.org.

Application Procedures for Corporate Members

There is no formal application, only the completion of a Corporate Member Enrollment Form submitted with the appropriate dues amount. The dues for corporate members are \$2,500 per year. This amount, based on the calendar year, is prorated. For members joining June 1 through December 31, the dues are \$1,250. An invoice and wire transfer instructions can be sent upon request. ACBSP accepts VISA, MasterCard, and American Express.

A Corporate Member Enrollment Form is provided on the back of this packet. Submit payment and a completed form to:

Accreditation Council for Business Schools and Programs
11520 West 119th Street
Overland Park, KS 66213
Phone: 913-339-9356 Fax: 913-339-6226
Email: info@acbsp.org

Help When You Need It

ACBSP sincerely wants corporate members to find value in their membership. We would not ask you to pay for these benefits unless you can find value in them. While we have outlined the benefits of membership in this packet, we cannot identify your specific needs. Further, we seek to involve ACBSP corporate members in our new initiatives. Here are some examples of ways in which members have partnered with ACBSP to create value for their company and for ACBSP. How can we create value for you?

THE AMERICAN ACADEMY OF FINANCIAL MANAGEMENT (AAFM) offers continuing education and designation for professionals in various areas of financial management. AAFM and ACBSP created an alliance which enables students and faculty from ACBSP accredited schools majoring in finance to qualify and sit for certain exams conducted by AAFM. ACBSP accredited schools are listed on the AAFM website. The announcement of this alliance was a featured story on ACBSP's website and articles included in issues of *ACBSP Update*.

THE AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS (AICPA) announced an expansion of faculty membership to non-CPA members. This information was provided to ACBSP. The details of this announcement and links for further information were provided in *Business Education Week* as a news announcement.

CENGAGE and PEREGRINE ACADEMIC SERVICES have participated in regional meetings as exhibitor and presenter. ACBSP created a valued partner agreement that included ACBSP securing a presence at select regional meetings, saving time of their staff and providing a cost savings over previous years.

EDUCATIONAL TESTING SERVICE (ETS) currently administers the *Major Field Test for Business* for baccalaureate/graduate degree schools. No such product exists for associate degree institutions. This product was created at their request and with the support of ACBSP. ACBSP recruited individuals to an advisory committee to assemble the test, secured associate degree institutions to pilot test the exam, and helped market the exam. A discount is provided for ACBSP members using the test.



Corporate Member Enrollment Form

Organization Name:

Organization Mailing Address:

City, State Zip:

Organization Phone: Organization FAX:

Organization Website: Twitter Handle:

Contact Information: Please provide a primary contact and up to 10 additional names. Please note:

- Each individual will be listed in the membership directory, receive a copy of the directory and receive all benefits of membership.
- The directory will list only the mailing addresses, phone numbers and email addresses submitted below. The address for the organization should be listed if you want it to appear in the directory.

	NAME	TITLE	ADDRESS/PHONE (if different)	EMAIL
Primary Contact	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Additional Contact	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Additional Contact	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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PLEASE RETURN this Corporate Member Enrollment Form to:
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 11520 West 119th Street • Overland Park, KS 66213