

## Volunteering with AACSB

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*"Coming together is a beginning. Keeping together is progress. Working together is success."  
-- Henry Ford*

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AACSB is a growing, changing, ever-evolving institution. Not that long ago, AACSB stood for the American Assembly of Collegiate Schools of Business. Today, institutions in 38 countries proudly carry accreditation from AACSB, which is now AACSB International—The Association to Advance Collegiate Schools of Business.

I remember the checklist approach that once led to accreditation. Do you have courses in accounting? finance? marketing? Check. Check. Check. Accredited. There was a time when this cookie-cutter approach might have worked, but as business education evolved, AACSB evolved with it, adopting a process in which accreditation represented not the existence of certain courses but the assurance of student learning. Now business schools are accredited based on adhering to their missions.

Checklists are relatively easy to review; complex, global, and mission-driven programs and curricula are much tougher to evaluate. It requires the participation of informed educational leaders willing to lend their time and their expertise to the process. The success and value of the accreditation and reaccreditation initiatives depends on our participation.

The accreditation process relies on teams of deans who work with universities to understand their business schools' missions, plans for the future, and efforts to assure student learning. These teams spend time reviewing documents, visiting the universities, and having critical conversations with school leadership, faculty, and students.

Getting involved is easy. Do you want to learn more about the accreditation process? Attend an AACSB-sponsored conference or seminar. These sessions are offered throughout the world on a regular basis. Don't have time to travel? Complete the online training.

Participating in a peer review team adds value not just to AACSB and its accreditation process, but to your own institution and your own leadership:

- **Education.** It improves your understanding of the current accreditation process, offering a significant advantage in terms of your next reaccreditation visit. You know what to expect when it's your turn.

- **Best practices.** We share 'best practices' with universities evaluated during the peer review visits. Our colleague institutions have some remarkable programs in place, and peer review visits are a natural opportunity to share and discuss best practices. Don't reinvent the wheel; learn what our colleague institutions are doing well, and bring these ideas back to your school.
- **Networking.** Reaccreditation visits offer two days to connect with deans from other institutions, including the dean from the school seeking accreditation/reaccreditation. Our colleagues are impressive. Deans at other institutions have stories to tell and connections and advice to share. Take the time to get to know them.

Consider volunteering on just one initial accreditation or reaccreditation team visit each year. Your school benefits from your new knowledge, AACSB benefits from your expertise, and we all benefit from a stronger community of informed, involved business school deans.

Not sure you're ready to volunteer for an accreditation team? Explore AACSB's other opportunities. AACSB sponsors a wide range of events and programs throughout the year, including programs designed for aspiring deans, sustainability, teaching effectiveness, and more.

In addition, AACSB Affinity Groups serve a spectrum ranging from the Southeastern Conference (SEC) members, to colleagues interested in entrepreneurship, to those committed to advancing sustainability and corporate social responsibility. Consider joining an affinity group.

Share the exciting developments under way at your university by speaking at a conference. AACSB regularly issues RFPs for future conference programs.

I know we're all juggling an ever-expanding list of priorities with far too little of that most precious of resources: time. But AACSB needs our voices and our insights to keep pace with the changes in management education and to maintain an evaluation model that ensures the academic quality and rigor of our universities.

Commit to getting involved--volunteer organizations are strengthened through the engagement and activity of their members. Our business schools will be better for your efforts.