

SEDA ANNUAL REPORT 2009



The changing environment has meant that 2009 has been a year of review, consolidation and new developments for SEDA, whilst it has continued to provide a series of activities and resources expected by our membership. It has been challenging to face the potential consequences of the changing economic climate and the Executive Committee has attempted to do this in a number of different ways to ensure that SEDA continues to be a flexible, proactive, and sustainable membership organisation.

Developing SEDA

SEDA has continued to consider how it can support institutional and individual members and the wider community of educational and academic development. The impending economic challenges, whilst difficult to predict, led us to consider a number of services and practices within the Association.

Membership of SEDA has been sustained in 2009 with a slight increase in some areas. The Executive has simplified the membership categories in order to encourage smaller higher education institutions (HEIs), specialist institutions, further education colleges (FECs) and individuals not associated with institutions to consider membership. It also launched a new category of membership for FECs associated with HEIs to become Partner Institutions. At the end of the year three colleges had registered as Partner Institutions.

It is encouraging to see that membership has remained buoyant during these difficult times.

Membership Category	2009	2008	2007
Institutional members	97	97	90
Institutional associate members	114	113	111
Individual members	160	156	155
Independent associate members	16	16	10

The programme of courses and professional awards was reviewed in order to provide a coherent and accessible framework of professional development and recognition for individuals involved in leading and supporting educational change. This involves revision of the current Fellowship scheme and some of the Professional Development Framework (PDF) awards and will also include the courses which ran throughout the year. These include:

- Supporting Educational Change (Introductory Online Course): ran with 13 participants
- Supporting Educational Change (Professional Qualification Course): ran with 6 participants
- Leading Educational Change (Professional Qualification Course): ran with 6 participants
- Summer School was attended by 22 participants.

The new Fellowship Scheme developments are ongoing with the final scheme due to be launched in autumn 2010. SEDA has a long history of supporting research and

development within the HE sector and this year has seen the development of closer links with JISC resulting in SEDA hosting a significant development project for them. This exciting project facilitates direct links with other professional associations and HE institutions. It looks at the impact of technological change and the wider political, environmental, social and legal factors on working practices and roles and how individuals may need to adapt in order to fully exploit new business and capabilities.

Developing Communities

SEDA remains proactive in supporting the development of communities and 2009 has been no exception. The redevelopment of the professional development opportunities and recognition will focus on the award of the SEDA Fellowship and in doing so aims to further develop the community of SEDA Fellowship holders. This will include different nomenclatures to reflect experience and standing: Associate Fellow, SEDA Fellow and Senior Fellow. These developments will be rolled out during 2010.

SEDA aims to include all providers within the higher education sector and it is increasingly evident that the boundaries of HE work are continually changing, with HE now having a prominent place in post-compulsory, or post-16 education. In 2009, SEDA developed links to explore how it might support this wider community through contact with the Institute for Learning (IfL) and the Universities' Council for the Education of Teachers (UCET) and it will be looking to continue this through further collaboration during the coming year.

Establishing effective links with other organisations has always been a high priority for SEDA and following on from last year's activities, SEDA has continued to build on its association with the Higher Education Academy. In 2008, SEDA was commissioned by the Higher Education Academy to establish the Supporting Academic Staff Reference Group to enhance communication, build relationships and develop collaborative working between the Subject Centres, Academy York and other organisations active in academic development in higher education. This brought together representatives from across the sector under the chair of Dame Janet Ritterman. The group has continued to meet throughout the year and it is hoped to continue meetings beyond the period of funding, which expires in 2010.

The SEDA conferences and publications have always attracted interest from international development communities and have further developed through the involvement of SEDA in the International Consortium for Educational Development (ICED). During 2009 international links with developers visiting the UK from Japan, Sweden and Norway were strengthened through SEDA hosting their visits. SEDA's role in ICED continues to be strong and during the year James Wisdom, a previous Co-Chair of SEDA, was elected as President. He will take up the role in June 2010. We have great confidence that James will lead the

Consortium into a viable and inclusive association of International Educational Development Associations from across the world.

Developing Perspectives

The activities of SEDA and its committees aim to support the development of ideas as well as the practice of individuals and institutions. Throughout the year it has taken the opportunity to influence thinking in more political and influential arenas. SEDA was invited to make representation, with the Heads of Educational Development Group (HEDG), to the Government Select Committee on Higher Education and has responded to HEFCE and QAA consultations. In addition, SEDA has provided the opportunity for the sector to come together to share concerns and issues with senior personnel on political issues or 'Hot Topics' that have arisen during the year. HEFCE's Head of Learning and Teaching, Dr Heather Fry, attended a one-day conference on the proposed Teaching and Enhancing Student Support Funding and Stephen Marston, Director General (Universities and Skills) at the Department of Business Innovation and Skills (BIS), contributed to a one-day conference on *Higher Ambitions*, the BIS Framework for Higher Education.

The work of SEDA is enabled by people giving freely of their time and energy to contribute to the work of the Association through committees, the SEDA Executive and to the programme of events and activities. The committees and the administrative team at Woburn House are the power house of the Association, actively working throughout the year. The following reports highlight the work of the committees during 2009.

There are colleagues who have stepped down from their specific roles in committees and we offer our deep thanks to them. Lawrie Phipps resigned as Co-Chair of the Executive Committee, Julie Hall completed her term as Chair of the Conference Committee and Ruth Pilkington completed her term as Chair of the Professional Development Framework (PDF) Committee. The commitment and efforts of these people and all who work within SEDA cannot be underestimated in making SEDA the successful organisation it is today and our appreciation goes to every one of them. A number of new people were welcomed during the year as Chairs of committees; Stephen Bostock took over the Chair of the PDF Committee and Fiona Campbell and Celia Popovic became Co-Chairs of the Conference and Events Committee.

The Executive Committee said goodbye to Fran Beaton, Pam Shakespeare, Ellen Sims, Nicky Torrance, André van der Westhuizen and Ann Rumpus and welcomed: Julie Hall (as Vice Chair), Simon Ball, Peter Kahn, John Lea, Ranald Macdonald, Ruth Pilkington, Chris Rowell and Marion Webb, who were all elected at the May AGM. Mike Laycock was also co-opted onto the Executive in October 2009 and took on the role of interim Co-Chair in December 2009.

Occasionally, we have the opportunity to acknowledge and recognise someone who has made a significant and substantial contribution to the Association. At the May conference in her home town of Brighton, Jill Brookes, the former SEDA Administrator, was presented with the SEDA Roll of Honour in recognition of the enormous impact she had on SEDA as it developed as a membership organisation in the early years. A full report on Jill can be found in the June 2009 edition of *Educational Developments*.

There are undoubtedly challenges ahead in 2010 but SEDA will continue to focus on providing cost-effective and meaningful support to individuals and institutions. In 2009, SEDA continued to invest in developments that will ensure it

remains the proactive collegiate association that it is, in leading and supporting educational change within the UK community and with our global counterparts.

Liz Shrives, SEDA Co-Chair

Committee Reports

Conference and Events Committee

In 2009, the committee organised two conferences. The SEDA Spring Conference was in Brighton and enjoyed lovely views, albeit over a very grey sea. The theme *Underpinning Academic Practice with Research and Scholarship* attracted 150 delegates from a range of fields including, but not restricted to, UK educational developers. Professor Ron Barnett opened the conference with an engaging keynote and the conference concluded with a thought-provoking seminar led by Ranald Macdonald with some musical accompaniment from Mike Laycock.

The Annual SEDA Conference held in November had as its theme *Changing Educational Development: New Ideas, New Approaches, New Contexts*, and was attended by 117 delegates. For the second year running this conference was at the Aston Business School Conference Centre in Birmingham, which once again proved to be an excellent conference venue. Patricia Broadfoot, Vice-Chancellor of the University of Gloucester, opened the conference by sharing her perspective on *Learning for Life: from pedagogy to partnership*. Colin Beard gave an energetic and stimulating keynote on day two and the conference concluded with a fascinating student perspective from Aaron Porter, Vice-President of the NUS. We were delighted to welcome 14 Japanese delegates who contributed much richness to the event. These delegates found the conference useful and particularly the networking opportunities which enabled them to develop contacts with educational developers in Britain.

During 2009, SEDA ran eight one-day events, representing the range of SEDA activity including the Fellowship Scheme, the SEDA Professional Development Framework and events focusing on new publications. Examples include: *Fellowship Briefing and Development Day*, *Enhancing the Experience of International Students*, *Turning a Conference Paper into a Publication* and *Refreshing PGCEs in Teaching and Learning in Higher Education*.

The hallmark of a successful SEDA event appears to be a combination of relevant subjects, a fair price and the event being at the right time to be of maximum use to people. These all married together for the highly successful *Refreshing PGCEs* event, held the day before the SEDA Spring Conference. This was very well attended and participant feedback was extremely positive. The same applied to the January 2010 event on *The Framework for Higher Education and the Review of Institutional Audit: implications for the educational development community*, arranged at relatively short notice – a perfect example of SEDA responding to a highly topical issue.

A new venture this year was to provide a SEDA Writing Retreat in September which took the form of a two-day residential event offering support and dedicated writing time in beautiful surroundings at Crophorne, Worcestershire. This proved to be popular and will be offered again in 2010.

This year the committee said goodbye to John Peters and welcomed Stuart Boon onto the committee. We would like to thank the committee for their engagement, time and hard work over the past year as they have supported us as Co-

Chairs. Special thanks are, as ever, due to Roz and Ann in the SEDA office whose calm, unruffled approach, combined with attention to detail and vast experience are so essential for the success of our conferences and one-day events.

Celia Popovic and Fiona Campbell, Conference Committee Co-Chairs

Fellowships Committee

During 2009 SEDA continued to support individuals wishing to gain a SEDA Associate or full Fellowship. The Fellowship Committee received nine new Fellowship registrations taking the total number of registrants on the scheme to 40. Ruth Pilkington successfully completed and was awarded a SEDA Fellowship taking the total number of Fellowship holders to 32. There were ten Associate Fellowships awarded under the new scheme taking the total number of Associate Fellowship holders to 22. The committee also ran a Fellowship Briefing and Development Day on 30 March 2009 and the Annual CPD event on 16 November 2009. They were attended by seven and 18 people, respectively.

During the year the SEDA Executive made the decision to work on developing a new version of the Fellowship scheme to ensure that the scheme provided greater opportunities for progression and development of individuals engaging in developmental work. This aims to provide opportunities to become a SEDA Associate Fellow, a SEDA Fellow or a SEDA Senior Fellow in the future. In the light of this decision, the SEDA Executive Committee took over the direct responsibility for the development of the new scheme and oversight of the transitional arrangements from the old to the new scheme until it is established.

SEDA is immensely grateful to all those who have contributed to the existing Fellowships scheme, and particularly to all those who have served over the years on the Fellowships Committee.

Peter Kahn, Executive Committee

PDF Committee

As my first year as PDF Committee Chair, this seemed an unusually busy one! The scheme continued with almost the same number of institutions and programmes, and although times are uncertain, institutions have renewed their recognition and new ones have joined the scheme during the year.

Reviews were conducted at Keele, Leicester, Birmingham City, Hull, Liverpool John Moores, Ulster, Lancaster, and new recognitions at Anglia Ruskin University, Liverpool School of Tropical Medicine, Roehampton University, and the University of Windsor, Canada – the first in North America. At the end of the year there were 22 institutions and 54 programmes recognised. Both of these are an increase from the two previous years but with a significant increase in the number of programmes recognised: 38 in 2007, 44 in 2008 and 54 in 2009. The number of PDF certificates issued to individuals during the year increased from 542 in 2008 to 575 in 2009.

The committee revised and clarified parts of its procedures with respect to the process of recognition of new awards, the role and remuneration of the team of approximately twenty recognisers and the PDF fee schedules. The PDF awards in Enhancing Research Practice, Supervising Postgraduate Research, and Leading and Developing Academic Practice were revised with new awards of SFSEDA and AFSEDA being developed in line with the plans for the new SEDA Fellowships Scheme. This is to ensure that the PDF, where possible, is integral to the new Fellowship scheme.

To support the PDF scheme, the committee offered its annual PDF Mentoring and Recognising initial and continuing development day in April, which led to two new recognisers. The PDF committee has a full complement of 16 members, including a Chair (Stephen Bostock) and a Vice Chair (Ruth Pilkington). It met in January, April, June and November 2009.

Stephen Bostock, Chair, PDF Committee

Scholarship, Research and Evaluation Committee

The remit of the Scholarship, Research and Evaluation Committee (SchREC) is ‘...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’. As such, the committee work focuses on four main areas of activity: the SEDA journal *Innovations in Education and Teaching International (IETI)*; the SEDA reading group; collaborative activities and events; and the SEDA Research and Development Grants.

Over the past year, the committee has been working on ways of making better use of technology to support its work, and has sought to establish closer links with the journal publishers.

In 2009, the committee hosted a successful one-day event: *Turning a Conference Presentation into a Publication* and participated actively in both the Spring and Autumn SEDA conferences.

The Small Grant Scheme continues to attract a high number of applications and the committee was able to award 11 in 2009. Details of the grant-holders are now on the website together with a growing number of publications and final reports from completed projects.

Innovations in Education and Teaching International (IETI)

The Scholarship, Research and Evaluation Committee is responsible for oversight of the SEDA journal, *Innovations in Education and Teaching International (IETI)* which is produced by a small discrete group.

A number of issues have emerged over the year which have been debated by the group and the Executive. One of these concerns the need to ensure that topics in articles are focused on educational/academic development and learning and teaching, without losing the large international market in SE Asia which looks for the technology learning focused articles. This has, in effect, resulted in redirecting a number of proposed articles which are technology-oriented essays but do not fully engage with teaching and learning, and those that deal with small scale surveys of minor developments in technology-aided learning environments where these do not take the field forward.

The committee has actively encouraged delegates to consider writing their SEDA conference presentations and elicit essays from colleagues in the field. This was supported by an event held in London in June 2009 on writing for academic publication in order to specifically encourage those delivering at SEDA conferences to publish with IETI. In hoping to attract a wider range of readers a reviews element to the journal has been reinstated, a role which Celia Popovic kindly took on.

Frances Deepwell, Chair, SchREC and **Gina Wisker**, Co-Editor IETI

Papers Committee

The SEDA Papers Committee has been active in ensuring that new publications address current sector developments and the needs of the SEDA community.

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.

SEDA Executive Committee 2009

Dr Simon Ball
Dr David Baume
Fran Beaton
Dr Stephen Bostock
Professor Tony Brand
Fiona Campbell
Dr Frances Deepwell
Julie Hall
Dr Peter Kahn
Mike Laycock
John Lea
Professor Ranald Macdonald
Lawrie Phipps
Dr Clare Pickles
Ruth Pilkington
Phil Poole
Celia Popovic
Chris Rowell
Dr Ann Rumpus
Professor Pam Shakespeare
Liz Shriver
Ellen Sims
Dr Caroline Stainton
Maurice Teasdale
Nicky Torrance
Marion Webb
Dr André van der Westhuizen
Professor James Wisdom
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The following publications were produced in the course of 2009:
Laycock, M. and Shriver, L. (eds.) *Embedding CPD in Higher Education* (SEDA Paper 123) (March 2009)
Laycock, M. *Personal Tutoring in Higher Education – where now and where next?* (SEDA Special 25) (April 2009)
Gosling, D. and O'Connor, M. (eds.) *Beyond Peer Observation of Teaching* (SEDA Paper 124) (August 2009)
Potter, J. and Hampton, D. (eds.) *Students Supporting Students* (SEDA Special 26) (December 2009).

The following title in the SEDA Series was published in 2009:

Researching Learning in Higher Education: an introduction to contemporary methods and approaches by Glynis Cousin

Workshops, which were offered in 2009 to align with the publications, follow a now well-established approach. They provide a forum for colleagues to be able to directly interact with authors and therefore not only gain further understanding of the published area but also to be able to reflect on key issues within their own context. Each workshop was well attended and feedback has been positive.

The sales profile for 2009 was lower than that achieved in 2008: the total sales for Papers and Specials being 2531. This compares with 3229 publications sold in 2008. The difference is the result of the impact of a special promotion in 2008 which enabled old stock to be sold in addition to the new publications. For a more longitudinal comparison, however, the total number of publications sold in 2007 was 747.

The committee has given careful consideration to the marketing of publications and the potential use of Web 2.0 technology to enhance colleagues' awareness of the range of topics available through Papers and Specials. A poster providing information about the work of the Papers Committee, together with sample publications was displayed at the SEDA Spring Learning, Teaching and Assessment Conference 2009. The stand attracted interest from colleagues wishing to be involved in the committee and to author publications. As a result, Dr Charles Buckley, University of Bangor, was invited to join the Papers Committee.

Caroline Stainton, Chair, Papers Committee

Educational Developments

In 2009, four issues of Volume 10 of Educational Developments were published, each of 28 pages. The total number of subscribers for 2009 was 73, a slight decline from the previous year's 83.

Together with SEDA news, conference and book reviews, the issues carried 34 substantive articles. Four were on politics and policy matters (such as changes to funding and the 'Students and Universities' enquiry), nine were on current topics (such as sustainability, open educational resources and the student learning and teaching network), and five were on institutional enhancement, including one from the VC of Robert Gordon University, Mike Pittilo, whose early death will be a great loss to educational development. Ten were on aspects of practice (such as dissemination, mentoring, learning technology and assessing learning from placements) and six were on SEDA matters (such as the new External Examiners award and the review of SEDA Values).

This is a good opportunity to thank Michelle Haynes and Lesley Huxley (who left the committee in 2009) for all their work, and to record our welcome to Alex Bols from the NUS and Anne Oxley from Sheffield Hallam University. The whole process of administering the committee and overseeing the production process has been most ably managed by Natasha Lokhun, who has moved on within the ACU, and we welcome Emily de Peyer as our new administrator.

The developments noted in previous years have continued. We are still attracting interesting unsolicited articles but good photographs are hard to come by, and many of the pieces are still arriving with extensive references which do not comfortably align in what is intended to be a newsletter and magazine. During the year we started to build up a backlog of articles. Before long, we will have all the characteristics of an academic journal!

James Wisdom, Chair, Educational Developments Editorial Committee