



Annual Report
of the
Staff and Educational
Development Association
2007

The Staff and Educational Development Association (SEDA) is the professional association committed to improving all aspects of learning, teaching and training in higher education through staff and educational development. SEDA's purpose is to enable staff, institutions and the sector to meet the fast changing demands of the external environment for the benefit of student learning.

SEDA members, SEDA Fellowship holders, and holders of all SEDA awards are a community that shares the same values, being committed to:

- An understanding of how people learn
- Scholarship, professionalism and ethical practice
- Working in and developing learning communities
- Working effectively with diversity and promoting inclusivity
- Continuing reflection on professional practice
- Developing people and processes.

Report from the Co-Chairs

SEDA has continued to be a thriving, well-administered and stable association during 2007, serving its members and the wider community with conferences, networking and meetings, publications, courses, its Fellowship scheme and its Professional Development Framework. It brings together colleagues who are supporting or leading educational change in an effective and supportive way, and provides them with many of the resources they need to work in this field.

In most of its activities, SEDA has been expanding. The Professional Development Framework is being taken up widely, with 38 programmes now recognised in 19 institutions, and 641 individual participants accredited during 2007. The Fellowship scheme has created a community of skilled and professional educational developers. The courses on Supporting and Leading Educational Change are now – like the Summer School – part of the landscape and are providing regular opportunities for practitioners at many levels to enhance their practice – this year there were 36 participants.

Attendance at the two conferences increased this year, with the mix of familiar and new participants, creating a productive and supportive atmosphere in which to consider the workshops and discussion papers. SEDA's one-day events successfully meet immediate needs, and are always well attended.

Our liaison with the Heads of Educational Development Group has resulted in jointly-orchestrated events plus the joint publication of a SEDA Special on the issues and concerns around leading educational development units, and a second volume will follow. We have maintained

our liaison with the International Consortium for Educational Development, and are actively working to establish this body on a secure basis.

We have also re-shaped the Research Committee into a new committee with a new mandate, which includes oversight of SEDA's refereed journal, *Innovations in Education and Teaching International* – Ranald Macdonald writes more fully about this later in this report. And we have created a new committee concerned with Membership and SEDA's public profile, to ensure that SEDA stays relevant to the needs of its members and its potential new constituencies.

Dr Shân Wareing and Liz Shrives, SEDA Co-Chairs

Committee Reports

Scholarship, Research and Evaluation Committee

Following a period of reduced activity from the previous SEDA Research Committee, the Scholarship, Research and Evaluation Committee (affectionately known as SchREC) was re-launched with the remit '...to promote research, scholarship and evaluation in staff and educational development as a means of bringing about understanding of, and further improvements in, our practices'.

The Committee focused on four main areas during the year: the SEDA Research and Development Grants, the SEDA conference reading group, collaborative activities and events, and the Innovations in Education and Teaching International journal (IETI).

A call for bids for grants was made around the theme of supporting and leading educational change for up to 10 proposals of £500 each (or a collaborative bid of up to £1000). The May and November conferences saw reading groups around articles by Malcolm and Zukas, and Manathunga, respectively, with both providing an appropriate challenge to thinking and practice.

An event for leaders of practitioners of HE research was put on by the Society for Research into Higher Education (SRHE) Academic Practice Network in conjunction with SchREC in November. Much discussion has taken place about the future direction and shape of IETI with a paper being agreed by the SEDA Executive Committee in October. The intentions are that IETI should better reflect its position as SEDA's journal and to increase its readership. Changes will be apparent during 2009.

Future SchREC meetings will, where appropriate, be followed by an open seminar or workshop around topics related to the committee's purpose.

*Professor Randal Macdonald, Chair,
SEDA Scholarship, Research and
Evaluation Committee*

Fellowships Committee

We saw a stable year for Fellowships during 2007, allowing us to embed the new suite of courses on supporting and leading educational change. These courses will now help to ensure a growing number of Associate Fellowship holders, with four awarded last year. In terms of activity on the main scheme, there were seven new Fellowship registrations in 2007 and one Fellowship was awarded. This brings the total number of Fellowship holders to 33, with 37 registered for the Fellowship.

The Fellowships scheme continues to provide an excellent means for colleagues to network and to enhance their own work as developers. One highlight of the year was the introduction of a new CPD master class, which drew a good audience. This was given by Professor Ray Land and entitled 'The Paradox of Educational Development: multiplicity, complicity and occasional duplicity'.

We were also pleased to note that three of the 14 newly appointed Senior Fellows of the Higher Education Academy in December 2007 were Fellowship holders; and a further one was a registrant on the scheme. This confirmed the value of discussions that we held with the Academy, and which included attention to links between these two schemes.

In looking to future developments, we will continue to collaborate with the PDF Committee. We plan to hold some committee meetings on the same morning, with an open event of mutual interest in the afternoon. The first of these, planned for February 2008, is entitled 'Shaping Development beyond TQEF'.

Over the coming year we will be looking again at the main Fellowship scheme, with a view to updating it. You are welcome to contribute any views on what you think should happen to the scheme. My own term of office as Chair of the committee comes to an end at the beginning of 2008; so others will take this forward. I would, though, like to thank the Fellowships community for its engagement with the scheme during my term.

Dr Peter Kahn FSEDA, Chair, SEDA Fellowships Committee

Professional Development Framework Committee

SEDA's Professional Development Framework (SEDA-PDF) Committee continued the successes of 2006. The mapping of SEDA-PDF awards against the UK Professional Standards Framework resulted in the publication of SEDA Special 21, *SEDA PDF - A Tool for Supporting and Structuring Continuing Professional Development Frameworks*. This publication provides practitioners with details of the mapping of the SEDA-PDF awards against UK PSF. It also provides insights into how awards can be used to structure continuing professional frameworks across the sector.

Collaboration with partners in the sector continued to be a keystone within PDF. Inquiries about the use of SEDA-PDF by non-higher education institutions (training organisations and national

groups) grew and became the focus of attention around a number of awards, including the development of a new award in internationalisation.

Core work continued in recognising and supporting new and existing members to engage with SEDA-PDF awards. SEDA-PDF welcomed several new institutions to the framework with the interest in multiple awards continuing. In total SEDA-PDF has now recognised 19 institutions and 38 programmes. In addition re-recognitions and institutions adding awards have predominated this year, again targeting the development needs of wider and more diverse groups of staff.

SEDA-PDF ran two events this year, a very successful one-day workshop in January 2007, jointly badged with the Staff Development Forum. The workshop focused on SEDA-PDF as a tool for CPD. In June, SEDA-PDF repeated its mentoring and recognising workshop for new and existing colleagues interested in joining the widening group of staff and educational developers acting as mentors and recognisers for PDF awards.

Finally, the SEDA-PDF Committee has welcomed new members from the University of Leicester, Liverpool John Moores University, Birmingham City University and Edge Hill University. These colleagues will be joining the committee from January 2008.

Ruth Pilkington, Chair, SEDA-PDF Committee

Innovations in Education and Teaching International

IETI is published four times each year, and in 2007 it ran 31 articles on many topics, from e-learning and mobile learning, through enquiry-based and

resource-based learning, reflection and learning through placements, to student engagement and the experience of new lecturers. It is a truly international publication, carrying articles, case studies and opinions on the full range of issues relating to student learning. It is cited in many abstracting and indexing services, including the ISI Social Sciences Citation Index and the Research into Higher Education Abstracts. We always welcome approaches from authors and are happy to give guidance and support.

Professor Gina Wisker, Chair, IETI Editorial Board

Papers Committee

The following were published during 2007:

Leading Educational Change, edited by Bland Tomkinson; *SEDA PDF – A Tool for Supporting and Structuring Continuing Professional Development Frameworks*, by Ruth Pilkington with Anthony Brand and *e-Teaching: Engaging Learners Through Technology*, by Stephen Bostock. A number of new publications are in progress for release in 2008, commissioned and peer-reviewed by the members of the Papers Committee.

Where practicable, the release of new publications is being coupled with educational development events, such as the session in London in October, which focused on Stephen Bostock's e-teaching book.

Marketing and sales of existing stock have been a key focus of the committee's recent activity, with attention given to recouping printing costs and enhancing income.

The following members were welcomed to the committee during 2007: Michaela Borg, Rachael Carkett and Sarah Moore,

and we offer our thanks to Shirley Earle on her retirement. New members will be recruited in 2008 to the key aspects of leadership of marketing and sales.

Dr Philip Frame and Mark Schofield, Co-Chairs, SEDA Papers Committee

Educational Developments Editorial Committee

In 2007 we again published four issues of Educational Developments, the magazine and newsletter for SEDA members and for colleagues who are acting as educational developers in their work. There were 32 major articles in those four issues, along with book reviews, photographs, flyers for events, information about SEDA's latest publications and an inserted collection of memories of Peter Knight (coordinated by Tony Brand). The Editorial Committee, which was stable throughout the year, prides itself on the speed with which it can bring an article to its readers – some authors, responding to a commission, have seen their piece in print within a few weeks. We are attracting more unsolicited articles than before, which is interesting, and although we are explicitly a magazine, many of the pieces take as scholarly an approach as if they were for a refereed journal. It is the magazine for SEDA members, so please consider offering something.

Professor James Wisdom, Chair, Educational Developments Editorial Committee

Conference Committee

2007 saw two very successful conferences, 'Exploring Enhancement in Further and Higher Education' in Glasgow and 'Professional Standards and Continuing Professional Development: ideals and realities' in Birmingham. The Glasgow event

included a new addition to the conference designed to provide time to share artefacts and ideas – ‘The SEDA Ideas Exchange’. Feedback indicated that people would like us to continue with this useful 'space' outside of the hectic conference timetable. We also improved the look of publicity for SEDA conferences. We continued to attempt to increase the participation in conferences of Subject Centres and CETLs. We see conferences as a good opportunity to boost membership and raise awareness of SEDA and look forward to working with the new Membership Committee to facilitate this.

In addition, one-day events on particular topics proved to be popular. These included a seminar on 'Professional Standards and CPD for Academic Staff: challenges, issues and ideas' run twice during 2007 and a networking event for postgraduate certificate course leaders run prior to the annual conference. This was particularly popular and will be repeated. In 2006 we pointed to a clear capacity for more one-day events and the committee has sought to work more closely with other committees to ensure that there has been both an increase in the number of events and greater synergy between committees' activities which lead on to events.

In 2007 Celia Popovic and Fiona Campbell joined the committee bringing with them their experiences of working in an educational development unit. The conference planning timetable continues to ensure that we work well in advance of events and conference deadlines. Thanks go to the committee, Roz Grimmitt, Ann Aitken and the SEDA community for their hard work during 2007.

Julie Hall, Chair, SEDA Conference Committee

Membership Committee

SEDA's membership numbers remained at a reassuringly constant level during 2007. The total number of members was 366 (compared with 367 in 2006) and of these, 90 were institutional members, 165 associate members and 111 individual members.

September 2007 saw the establishment of a new Membership Committee which will ensure that SEDA continues to reflect, respond to and be relevant to the educational development community. The new committee is particularly concerned with raising SEDA's profile within the sector and increasing SEDA's membership base. As with any campaign to increase membership, the starting point for this will be to gain a better understanding of SEDA's existing and potential membership. The Membership Committee started this process off in the latter part of 2007 by planning a survey of the SEDA membership, which is to be conducted during 2008.

Phil Poole, Chair, SEDA Membership Committee

SEDA Executive Committee

The Executive Committee met on four occasions throughout the year. Frances Deepwell and Helen King completed their terms of office as members of the Executive Committee, and were thanked for their work. James Wisdom came to the end of his term as SEDA Co-Chair and was warmly thanked on behalf of the SEDA membership for his enormous contribution to SEDA over the past 15 years.

SEDA Executive Committee 2007

Dr David Baume FSEDA
Fran Beaton
Dr Stephen Bostock FSEDA
Professor Anthony Brand
Dr Philip Frame
Julie Hall
Dr Peter Kahn FSEDA
Professor Ranald Macdonald FSEDA
Professor Kristine Mason O'Connor
Ivan Moore FSEDA
Lawrie Phipps
Ruth Pilkington
Phil Poole
Mark Schofield
Professor Pam Shakespeare
Liz Shrives
Ellen Sims
Maurice Teasdale
Nicky Torrance
Dr André van der Westhuizen
Dr Shân Wareing FSEDA
Professor James Wisdom
Professor Gina Wisker FSEDA

Staff and Educational Development Association
Woburn House
20 - 24 Tavistock Square
London WC1H 9HF
Tel: 020 7380 6767 Fax: 020 7387 2655
office@seda.ac.uk www.seda.ac.uk

A company limited by guarantee and registered in England, no. 3709481
Registered in England and Wales as a charity, no. 1089537

