



Annual Report
of the
Staff and Educational
Development Association
2013

Annual Report of the Staff and Educational Development Association 2013

In 2013 SEDA continued to offer its members and the post-compulsory education sector in general, relevant and valued activities, professional recognition opportunities and publications. Membership of all types was steady. There was a healthy turnover of committee membership, all working on a voluntary basis. While some moved on to retirement or other responsibilities, new committee members have brought fresh vigour and expertise to SEDA as a force for educational development, both nationally and internationally.

In 2013 SEDA celebrated its twentieth year with special events and activities, labelled as *SEDA@20*. The information leaflets on SEDA's various activities were re-written and a new *Short History of SEDA* was produced. The SEDA Legacy Awards and Research Grants were created to celebrate and raise awareness of our distinctive contribution to educational development in UK higher education. The spring conference in Leeds was extended to a SEDA@20 Celebratory Symposium and Gala Evening, celebrating SEDA's main individual and collective achievements through a number of individual and team Legacy Awards. The Legacy Awards were awarded to:

- David Baume (for Contribution to SEDA as an Organisation)
- Sally Brown (Leadership)
- Graham Gibbs (Impact and Influence)
- Mick Healey (Disciplinary Development)
- Gina Wisker (Scholarship), and
- Scottish Higher Education Development – SHED (Team Award).

Constant change in the sector has been disruptive of the organisation of educational development in some institutions, while presenting opportunities and challenges for all members to renew and re-invent higher education for the benefit of the student experience. SEDA continued to support and encourage our members and others in post-

compulsory education to find creative ways to provide educational development.

This was the last year of the JISC Digital Literacies Programme, in which SEDA provided the element of Academic Development for Digital Literacies (DL), led by Julie Hall and David Baume. The outcomes of the project include a SEDA DL Special Interest Group, a Summer school for project participants, and a DL perspective on UK professional standards. The November 2014 conference will also have this theme. The project has helped SEDA's members enhance their DL skills and, in turn, develop the skills of staff at member institutions.

SEDA Executive

Throughout 2013 the SEDA Executive continued to review its activities and administrative costs to ensure the best value for its members. As we marked twenty years of activity in a sector that continues to change, SEDA is confident of its continuing position and influence. SEDA is committed to working both independently and collegially to promote educational development nationally and internationally. During the year, meetings were held with the HE Academy (HEA) and the Association of University Administrators (AUA). A SEDA Executive member, James Wisdom, continued as the President of the International Consortium for Educational Development (ICED), the global umbrella body for similar national associations.

The Executive began a review of SEDA's strategy at its June meeting, including a review of the SEDA professional values, to be completed in 2014.

At the AGM, Pam Parker joined Stephen Bostock as co-chair. Julie Hall stepped down to become outgoing vice-chair and Joelle Adams was elected as incoming vice-chair.

SEDA Administration

At the end of 2013 Ann Aitken in the SEDA Administration retired, after giving us many years of cheerful and efficient service. We said goodbye and thank you to her and wish her a very happy retirement.

SEDA Communications

The SEDA email list on JISCmail has about 1000 members and was busy all year, with over 500 topics posted. They were mostly sharing information on events and publications, calls for contributions, and employment opportunities. However, some queries sparked discussions and the main topics discussed were equality and diversity training, sharing resources on video clips of lecturing, peer observation of teaching, students buying essays, using Twitter for teaching, academic staff performance & development reviews, and whether the notion of Radical Education is explored enough within the UK postgraduate courses for teaching in HE. The list archives represent a resource for the sector.

SEDA aimed to have 2000 twitter followers by the SEDA@20 Gala Evening in May and that target was met. SEDA now has 2606 followers and generates a lot of chat, especially around conferences and events. There is more to be done in terms of social media but this is a good start.

During the year SEDA commissioned Stamp Consulting to review and advise on our marketing and communications at our twentieth anniversary. As a result our leaflets have been redesigned and there are plans for the web site.

Pam Parker and Stephen Bostock, Co-Chairs, and Julie Hall, Vice-Chair

Conference and Events Committee

The Conference and Events Committee is responsible for organising two conferences annually and a range of one day events on contemporary topics. The aims for 2013 focused on reflecting on and recognising educational developers' practice within the context of the SEDA@20 celebrations that ran throughout the year. All activities linked well to the following SEDA values: scholarship, professionalism and ethical practice, working and developing learning communities, continuing reflection on professional practice, and developing people and processes. A summary of the events held is outlined below:

One-day events

- SEDA Celebratory Lecture and Reception at the House of Commons, with 90 attendees
- SEDA Workshop - Supporting postgraduates who teach: a forgotten tribe?, 20 attendees
- Contemplative Teaching, Contemplative Learning: A SEDA Day School, 28 attendees
- SEDA Workshop - PGCerts@20: experiences across and in the disciplines, 25 attendees
- Academic Development Communities in Scotland: awareness, participation, recognition, 45 attendees.

Conferences

- SEDA@20 Celebratory Conference and Symposium/Gala Evening; 17 May 2013 - 18 May 2013, Leeds Marriott Hotel, 122 delegates in total attended the three events
- 18th Annual SEDA Conference, Creativity in Educational Development; 14 November 2013 - 15 November 2013, Mercure Bristol Holland House Hotel, 95 delegates attended.

The feedback from the one-day events and conferences has continued to be positive, with delegates encouraged to identify the changes they will make to their educational practice as a result of engaging with a SEDA event. During the coming year we will be working closely with a wider group of colleagues in the planning and development of our conference activity. This will include colleagues from RAISE, the QAA and NUS/HEFCE for the Spring Teaching, Learning and Assessment Conference (focussing on Staff and Student Engagement) and the SEDA Special Interest Group on technology-enhanced practice for our Autumn Educational Developers' Conference.

Pam Parker stepped down as committee co-chair during the year to become SEDA co-chair and was replaced by Sally Bradley. However, towards the end of the year, Sally joined the Higher Education Academy and had to step down as committee co-chair because of a perceived conflict of interest between the work of SEDA and the HEA. Sandy Cope was

appointed co-chair in January 2014. Our thanks to all committee members and to SEDA office colleagues past and present for their commitment and hard work.

Claire Taylor and Sandy Cope, Co-Chairs of the Conference and Events Committee

Educational Developments Editorial Committee

Educational Developments is SEDA's quarterly magazine, with readers ranging from full-time educational developers in units, through people with educational development responsibilities as part of their portfolio, to those who are interested in matters such as learning, teaching, assessment, course design and the wider process of educational reform. The Editorial Committee plans each issue by commissioning and receiving articles of topical interest, preparing them for publication, and handing them over for professional proof-reading, design and production. In 2013 we published four issues for volume 14, comprising 41 substantive articles, seven book reviews and the quarterly SEDA News. Each issue includes a piece from Debbie McVitty, Head of Higher Education Research and Policy at the National Union of Students, with a student perspective on educational development issues. Each volume is posted as a PDF file on SEDA's website one year after its publication, so the archive is freely available.

The highlight of 2013 was of course the celebrations of SEDA@20, and to support this Graham Gibbs gave us an article based on his speech at the Houses of Parliament, and Julie Hall presented us with our "Five Birthday Challenges". Elizabeth Rider-Grant used a comparison between the first and most recent issues of *Educational Developments* to chart the progress of educational developers' interests over the fourteen years of our existence. The Scottish Higher Education Development Group was honoured at the Gala Evening with a SEDA@20 Award, and wrote of their history and activities since 1992.

We published nine articles directly concerned with the development of SEDA - the Fellowship scheme, the development and use of the Professional Development Framework, the

analysis of SEDA values, how we use our educational language, and our relationships with the Research Excellence Framework and the International Consortium for Educational Development.

We recognised the growing significance of the discussion around student engagement and published four articles on this theme – one written by two students at the University of Worcester. SEDA's interest in the deployment of modern technology was reflected in the five articles on this theme, including the well-received one on the use of Twitter in educational development.

Reflecting SEDA members' interest in the professional pedagogic development of all staff, we published 13 articles around this broad theme. The topics reveal the richness of the educational development work – peer observation, researching "good teaching", equivalence between PG Certs, evaluating teaching fellowship schemes, working within disciplines, in research-intensive or industrial environments, using Appreciative Enquiry or arts or crafts based approaches, and developing colleagues' writing for publication. Two further articles were on dimensions of leadership and the care of ourselves in stressful environments. We also published three articles more directed towards teachers, on embedding employability, the use of alumni and the relationship between feedback and assessment.

Educational Developments is edited and produced by a team of ten members, most ably supported by Emily de Peyer from the ACU. She has now stepped down and Joseph Callanan will take on the task. We welcome Joseph and thank Emily for the friendly efficiency with which she has kept this activity together. This is also the place to give thanks to and mark the retirement of Helen Gale from the University of Wolverhampton, who joined the Editorial Committee in 2001 and has been one of its major participants.

Finally, the annual reminder – *Educational Developments* is SEDA’s magazine – so please consider offering an article, or persuading a colleague to put something forward.

James Wisdom, Chair of the Educational Developments Editorial Committee

Papers Committee

The Papers Committee publishes SEDA Papers and Specials: monographs and edited works that describe and share good practice in areas of contemporary interest to an audience of educational developers, HE lecturers and support staff. During 2013, the Papers Committee worked on revising its approach to future publication, marketing and PR with the overarching aim to improve sales which have steadily declined in recent years (largely as a result of the loss of bulk orders for participants on accredited professional development courses). Work included inviting visiting experts to meetings to share their experience of social media use and e-publication. We have also looked at patterns of sales, contemporary practice needs and used these to determine priority areas in which to commission publications.

New members joined the committee, Becky Turner and Monika Foster, and the committee continued to meet online twice a year with a single face-to-face meeting in London in late Spring. As a result of the work on new models of publication, the committee was able to respond swiftly and positively to support the 53 Powerful Ideas initiative that will publish weekly blog posts from April 2014 for one year, authored by Graham Gibbs. The blog will invite comment from readers and is integrated with the SEDA website and twitter feed and offers a new approach to reach SEDA readers and members. The Papers Committee extends particular thanks to Ann Aitken who retired at the end of 2013.

Jac Potter, Chair of the Papers Committee

Services and Enterprise Committee

The Services and Enterprise Committee (SEC) exists to: ensure the relevance and viability of SEDA’s membership, fellowship and courses

offer, lead SEDA’s work in identifying changing needs and initiatives in the sector, ensure the services SEDA provides address the needs of members and the wider sector, co-ordinate a range of services to SEDA members and contribute to a financially viable membership offer.

In 2013 the committee was sad to lose Shân Wareing as the chair, and would like to thank her for her enormous contribution to the work of the committee. Jaki Lilly and Elaine Fisher continued to act as vice-chairs, and were subsequently elected as co-chairs. Our thanks also go to our committee members Yaz El Hakim, Nick Bowskill, James Wisdom, Peter Hartley and Laura Skilton. We also welcomed Marita Le Vul Grimwood as our new Fellowships Co-ordinator (from January 2014).

SEC has continued its work in clarifying the courses offer, the membership offer and the Fellowships portfolio offer in relation to one another, for the purposes of transparency and marketing.

There are now seventeen Associate Fellows (AFSEDA), forty-eight Fellows (FSEDA), and thirty-nine Senior Fellows (SFSEDA) in good standing, and a further three candidates are registered for SFSEDA. Sixty-one of these colleagues participated in the 2012-13 CPD process, and twenty-one triad review discussions took place. The SEDA Fellowships annual CPD event was reintroduced with a buffet dinner held at the November 2013 conference, attended by 17 colleagues, where we enjoyed an interesting and controversial talk on Student Retention from Prof Monica McLean, University of Nottingham.

Our four-week Introduction to Educational Change online course, run by Nick Bowskill, ran twice. The February course ran with ten participants, and the November course ran with six.

The Supporting and Leading Educational Change (SLEC) course, leading to SEDA Fellowship (FSEDA) ran from October 2013 to February 2014 with 17 participants. Very positive feedback has been received for the course, designed and led by Celia Popovic, with Celia and Elaine Fisher as tutors. The course

regularly recruits well, with 18 participants in both 2011/12 and 2012/13.

We must thank Bath University for their support in providing access to their Moodle VLE to facilitate both of these courses.

Over the past few months, SEC has agreed the development of a new course to support colleagues teaching HE in FE colleagues.

Jaki Lilley and Elaine Fisher, Co-Chairs of the Services and Enterprise Committee

Professional Development Framework Committee

The SEDA Professional Development Framework (PDF) Committee is responsible for administering the mentoring and recognition process for institutions gaining accreditation for their professional development programmes against the PDF awards. This committee is also responsible for the development of new PDF awards to meet the professional needs of staff working in the further and higher education sectors. The committee meets three times a year; the autumn and spring meetings in London and the summer one at a venue hosted by a committee member. The SEDA values are embedded in all the awards and in the work of the committee.

The aims of the PDF Committee are well encapsulated in our terms of reference which we aim to fulfil every year.

- Promote the suite of SEDA-PDF awards to prospective applicants and others; provide background information on the award framework, specific guidance material on individual awards and contributions to SEDA publications.
- Provide a range of support for programme leaders and others in developing/reviewing their programmes.
- Undertake ratification of recognition and review recommendations.
- To establish and monitor appropriate quality assurance procedures for recognitions, reviews, appeals and terminations.

In addition this year we aimed to:

- Undertake a review of the PDF section of the web-site to be more user-friendly.
- Review the terminology to reflect the words used by the HEA.

SEDA's PDF work is designed to improve the quality of learning, teaching and assessment in the post-compulsory sector. Through encouraging self-reflection and an adherence to the SEDA values, not only do we impact on the quality of staff delivering the students experience and thus the students, but these students are then in a position to pass on their skills, values and attitudes in their employment.

2013 saw the PDF continue to expand. We now have 32 recognised institutions with 86 recognised programmes. Three new institutions were accredited University of Basel, University of Guelph, Canada and University of York, Toronto, Canada. Glyndwr University and Ryerson University, Canada registered to be accredited.

A group of the committee members is continuing work on an on-line resource for the website to support programme leaders through the process of institutional and programme recognition and we hope to go live with this in autumn 2014. A drop-in advice workshop was offered at the November conference to further promote the work of PDF; four people attended.

It was decided that programme 'accreditation' would replace programme 'recognition' since the term has become fluid and more widely understood by the sector. The committee did not want PDF recognition to be perceived as somehow less rigorous than accreditation. Institutions and individuals, however, would still be 'recognised'. The website and documentation will be gradually updated to reflect these changes.

Some facts and figures relating to recognition are below. In 2013 there were a record number of 802 certificates issued.

Number of institutions and programmes recognised:

	07	08	09	10	12	13
PDF recognised institutions	19	19	22	24	28	32
PDF recognised programmes	38	44	54	61	82	86

Participants continue to appreciate and praise the work of the mentors and recognisers in the PDF processes. After many years the University of Basel went ahead with their recognition and commented,

“We highly value the style of both of the recognisers who led the process with great professionalism, kindness and humour. The process provided the potential for internal further development and we are glad to be a part of an international network. It was very nice to experience how the recognition process itself has been supported by the SEDA values. It is of immeasurable value for us to be in conversation with SEDA in order to develop our ideas and approaches”.

We have been approached by the staff and student network (HEI-Flyers), a JISC-funded project working to “promote, support and disseminate students working as agents of change”. One goal of the network is to support and accredit students working in this capacity and they would like to do this through SEDA-PDF, thus creating a National SEDA-recognised award for this activity. Mentors and recognisers have been appointed.

In view of the discussion taking place within the HE sector regarding good standing, we aim to develop a SEDA-PDF award to support HEA Fellowships good standing.

The work of the committee is growing and a decision has been made to have two vice chairs to aid a smoother transition. Rachael Carkett and Vicky Davies are taking these roles. We will be recruiting three new members to the committee.

We would like to thank all the recognisers, mentors and committee members, who have contributed to the achievements of the PDF committee this year. In particular, Rachael

Carkett, Vicky Davies and Jessica Claridge for the sustained and supportive work that resulted in the recognition of the University of Basel. Other active recognisers were Charlotte Fregona, Ruth Pilkington, Celia Popovic, Keith Smyth, Sarah Floyd, Carol Maynard, and Chris Wakeman and, last but not least, Roz Grimmitt for keeping us all on track through the PDF processes.

However, we must also bid farewell to Chris Wakeman, Sarah Floyd and Carole Maynard, whose hard work and commitment to PDF will be missed. Carol, in particular, has been a long standing and core member of the PDF Committee since 2003. She has been an active recogniser and mentor with respect to SEDA PDF awards throughout all that time, and has contributed substantially to new developments in the PDF. For example, she played a crucial role in the successful adoption of the Developing Professional Practice award, which she introduced at Liverpool John Moores University (LJMU). She also acted as the evaluator and external examiner for the national External Examining Award, hosted and led by Stephen Bostock, then from Keele. As Professional Standards Co-ordinator at Liverpool John Moores University, Carol used PDF to inform the development of UKPSF routes and a CPD framework at LJMU in 2006. Her work was used as a case study by Ruth Pilkington in SEDA Special 21. Since then she has contributed to the development of awards in e-learning, the enhancement of academic practice and supporting change. Always unstinting in her support of the committee, and fair and rigorous as a critical friend in her mentoring role, every programme developer was in safe hands with Carol. Her work and contribution will be sorely missed and long celebrated.

Jenny Eland and Lynnette Mathews Co-Chairs of the PDF Committee

Scholarship and Research Committee (SRC)

During 2013 there was some turnover in the committee membership. We said ‘goodbye’ to the chair, Nancy Turner, with many thanks for her service and good wishes for her future in Canada. Gina Wisker was appointed as the chair in November, and Debby Cotton has

subsequently been elected as vice-chair. During 2014 we will welcome several new members, and we are particularly seeking those with e-learning expertise.

The main role of the committee is that of supporting scholarship and research among the SEDA membership for the broader enhancement of learning for all HE learners and academic staff; supporting through the IETI journal the practices of writing and publication of practice - and research-based articles, for the benefit of members and the wider international HE community; developing SEDA and its members in their research and scholarship capabilities; and raising the standard of research and scholarship in educational development.

This committee supports research and development and writing for publication. To this end it has nurtured research projects among the wider SEDA membership, and is holding a writing retreat to support SEDA members in their writing success, both for articles and for HEA Fellowship. It supports and referees the submissions of members and others on topics of interest concerning learning, teaching, academic development and related practices, through the IETI journal.

During the year eight applications were received for the special SEDA@20 Legacy Grants and two grants were awarded as follows:

- Dr Karen Smith, University of Greenwich for the project entitled: 'Higher education policy and the shaping of educational development practice' (£9,000)
- Dr Colleen McKenna and Dr Jane Hughes, HE Development, Evaluation and Research (HEDERA) for the project entitled: 'ExILED: Exploring Identities and Locations of Educational Developers' (£8,600).

We also received reports from previous small grant winners.

The IETI journal expanded from four to six issues a year, which should increase the opportunity for faster turnaround of articles. Celia Popovic was appointed as an assistant editor and this is proving extremely successful. We are now expecting re-reviewing as a norm and are rejecting more articles on

submission where they do not suit the journal. We believe this will also enhance quality.

We will consider looking for research funding outside SEDA probably through joining with other similar organisations. One successful recent example of collaboration was the Higher Education Academy (HEA) commissioning SEDA in 2012 to conduct an evaluation of the impact of the UK Professional Standard Framework (UKPSF). The project was reported in March 2013 and also presented at the July HEA conference. The project evaluated awareness, understanding and use of the UKPSF at the institutional and individual levels. The project aimed to establish: current levels of awareness and understanding of the UKPSF in the sector; attitudes, obstacles, challenges and opportunities in using the UKPSF; and the uptake and variations in practice in use of the UKPSF. The results of the project were also intended to form a baseline that can be used to assess changes in impact of the UKPSF in future research. The project team, led by Nancy Turner, produced the report, case studies and vodcasts, published on the HEA web site.

Gina Wisker, Chair of the Scholarship and Research Committee

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.

The following people served on the SEDA Executive Committee during 2013:

Joelle Adams FSEDA
Sue Beckingham FSEDA
Stephen Bostock SFSEDA
Sally Bradley SFSEDA
Penny Burden
Clara Davies SFSEDA
Yassein El Hakim AFSEDA
Jenny Eland
Julie Hall SFSEDA
Mike Laycock
John Lea FSEDA
Lynnette Matthews FSEDA
Pamela Parker SFSEDA
Jo Peat FSEDA
Jacqueline Potter FSEDA
Clare Power FSEDA
Liz Shrives SFSEDA
Claire Taylor FSEDA
Maurice Teasdale
Sue Thompson
Nancy Turner
Shân Wareing SFSEDA
James Wisdom
Gina Wisker SFSEDA

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