



Ass. Prof. Ognjen Bakmaz  
President (Chairman)  
The College of Service Business  
71350 Sokolac  
Bosnia and Herzegovina

LETTER SENT BY E-MAIL TO: ognjen@vub.edu.ba

01 March 2022  
Our Ref: 2159/HvL/JH

Dear Ass. Prof. Ognjen Bakmaz,

I have the pleasure to inform you that the application of The College of Service Business for Membership to the International Association of Universities (IAU) has been accepted. Your institution meets all the criteria for admission as set by the IAU Administrative Board. On behalf of Prof. Pam Fredman, IAU President, the IAU Administrative Board members, as well as personally, allow me to express how much we look forward to welcoming The College of Service Business as a Member of the Association.

Two remaining formalities are to be completed before your university officially becomes a Member of IAU. As part of the admission process, all institutions accepted to membership are requested to endorse the enclosed IAU *Letter of Commitment to Core Academic Values*, which underpins the Association's work. The second and final step to becoming a Member of IAU concerns the constitutional obligation to settle annual membership fees. The annual fees for The College of Service Business are 1350 Euros. A formal request for Membership fees for the period 1 October 2021 to 30 September 2022 is attached. Your Membership will be active as soon as we receive the payment.

Once this last formality is completed, the The College of Service Business will become entitled to all membership benefits. These include complimentary copies of IAU reference works and publications:

- Enhanced access to the [World Higher Education Database](#) (WHED portal)
- Free subscription to [Higher Education Policy](#), IAU's quarterly journal
- [Monthly newsletter](#) offering an overview of HE developments across the world
- [IAU Horizons](#): magazine published twice a year
- IAU [Annual Report](#)
- IAU [Policy Statements](#)

On 9 December 2021, IAU has closed the celebrations of its [70th anniversary](#). A special webinar was organised to commemorate this important milestone along with our Members, partners, and friends. We are pleased to share with you the Open Access link to [The Promise of Higher Education: Essays in Honour of 70 Years of IAU](#) as part of our ongoing anniversary celebrations. This collection of 65 essays from 82 authors, will take you on a tour across the global higher education landscape while addressing pertinent themes and challenges.

IAU has a unique convening power, making it possible for Members to attend a large variety of global events, focusing on key higher education topics and bringing together experts from all regions.

We hope that you, and possibly other representatives of The College of Service Business, will be able to attend the next quadrennial [IAU General Conference](#), which will take place on 25-28 October 2022. Organised in partnership with University College Dublin, this 16th General Conference will focus on **Relevance and Value of Universities to Future Society**.

This is a particularly important moment in the life of the Association. IAU Members will be invited to elect the [new President and members of the Administrative Board](#) for the next four years. We will also present and adopt the new strategic plan outlining the future direction of the Association. Please consider standing for election as a Member of the Administrative Board. Heads of IAU Member institutions present at the event are eligible, if they are in good standing at the time of the General Conference.

We encourage a two-way communication flow with our Members to remain up to date on their needs and interests. We look forward to furthering our cooperation in the near future.

If you would like IAU to announce special programmes, courses, or events of interest to the broader higher education community, we would be pleased to feature them on our website, in the **News from our Members** section, as well as in other communication channels.

We look forward to our collaboration with The College of Service Business and are open to any suggestion you may have to enhance your Membership experience.

Yours Sincerely,



Hilligje van't Land, *PHD*  
*IAU Secretary-General*  
*Executive Director, International Bureau of Universities*

Enc.:

- Letter of Commitment
- Request for Membership fees for 2022