

Minutes of the General Assembly Meeting – Swiss Assessment

Date March 7, 2025 / 5:00–6:30 p.m.

Location PH Zurich & Videoconference

Protokoll Sophie Weissfuss

Agenda Items

Welcome

- Welcome on behalf of the entire Board by Gian-Rico Bardy, Board Member responsible for “Board Coordination.”

Election of Vote Counters

- Nadine Eggimann and Guillaume Python were elected.
- Eligible to vote: 9 in-person attendees, 7 remote participants

Approval of the Agenda

- No changes requested; the agenda is approved and followed as proposed:
1. Welcome
 2. Election of tellers
 3. Approval of the agenda
 4. Approval of the minutes of the Annual General Meeting of March 8, 2024
 5. Annual report of the Boardmembers
 6. Annual financial statements 2024
 7. Audit report, approval of the 2024 annual financial statements and granting of discharge
 8. Re-election of the auditors
 9. Confirmation election of existing members of the Executive Board
 10. Re-election of the Chairman of the Quality Commission and farewell to Delegate Expert Members
 11. Activity program 2025
 12. Media/ PR activities 2025
 13. Budget 2025
 14. Membership applications
 15. Varia
 16. Closing of the general meeting

Approval of Previous Minutes (March 8, 2024)

- The minutes were unanimously approved.
Note: Minor formal errors (e.g., incorrect years)

Annual Report of the Board

Board Coordination:

- Six board meetings moderated on: March 15, April 30, June 7, August 16, September 23, November 22
- Welcome/farewell meetings: April 5, August 23
- Feedback loops: Email, online meetings, autumn event
- Various coordination meetings (internal/external, department-specific)

Main Focus in 2024/2025+:

- Get to know the association
- Organisation CM and resorts
- Further development of inclusion: language/geography
- Further education and Networking events in the future
- «Code of Conduct» swiss assessment - 2025
- **Organisation Strategy Workshop** – *Focus: Refining of Swissassessment's Vision 2025 - 2027 in order to optimally support members*

Membership Administration

Status as of 31.12.2024:

- 78 members total
- 22 certified members
- 2 honorary members
- New Members:
 - Eggimann Stöckli & Partner
 - Gray Consulting GmbH
 - Mercuri Urval
 - Skilld Consulting SA
- Resignations:
 - advenias ag
 - Allianz Suisse
 - Crearium
 - GONIN Leadership Audit + Development AG
 - Helsana Versicherungen AG, Human EHEA
 - Swiss Re Management Ltd.
 - Stadt Zürich, Human Resources Management

Lectures & Research-Practice Transfer:

- The practice of executive assessment - challenges and suitable procedures for aptitude diagnostics in upper management ; Presentation in German by "Forum Assessment"; Via Zoom (remote) "Positive Leadership – was / wozu / wie?"; Vortrag Christian Thiele
- Research Presentation by Prof. Duncan Jackson (King's College London) on Assessment Center Measurement Design (and Criterion-Related Validity); Presentation in English by "Lehrstuhl für Arbeits- und Organisationspsychologie Universität Zürich"; In Zürich
- Topsharing: Development of a multi-modal assessment for the selection and development of co-leaderships; Presentation in German by PD Dr. Michael Josef Burtscher (ZHAW); In Zürich
- New developments in behavioural interviewing: From validity to storytelling and AI; Presentation in English by PD Dr. Adrian Bangerter (unine); In Bern

Quality Commission:

- 7 recertifications in 2024 (including 2 initial certifications: SBB and Ernst & Young)
- 2 regular meetings of the Quality Commission
- Discussions about specific certification audits
- 2 workshops to revise checkpoints
- Planned changes:
 - Checkpoint 19: Evaluation of assessments

- Checkpoint 3: Scientific models and psychometric test requirements
- Transition discussions after University of Zurich cooperation ends
- Questions:
 - Chair appointment timeline (possibly May)
 - Integration of Checkpoint 19 (expected Q1 2026)

Media Activities:

- Dates of the 2024 campaign:
 - 1st wave: Monday, June 3rd to Sunday, June 30th
 - 2nd wave: Monday, September 30th to Sunday, October 20th
- Publication Channels:
 - LinkedIn
 - NZZ
 - Handelszeitung
 - Wirtschaftsnetz
- Review Campaign:

„Auswirkung der Swiss Assessment Kampagne auf Werbekonsumenten»
 Campaign Review Project (March 2025): Hazal Bagisgan, Denise Eglin, Blerta Emerlahi, Dina Dzeliloska

Homepage Activities:

- For Regular and Certified Members
 - Highlighting certified members (logo)
 - Updating events on the homepage
 - Updating news related to open positions in the assessment field: feel free to send job offers if you want to give them more visibility!
- Questions and discussions with potential Francophone members as well as journalists from the Romandy region (e.g., Basik show - RTS) regarding certification and the association
- Website traffic analysis throughout the year and the impact of the two campaign waves

Annual Financial Statement 2024

- Deficit of CHF 19,755.–
- Budget deviations due to slightly higher PR campaign costs and budget miscalculation (incorrect member count used) (Reason: Instead of calculating 57 basic members at 350 CHF, the total of 78 members at 350 CHF was used.)
- Net assets as of Dec 31, 2024: CHF 38,582.–

Report & Discharge of Board

- Audit by Doris Keller Creus and Leopold Hüffer on January 23, 2025
- Unanimous approval of financials
- Board discharged
- Audit office confirmed until re-election in 2026

Board Confirmation

- Board Members:
 - Anna Luca Heimann
 - Urs Tschanz
 - Mireille Régis

- Sophie Weissfuss
- Gian-Rico Bardy
- Andreas Scheuber
- Guillaume Python

Confirmation of Chair of Quality Commission

Hubert Annen (Military Academy, ETH Zurich) confirmed.

Farewell to Viviane Brühlmann

Thanks to Viviane!

Transition of role to Esther Hautle (mpw) and Yvonne Schilling (Nantys) mid-year

Activity Program 2025

- From a coordination perspective:
 - Strategy "swiss assessment" - Strategy Workshop Boardmembers
 - Further implementation of inclusion
 - Development of Romandie and German-speaking communities
- From a network and event perspective:
 - Presentations, Autumn event, etc. --> we will share detailed information at a later date
 - For any ideas or wishes of potential speakers, please contact Guillaume
- From a quality perspective:
 - Revise other quality-related checkpoints: Please submit your ideas
 - Certification 2026+:
 - Certification partner 2026+
 - Adaptation of product regulations and statutes
- From a marketing perspective:
 - Campaign: After the strategy workshop, the topics and the directions derived from them will crystallize --> 2 topics will certainly be worked on Homepage and LinkedIn presence

PR Activities 2025/2026

- LinkedIn
- Marketability Homepage

Budget 2025

- Projected Profit: CHF 3'550
- Income in CHF:

○ Membership Fees	26'250
○ Certified Member Contributions	22'000
○ Total Income:	48'250
- Expenses in CHF:

Member Events	15'000
Marketing, Website, Social Media	15'000
Document Translations	3'000
Board, Strategy-	
Retreat / board work	4'000
Accounting/Secretariat	4'700
Insurance	1'500

Fees/Taxes	500
Miscellaneous	1'000
Total Expenses:	44'700
Profit	3'550
- Budget unanimously approved - Key Questions: - What is the message we want to promote through marketing at Swiss Assessment? Are we promoting the Swiss Assessment association or its members? - The logo is not being seen: Who are we selling? Are we reaching the decision-makers? Are the channels appropriate? (The members are showing their willingness to support)	
Membership Applications	
none	
Varia	
There is a general wish that events be announced approximately three months in advance.	
Closing	
Board member Gian-Rico Bardy closes the meeting at approximately 6:30 p.m.	