

# SEDA ANNUAL REPORT 2010



2010 was a busy and productive year for SEDA during a very challenging time for higher education. Highlights have included a SEDA strategy away day, a House of Commons reception for committee members and an invitation for SEDA to join an 'experts' meeting with David Willetts MP on excellence in teaching and contribute to the forthcoming universities white paper.

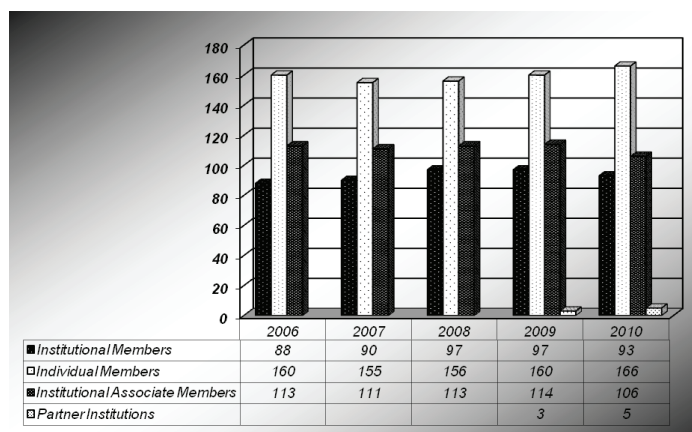
While providing the activities and resources so valued by our membership, SEDA Executive has sought to thoroughly analyse the organisation's costs and income streams. The aim has been to ensure that we continue to provide value for money through understanding the costs and benefits of each part of SEDA's work. SEDA's Treasurer, Maurice Teasdale, and committee chairs have played a critical role in reviewing activities and exploring ways of reducing costs and strengthening income while maintaining the quality that members appreciate. One outcome has been the new Services and Enterprise Committee which will keep a watching brief on membership services and SEDA's income streams. Thank you to all those who have volunteered to join this new committee.

Many of the initiatives reported last year continue to be developed alongside some new projects and links with other bodies, all intended to enhance SEDA's relevance in the sector and sustainability.

## Developing SEDA

SEDA has continued to consider how it can support institutional and individual members and the wider community of educational and academic development. With so many changes planned for HE in 2010, SEDA has ensured that it has been central to policy decisions about the quality of teaching and learning.

## Membership



Membership of SEDA remained buoyant in 2010 with a slight increase in individual membership and a very small drop in institutional membership. The new committee mentioned above will develop membership services and implement some of the plans made in 2009 and 2010 to simplify membership categories.

## Professional Development

2010 saw increased interest in SEDA's Professional Development Framework (PDF) as universities ensured that the quality of provision could be evidenced. We expect this interest to increase in the coming year and plans are in place to ensure we have the capacity to respond.

- Total number of institutions holding PDF recognition: 24 (2009 = 22, 2008 = 19, 2007 = 19)
- Total number of programmes with PDF recognition: 61 (2009 = 54, 2008 = 44, 2007 = 38)

Thanks to the work of Ranald Macdonald and Tony Brand, the review of the SEDA Fellowship Scheme was completed in 2010 and launched at the November conference. All former SEDA Fellowship holders have now been upgraded to Senior Fellowship status. The processes for gaining a Senior Fellowship, Fellowship and Associate Fellowship have now been simplified and we look forward to greater numbers of members coming forward to apply for these important signals of quality and professional expertise. The new scheme builds upon the success of SEDA's courses as routes to professional recognition and throughout 2010 SEDA courses recruited well.

The SEDA/JISC project 'Embedding Work-with-IT' continued successfully through 2010, consolidating links with The Leadership Foundation and a number of other professional associations, with SEDA managing five pilot projects at five different universities. This is the first time JISC has funded a professional association rather than a university to manage a project and the opportunities provided through SEDA for wide dissemination have been impressive. In addition, the project required SEDA to employ a project manager and Dr Lesley Gourlay has been excellent in this role.

## Developing Communities

2010 saw the first strategy day for all members of SEDA committees. Around 45 people attended an important event to share plans and challenges which culminated in a reception at the Houses of Parliament hosted by Justine Greening MP and attended by past and current SEDA members. The MP has taken a keen interest in SEDA's

work and played an important role in securing access to civil servants in the Department of Business Industry and Skills working on the forthcoming universities white paper. Establishing effective links with other organisations has always been a high priority for SEDA and following on from last year's activities, SEDA has further developed its association with the Higher Education Academy, continuing to chair the Supporting Academic Staff Reference Group and contributing to the consultation on UK Professional Standards Framework (UKPSF). During 2010 SEDA also strengthened its links with the Heads of Educational Development Group, the Association for Learning Development in HE and The Association of University Administrators, contributing to events and conferences and signing a memorandum of association.

SEDA conferences, publications and events continued to provide attractive and effective opportunities for development for members nationally and for those from international development communities. During 2010 SEDA hosted visits from educational developers from Japan and there was interest in SEDA's professional development programmes from Saudi Arabia and Thailand.

Many SEDA members travelled to Barcelona in 2010 for the conference of the International Consortium for Educational Development (ICED) where James Wisdom, former SEDA Co-Chair, became the new President of that organisation.

### Developing Perspectives

SEDA has played an important role in a number of consultations on HE policy and practice during the year, strengthening links with the QAA and Universities UK in the process. SEDA's submission to the Higher Education Academy consultation on UKPSF confidently represented members' views but remained fairly critical of some of the suggestions in the consultation document. The SEDA JISCmail discussion list continued to provide a vibrant and useful forum for developing and sharing ideas and challenges.

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 its programme of events and activities. The committees and the administrative team at the Association of Commonwealth Universities are critical to SEDA's success.

The commitment and efforts of the people 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. Tony Brand was welcomed during the year as Chair of the new Services and Enterprise Committee. The Executive Committee said goodbye to Clare Pickles and Phil Poole and welcomed Caroline Stainton (as Vice Chair), Pam Parker and Nigel Purcell who were elected at the May AGM.

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 James Wisdom, former SEDA Co-Chair and current SEDA Company Secretary was awarded a place on the SEDA Roll of Honour in recognition of the enormous impact he has had on SEDA as it has developed.

There are undoubtedly challenges ahead in 2011 but SEDA will continue to focus on providing cost-effective and meaningful support to individuals, institutions and the sector. Our work in 2010 means that SEDA can confidently move forward on a firm financial footing.

*Julie Hall and Mike Laycock, SEDA Co-Chairs*

## Committee Reports

### Conference and Events Committee

In 2010 the committee organised two conferences. May found us with 131 delegates in Leeds exploring the theme of *Learning Communities*. We were delighted to welcome Etienne Wenger who provided the opening keynote and some reflections at the end of day one on the innovations he had learnt about during the day. The conference coincided with the general election, resulting in some tired faces on the second day as we waited to hear the outcome. Aaron Porter, President of the National Union of Students, betrayed no signs of having stayed up late to listen to the results, as he reflected on the possibilities for the sector in the coming months and years. James Wisdom provided the concluding keynote with a fascinating glimpse into the future, as he shared his perspective of the challenges facing educational development and our own learning community. The remainder of the event included stimulating discussion papers focused on the communities for learning theme, valuable networking opportunities and convivial activities including a drinks reception hosted by Leeds Metropolitan University.

The November conference was held in the historic surroundings of Chester and was attended by 108 delegates. When the two annual conferences were first instigated the November conference was targeted specifically at educational developers, while the May conference was intended for a wider audience. In recent years these distinctions have become less clear. The committee decided to revert to the original intention with the aim of providing targeted development for educational developers. In another change from tradition we invited presenters in carefully managed themes, rather than offering an open call for submissions. The result of this was a tightly focused conference with six distinct themes within which a number of thought-provoking sessions were offered by colleagues. Dr David Green, an old friend of SEDA who is now located in Seattle, USA, gave an inspirational opening keynote in which he invited us to consider the most effective ways in which we can operate as educational developers. Professor Glynis Cousin closed the conference with another inspiring and entertaining keynote which challenged our perceptions while complementing David's opening thoughts. Again there were valuable opportunities to meet with other participants built into the programme including an evening treasure hunt in Chester guided by Sally Bradley.

Our fellow committee member Fran Beaton organised several one day events this year including: *The Framework for HE and the Review of Institutional Audit*, *Beyond the Peer Observation of Teaching*, *Students Supporting Students*, *Improving student learning and experience through changing assessment environments at programme level: a practical*

*guide and Refreshing PG Certificates for Changing Times.*

SEDA repeated the two day writing retreat that proved so popular the previous year, and will be running it again in 2011.

During the year we said goodbye to the inimitable Julie Hall who, having given many years' service to the committee, as Chair and as member, relinquished her place on the committee to focus on her work as Co-Chair of SEDA. We welcomed Chris Rowell onto the committee.

To support Fran Beaton as the one-day event organiser, Sally Bradley has taken on responsibility for organising and promoting events in the North.

As ever, we are deeply indebted to the calm efficiency of Roz and Ann in the SEDA Office, without whom it would be impossible to run these events.

**Celia Popovic and Fiona Campbell**, *Conference and Events Committee Co-Chairs*

### **Papers Committee**

Understanding the needs of the SEDA community was a key focus for the committee in 2010 in order that new publications were seen to address current sector developments. Stuart Boon, Bob Matthew and Louisa Sherwood's edited publication *Creating a Profession – Building Careers in Educational Development*, for instance, 'explores the career development of educational developers at a time when educational development units and developers themselves are seen as being increasingly important in informing and supporting the quality enhancement agenda within higher education.'

The committee has also considered ways to enhance the marketing of publications and will continue to be interested in receiving any comments from colleagues on how to continue to develop the promotional strategy. In 2008 the committee organised a publications promotional offer which was very successful and positively impacted on sales. In view of this, the committee has set in place a three year cycle of promotional offers and another offer package is to be advertised in 2011. To provide evidence of which publications were of interest to the SEDA community, the committee has looked at the overall profile of purchase of publications. Workshops have been run to promote each new publication. This year these included one on the topic of peer observation and one on students supporting students. Feedback from these events has been very positive and this approach of teaming workshops with publications will continue.

The committee has reviewed its operation to consider ways of working more efficiently and effectively. Members have used teleconferencing for the meetings, which has proved useful to enable members' engagement whilst saving time and travel costs. The committee has also considered the value of developing the electronic mode of publishing.

**Caroline Stainton**, *Chair, Papers Committee*

### **Educational Developments Editorial Committee**

In 2010 we published 35 substantive articles in the four

issues of Volume 11, together with seven book reviews and a regular column of SEDA news. The range of topics was very wide. The two largest groups of articles were on topics linked to institutional enhancement (nine) and on major elements of SEDA's news and development, such as the Fellowship scheme, the development of a new course for employer engagement, and strategic planning (seven). We published five articles on aspects of practice, and two or three each on the following topics: work-based learning and employer engagement, the delivery of PG Certs in teaching and learning, HE in FE, international issues, working with postgraduates and the professional development of educational developers.

This is a good opportunity to record our thanks to Dr Rachel Segal, at the Higher Education Academy, who resigned from her role as the editor of book reviews. This is a complex task, which involves getting the right book to the best reviewer, and then getting the review in time for the issue, and we are very grateful to Rachel for the many years she put into her work for *Educational Developments*.

We welcome articles on all aspects of educational development so this is an invitation to SEDA members either to write, or to commission a colleague.

**James Wisdom**, *Chair, Educational Developments Editorial Committee*

### **Professional Development Framework Committee**

In 2010 there was another steady increase in the number of programmes recognised within SEDA's Professional Development Framework, with 61 recognised programmes at 24 institutions in total. Over 500 certificates were issued to successful programme participants and two new institutions succeeded in gaining recognition: York St John University and the University of Worcester. In addition, a variety of institutions, including two new ones - Canterbury Christchurch University and Universität Basel, were working towards recognition for 10 programmes.

During the year the decision was taken to replace the fee structure with a simplified one, combined with annual invoicing each January from 2012. This will help institutions to budget and reduce administration time in the SEDA office. 2011 will be a transition year to the new fees system, in which institutions will be invoiced for programmes for part-years until December. Early in 2010 the fees paid to mentors and recognisers were increased for the first time ever, from £200 to £230.

We continued to increase the number of trained recognisers, with the annual SEDA-PDF Mentoring and Recognising Development day taking place on 19 April.

Notable events in 2010 included the recognition visit to King Saud University in Saudi Arabia, where the sexes are segregated in separate courses and campuses. The PDF Committee approved the new awards for the new SEDA Fellowship programmes and the Senior Fellowship pathway. The recognition process should be complete early in 2011.

The PDF Committee Chair represented SEDA in the Embedding Work-with-IT project. Our collaboration with

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 2010

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  
Dr Pam Parker  
Dr Clare Pickles  
Ruth Pilkington  
Phil Poole  
Dr Celia Popovic  
Nigel Purcell  
Chris Rowell  
Liz Shrives  
Dr Caroline Stainton  
Maurice Teasdale  
Nicky Torrance  
Marion Webb  
Professor James Wisdom  
Professor Gina Wisker

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the Staff Development Forum (SDF) led to the recognition of three programmes, which the SDF will run nationally from 2011.

*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 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, committee members have furthered our activities in each of these four areas of activity, as briefly summarised here:

### Innovations in Education and Teaching International (IETI)

Members of the committee continue to support the development of SEDA's peer-reviewed international journal. Members are active as reviewers on the editorial board and encourage submission of articles which research, evaluate or otherwise promote scholarship within staff and educational development practices. The impact factor of the journal has risen steadily in this past year, which has significance for the journal's academic reputation and should attract even higher quality papers.

### SEDA reading group

Efforts continue to be made to broaden interest in the SEDA reading group. As well as using the general SEDA email discussion list and facilitating a discussion at each of the SEDA conferences, SchREC has also experimented this year with cloud computing. In November 2010, we established a presence for the reading group on cloudworks.ac.uk, a site run by researchers at the Open University. Our 'cloud' is fully accessible to the public, and we are considering its potential for engaging with the large community that now uses the *Cloudworks* platform for educational, research and community networking purposes.

### Collaborative activities and events

In October 2010, SchREC ran an event to support those who have received SEDA small grants in the past few years. The topic was 'evaluation' and three members of the committee compiled position papers on the topic.

SEDA has developed a reciprocal arrangement with the Association for Learning Development in Higher Education (ALDinHE). This emanated from ALDinHE's interest in SchREC's perspective on the evaluation of educational development practice. In the first instance, a member of each organisation will attend the other's conferences and offer workshops to the other community of practitioners.

### Research and development small grants

Last year, we received 25 applications for funding and were able to award 10 small grants at the start of 2010, which are now under way. We have also worked to improve the quality of bids submitted under our annual funding call. Firstly, we revised the call and aligned the criteria for judging the bids, and secondly, we ran a bid-writing workshop at the November SEDA conference.

The SEDA website now provides links to final reports from completed research and development projects, thus providing opportunities for a wider audience to see the outcomes of these SEDA small grant projects.

*Frances Deepwell, Chair, Scholarship, Research and Evaluation Committee*