

Title: **Between a Rock and a Hard Place: exploring the tensions between standards, innovation and creativity in the context of academic development orientations.**

Presenters: **Sue Clayton and Neill Thew**
University of Sussex

Abstract:

Session Learning Outcomes

- Explicitly identify own professional values and orientations
- Map these onto notions of institutional values and orientations
- Identify possible tensions between emerging professional standards, own and institutional values and orientations
- Identify and deploy creative strategies to unblock the tensions and formulate a personal conceptual framework for approaching own role in implementing professional standards

SEDA has supported educational and staff developers in exploring the relationship between educational, institutional and professional development over many years. During this time various models of professional standards have emerged (SEDA, FENTO, TTA, HEA), together with various notions of excellence (NTFS, CETL). In the course of these developments the professional values and orientations involved in educational development, and those of individual developers, have also been examined (Land et al).

This workshop offers an opportunity for colleagues to creatively explore their own academic development orientation through a series of interactive , kinetic, audio- visual and reflective activities which will aim to identify the contexts and sub-texts of their own professional values and unblock the tensions between these and their institutional role in implementing professional standards. In doing this colleagues will also explore notions of institutional values and orientations ,what characterizes the professional values of their own institution and how this fits with emerging standards frameworks....and how to survive the cross fire !

Session Activities

The session will create a safe communal space for reflective , open and honest exchange. Outcomes will be achieved entirely through a series of creative activities and discussions each building on the other to achieve individual outcomes designed to build confidence in approaching institutional strategies with professional integrity. There is a strong emphasis on personal development and therefore a maximum of 15 places will be available for this workshop .

References

- Land,R(2003) Orientations to Academic Development,in Eggins,H & Macdonald,R . (eds) *The Scholarship of Academic Development* Buckingham : SRHE & Open University Press
- Wenger,E.(1998) *Communities of Practice: Learning , Meaning and Identity*.Cambridge:Cambridge University Press.