



# Call for CEB VIII

## 2022–2025 Term

### Now Accepting Applications to Become a Candidate

Please carefully review this document before applying. We encourage you to also consult the [Cumulus Executive Board Handbook](#) and Cumulus Statutes before applying; the “[About Us](#)” section of our website provides an overview of our Association’s history and governance that may also prove helpful.



## A Unique Opportunity to Serve in a Global Stage

As a global association, Cumulus relies on a dedicated group of art and design academic leaders who volunteer their talent and expertise to act in the interest of the Cumulus community.

Cumulus Board members are elected from Cumulus full member institutions. The Cumulus Board service represents a unique opportunity that opens up a front-row seat to advance the role of art and design education and research globally.



## Board Member Profile

Well-informed and committed to the success of Cumulus, Board members work as representatives to Cumulus, providing oversight for the activities and the projects managed and implemented by the Secretariat under the name of Cumulus.

Individually, each Board member brings their unique strengths, skill-sets, and networks to their service. Board members are elected in the General Assembly based on qualifications and personal and professional trajectories that Cumulus members choose to champion. Board members are typically senior academic and/or administrative leaders including current or former Professors, Chairs, Directors, Heads, Deans, or Rectors.



## Role and Responsibilities

The Board's fundamental responsibility is to ensure that Cumulus remains true to its mission, safeguards its assets, and operates in the public interest of the Cumulus community.

The Board is responsible for the implementation of the decisions of the General Assembly and the policy of the Association, for the planning of its activities, and the high-level oversight of the affairs of the Association.

Cumulus Board members oversee and support the Secretariat's management of the Association in the service of its members. As reflected by the Statutes, the Board's core functions include decision-making, monitoring, and leadership.

# Cumulus Executive Board VIII 2022–2025 Candidacy Application

Please submit the application in English by the deadline of **May 17, 2022**.

The application materials must be emailed to the Cumulus Secretariat to [applications@cumulusassociation.org](mailto:applications@cumulusassociation.org)

The application consists of the following five (5) required documents.

## 1. Endorsement

Candidates to the Board and/or Presidency must include a letter on official stationery (with institutional logo) from their home institution (which must be a full member of Cumulus). The letter should be signed by an authorized leader of the institution (president, rector, vice-rector/ chancellor or equivalent). This letter should state that the institution is supporting the candidate's prospective service to Cumulus and that the candidate will be able to serve Cumulus if elected, receiving the required institutional support of their home institution.

## 2. Recommendations

The candidate has to include in the papers a recommendation from two (2) or maximum three (3) existing Full member institutions of Cumulus for her/his membership in Cumulus Executive Board or as the President. The name of the institution and the name and affiliation of the representative from the institution will be published in the candidate's profile on the Cumulus website.

## 3. Curriculum Vitae

## 4. Letter of Motivation

The candidate for Board member and/or President should provide a statement (one to three pages in length) that articulates why and how they wish to serve the Cumulus community. The letter is an opportunity to highlight unique strengths and/or expertise the candidate wishes to bring forward if elected.

## 5. Photo

Please submit a portrait photograph as either a JPEG or PNG file. Minimum size and resolution should be at least 640 x 640 pixels at 72dpi.

The proposals are to be addressed and be sent to [applications@cumulusassociation.org](mailto:applications@cumulusassociation.org) by May 17 2022.

The Cumulus Executive Board with the Secretariat will confirm the eligibility of each candidate to go to the elections to be held in the Virtual 2022 General Assembly.

# Board Service: Considerations

## Board Term

The elected President and elected Board members serve for three-year terms and may stand for re-election for a maximum of two consecutive terms (a total of six years). Once elected, service starts immediately upon election at the General Assembly; board members are expected to actively serve during the full three years of their mandate.

## Board Officers Diversity

Cumulus seeks to have in its Board a group of individuals that are representative and embody the expanding diversity of its global community. As an international association, geographic diversity in the Board is paramount (each board member must be from a different country; the President may be from the same country as one of the board members). In addition, diversity of all kinds (gender, race, religion, ethnicity, cultural background, and experience) is highly desirable.

## Board Responsibilities

As reflected by the current Statutes, the Board's core functions and responsibilities include (1) decision-making, (2) monitoring, and (3) leadership.

### 1. In its decision-making capacity, the Board:

- Defines, reviews and revises the Cumulus vision, mission and values
- Determines Cumulus' long-term strategy and goals
- Reviews new member applications and evaluates implications of membership growth
- Sets performance metrics for goals and major projects
- Formulates, reviews, recommends, and approves high-level policies for decisions by the General Assembly
- Appoints and evaluates the staff members of the Secretariat in collaboration with the Secretariat's host institution

### 2. In its monitoring capacity, the Board:

- Evaluates how well Cumulus is fulfilling its vision, mission and values
- Evaluates risks to Cumulus and its vision, mission and values
- Reviews performance metrics for goals and major projects
- Monitors Cumulus financial performance
- Advises the Secretariat drawing on relevant Board member expertise

### 3. In its leadership capacity, the Board:

- Communicates Cumulus' vision, mission and values to the public
- Represents Cumulus in key venues as speakers, jury members, and in other roles as appropriate
- Develops and updates the strategic plan of Cumulus for General Assembly ratification
- Supports and advises the Secretariat
- Maintains the ethical integrity of Cumulus

### 4. In its Legal Responsibilities, the Board:

- It is the duty of the Board to handle matters in compliance with the law and the rules and decisions of the association
- Will have liability for decisions made by the board in the independent registered association under Finnish Association Law
- Will have indemnity insurance to protect board members in the event of a claim against the Cumulus Association.

# Board Service: Considerations

## Participation Commitment

### I. Board meetings

The Board meets a minimum of three (3) times per year; the attendance policy of the board dictates participation unless force majeure. The first meeting in the calendar year is typically organized in a new region (e.g. strategically chosen to promote/ advance objectives of the Association) or around a relevant event or key opportunity for visibility and/or learning in a new city, country, or a region. The two remaining meetings of the year are organized alongside the Cumulus conferences. In years of new Board elections, an additional “transition” meeting that brings together members of the old and the new Board is typically organized on-site or online as a hand-off opportunity. In addition, “special board meetings” (typically online) may be called to address key needs of the association.

### II. Board calendar

Board meetings are generally two (2) to three (3) days in duration. Because two of the three meetings coincide with the dates of Cumulus conferences and these fluctuate, the scheduling of Board meetings may vary slightly from year to year. A typical annual calendar includes meetings in February and in May/June, and October/November (in conjunction with conferences)

### III. Board sub-committees and collaborating between Board meetings

Board work is often organized via subcommittees that advance a project or initiative. Board members are also called to partner with the Secretariat to lend capacity and expertise to special initiatives. As a distributed international body, it collaborates virtually across time zones and in-between Board meetings to accomplish this work and maximize the outcomes of face-to-face meetings.

# Institutional Commitment and Requirements

**Every member of the Board is elected from within a full member institution of Cumulus. At the time of the election, the Board applicant must seek the endorsement of their home institution as part of their application materials.**

If the Board member changes institutions during their term of service, their Board seat transfers to their new home institution and employer as long as that institution is a full member of Cumulus. If the Board member takes on a role outside Cumulus membership, they cannot remain on the Board. Candidates planning to retire from their home institution during the anticipated service term should refrain from applying so as to avoid creating an unplanned vacancy on the Board.

## **Financial Policy**

All Cumulus Board members receive free registration to Cumulus conferences and a travel stipend from the Association that covers a portion of the travel costs associated with their service. This stipend amounts to partial costs reimbursed; the remaining costs of Board service are expected to be covered by each board member's individual home institution. This stipend is offered in the form of an annual reimbursement upon receipt by the Secretariat of an invoice and detailed receipts of travel costs incurred (i.e. flights, accommodations, meals, etc.). The invoicing by Board members should honor as much as possible the fiscal year process of the Association (January through December). On a case-by-case basis, and following the direct invitation by both the Secretariat and the President, individual Board members may be compensated by the Secretariat or a third party for additional travel expenses to represent Cumulus in additional venues.

# Critical Roles in the Board

In addition to the responsibilities articulated above for all board members, there are several other roles within the Board that have a higher level of responsibility, time commitment and accountability on behalf of the registered association. These are outlined below.

## Presidency

### Stewardship

The President's main stewardship duties are three-fold and include:

- Lead and represent the Association as its chief steward
- Convene meetings of the Executive Board and the General Assembly
- Chair meetings of these bodies

In practice, the President is expected to honor the mandate of the General Assembly and work collaboratively to shape and deliver a unified vision with the Board about the strategy of the Association during her/his term. In addition to leading the Board as its chair, the President's duties include guiding the Secretariat staff in the execution of the strategy and effective management of the Association's operations.

### Oversight and collaboration with the Secretariat

The President's service includes close collaboration with the Secretary-General and the Secretariat staff on an ongoing basis. The President is expected to lend oversight on detailed duties of the Secretariat. In this role, the President monitors and advises on the management, progress and successful execution of strategic activities.

### Time expectations of the service

In terms of time commitment, the President is expected to do six to eight trips abroad per year to represent Cumulus, inclusive of the three (3) board meetings they are expected to attend and lead. Their service will include an average of six to ten lectures about art, design and media education and research and their relationship with society, industry and business; the President must be available to participate in jury work, write speeches and articles on behalf of Cumulus in its communication channels and other publications, and be available for press interviews. The President is expected to dedicate an average of approximately eight to twelve hours per week to the work of the Association with more intense periods of work leading up to the three annual Board meetings and the annual General Assembly.

## Vice-Presidency

Per Cumulus Statutes, two members of the Board are nominated by the President and endorsed by the entire Board to serve Cumulus as Vice Presidents at the start of their service. In this role, they are expected to fulfill two key functions: 1) serve as deputies to the President and 2) collaborate with the President as thought partners in her/his stewardship of the Association. Vice Presidents' service can be quantified as a commitment that is approximately 30 percent greater than that of the remainder of the Board.

## Treasurer

One member of the Board is nominated by the President and endorsed by the entire Board to serve as Board Treasurer at the start of their service. The Role of the Treasurer is to support the Cumulus President and Executive Board in financial monitoring and strategic financial planning for the association in line with international best practice and legal requirements, and in compliance with the Cumulus statutes.

# Election Procedure

## The 2022 elections for CEB VIII will be calling for 10 members of the Executive Board and the President.

Board members are elected from Cumulus Member institutions in the General Assembly through proposals made in advance in writing by Full Members. Board members are senior administrative and academic leaders including current or former Professors, Chairs, Directors, Heads or Rectors. They are appointed for a term of three years and are eligible for re-election for a second consecutive term. 1/3 of the members of the Board are to be changed every third year in the election of the new Executive Board during the General Assembly (GA). A Board member who has completed their six-year term can only run again for a Board seat after two new full cycles, i.e. being away six years from their original service in the Board. They may stand up for election in this case, as long as the 1/3 rule for new Board members is respected.

Per the Cumulus Statues, a person can be elected as the President only after holding a board seat for two full terms. Once elected, Presidents are eligible for re-election only once. The President can be elected to be a member of the Executive Board after the Presidency.

Five (5) members \* of the present CEB VII have served Cumulus the two terms and cannot be voted to the CEB VIII 2022–2025. The other five (5) members of the present Executive Board are eligible for re-election for one further three-year term. The total number of persons in CEB VII is 10.

The present and previous board members can be reviewed on the [website](#).

The present board members of the CEB VII, five (5) persons (marked below with \* (1, 3, 6, 7, 9) are eligible candidates and can reapply for the new CEB VIII 2022–2025. Their home member institution also has to make a written endorsement for their new candidacy in CEB VIII.

The rest five (5) members of the present CEB VII have served Cumulus two 3-year terms, totaling 6 years, and cannot participate in the elections of the board CEB VIII. They can however participate in the elections of the presidency for CEB VIII 2022–2025. (Please see below, Candidacy Proposal in Detail.)

## Cumulus Executive Board VII 2019–2022

1. **Philipp Heidkamp**, Professor, Köln International School of Design (KISD), Germany \*
2. **Rachel K. B. Troye**, Head of Institute of Design and Pro-Rector, The Oslo School of Architecture and Design (AHO), Norway
3. **Adam de Eyto**, PhD, Head of Design, Limerick School of Art and Design, Technological University of the Shannon: Midlands Midwest (TUS) Ireland \*
4. **José Allard**, PhD, Associate Professor and Researcher Pontificia Universidad Católica de Chile, Santiago, Chile
5. **Lorenzo Imbesi**, PhD, Full Professor and Sapienza Design Research Director, Sapienza University of Rome, Italy
6. **Michael Krohn**, Professor, Head of the Center for Sustainability, Zürich University of the Arts (ZHdK), Switzerland \*
7. **Teemu Leinonen**, PhD, Associate Professor of New Media Design and Learning, Aalto Media Lab, Media Department, School of Art, Design and Architecture, Aalto University, Finland \*
8. **Robin Turner**, Head, Graphic Design and Multimedia Department, Greenside Design Center, Johannesburg
9. **Anne Pikkov**, Vice-Rector, Estonian Academy of Arts, Estonia \*
10. **Xiao Yong**, Professor of Visual Communication Design School of Design, Central Academy of Fine Arts (CAFA), Beijing

**Mariana Amatullo**, PhD, Vice Provost, Global Executive Education and Online Strategic Initiatives Associate Professor, Parsons School of Design, The New School, USA, President 2019–2022 has served as president Cumulus for one 3-year term, she is eligible to reapply for the new CEB VIII 2022–2025. Mariana Amatullo served on CEB V 2013–2016; and CEB VI 2016–2019.

# 2022 Elections

The elections will be carried out by the authorized representatives of the Full Members in the Virtual 2022 General Assembly as follows:

**The candidate has to be personally present in the Virtual 2022 General Assembly (June 15, 2022) to make a 3-minute presentation that highlights their motivation to serve.**

The number of the CEB VIII comprises of the President VIII and ten (10) members

The list of the proposed candidates is due 17 May 2022 for the CEB VIII 2022-2025 and the Presidency VIII 2022–2025 will be distributed to Cumulus member institutions as soon as it is published on the Cumulus website by **May 27**. All candidates must attend the virtual GA in June to provide a live statement for their candidacy. In case there is more than one candidate applying from the same country, the General Assembly will first elect one candidate from the country in its first election round for the final round of the election. The president can be from the same country as one board member.

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## Members Selection of CEB VIII

**Cumulus full members will vote for the constitution of the Cumulus Executive Board VIII 2022–2025 and the next Cumulus President during the virtual General Assembly 2022. The number of Board members to be selected will be ten (10).**

The candidates who receive the highest number of votes at the GA will form the new Cumulus Executive Board and the Presidency. If among them, there are two candidates from the same country, only the candidate with more votes will be selected to the Board.

# Voting and Vote Counting

**Representatives of the full members being present/or through a proxy have a right to vote. The voting takes place online.**

Neither the CEB VII members nor the President is eligible to vote. The Secretary-General cannot vote either.

The CEB VII members' home institutions are asked to authorize one person from another Cumulus full member institution or through a proxy to be given to this person to vote on behalf of their home institution. One Cumulus full member institution can hold a maximum of two proxies.

Each authorized voter is invited to give the votes by marking the selected names being listed on the ballot. The ballots are collected by the Secretariat with a secure, secret online ballot system to guarantee election integrity.

The votes will be calculated by two counters of the votes, selected by the General Assembly. The counters of the votes are assisted by the Cumulus secretariat staff and supervised by an independent professor/administrator of a member school proposed by the CEB and endorsed by the General Assembly.

The Cumulus Executive Board has the right to take in use with the Cumulus Secretariat a digital election system that follows the decision-making as above. In the case the elections will be held digitally, the election period will be open after the first board meeting in 2022 with a given period defined by the board until the 2022 General Assembly.

**Please note:  
Due to the fact that the legal registration of Cumulus has not yet taken place, the exact nature of the Executive Board and President's roles and responsibilities as described in this call are to be confirmed depending on the association's registration status and timing.**