



Annual Report
of the
Staff and Educational Development
Association
2015

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In 2015 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 remained steady. Committee membership continued to have a healthy turnover with some moving on to retirement or other responsibilities. All committee membership is voluntary and we thank those who have left for their valuable contribution as well as those who are new and have brought fresh vigour and expertise to SEDA as a force for educational development, both nationally and internationally. We were able to recognise the exceptional and sustained contribution of one such member, Mike Laycock, who was added to the Roll of Honour in 2015.

Change is a constant for the sector and 2015 has been no different. This can be disruptive for those supporting educational development in institutions, but it also presents opportunities and challenges for all members. Renewing and re-inventing higher education for the benefit of the student experience is part of our regular activity. SEDA continued to support and encourage our members and others in post-compulsory education to find creative ways to provide educational development. The range of activities undertaken this year can be seen in the individual committee reports and demonstrates the commitment of all to enhancing education.

SEDA Executive

Throughout 2015 the SEDA Executive continued to review its activities and administrative costs to ensure the best value for its members. SEDA continues to be a key influence in the sector and is confident of continuing this role and looks for opportunities to enhance our influence further. SEDA is committed to working both independently and collegially to promote educational development nationally and internationally. During the year, meetings were held with the Higher Education Academy (HEA) and the Association of University Administrators (AUA), and the Co-Chairs and Vice-Chair attended meetings of JISC and the Higher Education Development Community (HEDC), amongst others.

The release of the government green paper, containing plans for a Teaching Excellence Framework (TEF) led to extensive discussions and consultations across the sector. SEDA and HEDG hosted a joint workshop in September, the outcomes of which were then published in *Educational Developments* magazine. In October the SEDA Executive continued to discuss aspects of the TEF and agreed a plan for providing a SEDA response to the consultation, which is now available on the SEDA website. The SEDA strategic targets and risk register are reviewed regularly by all committees, as well as the Executive, and this enables us to ensure we remain aligned with the needs of the sector.

At the AGM in May, Jo Peat was elected as incoming Vice-Chair and Yassein El Hakim joined Pam as Co-Chair. Stephen Bostock became the out-going Vice-Chair.

The 2015 members of the Executive and sub-committees are listed at the end of this report.

SEDA Communications

The SEDA JISCmail list in 2015 was as busy as ever. It has 1334 subscribers and during the year there were 1246 messages across a range of subjects. The commonest messages were advertising courses or conferences, or calling for contributions to conferences or publications. There were also discussions and sharing of information and advice. The most popular subjects this year not surprisingly focused on the Teaching Excellence Framework with 130 posts. Other topics included making the most of Twitter for SEDA members (35 posts), Universities UK on Universities' compliance with consumer law (30 posts) and diagnostic tests for learning styles (30 posts). There were also a range of shorter discussions sharing practice, discussing module evaluations, examination howlers, CPD recognition, favourite inspirational quotes, peer observation and the literature around student satisfaction. The email list is open to all those in the sector and is an excellent resource and networking platform.

SEDA continued to be active on Twitter during 2015, and now has 3789 followers, who are very active, especially around conference time using the #sedaconf hashtag. A SEDA LinkedIn page was created in 2015, the number of followers currently stands at 272 and continues to grow.

Pam Parker SFSEDA and Yassein El Hakim AFSEDA, SEDA Co-Chairs and Stephen Bostock and Jo Peat FSEDA, SEDA Vice-Chairs.

Educational Developments Editorial Committee

2015 was the 16th year of the publication of *Educational Developments*, SEDA's quarterly magazine. The Editorial Committee published four issues, each of 28 pages, comprising 37 articles, 5 book reviews, 2 conference reviews (by Diogo Casanova and Gail Hall) and many items of SEDA's news and information.

The Editorial Committee thinks of its readership as 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. We try to publish articles which are written in a lively, more journalistic form than an academic paper (which would be more suited to SEDA's refereed journal, *Innovations in Education and Teaching International*), and we frequently commission "issues and resources" pieces, in which the author(s) lay out the issues around their topic, with guidance on how to follow up with good resources. The layout allows for one, two or three column pieces, which offers flexibility, variety and the easy inclusion of images, diagrams, figures and tables.

A year after publication, each issue is posted on the SEDA web site, giving free and open access to all. Further public benefit is provided by our contribution to the professional development of the SEDA community, in line with our aim of improving student learning through the staff and educational development of those who support it in higher education.

Fortunately the various activities which comprise educational and academic development have resisted narrow classification, which gives us the opportunity to publish on many aspects of a wide range of topics. If we consider one of our readers' main concerns – the professional development of the SEDA community – then our leading article was on SEDA Fellowship, by Marita Grimwood, the SEDA Fellowships Coordinator. Other aspects of this area were covered by Charles Neame's discussion of educational values and Colleen McKenna and Jane Hughes, who explored academic development through metaphor with a SEDA@20 grant award.

Visions of the future of our work were offered by Steve Outram writing about neuro-educational development, Chrissi Nerantzi and Peter Gossman speculating on an ideal, and Andrew Middleton pondering on collaboration and open futures. Visions of institutional futures were discussed by Keith Smyth, Sheila MacNeill and Bill Johnston (the digital university) and Tom Duff and David Ross (future learning spaces). Meanwhile, we also reported on SEDA's workshop in response to the proposal for a Teaching Excellence Framework, and carried an analysis from John Canning of some flaws in the National Student Survey.

Internationalisation figured very prominently this year, led by David Killick's challenge to our own development. We published pieces on student ambassadors (by Mary Kane), extra-curricula activities (by Maria Kaparou and Ian Abbott), professional support (by Jenny Eland and Sarah King) and Karen Smith discussed staff development with international partners (also a SEDA@20 grant award). Two further

perspectives were offered by a comparison with educational development in New Zealand (by Bernadette Knewstubb, Meegan Hall, Irina Elgort, and Amanda Gilbert) and a discussion by Lorraine Stefani of working within the culture of Saudi Arabia. Perhaps Simon Atkinson's article on the experience of working within a private, not-for-profit HE institution was another dimension of this inter-cultural issue. Meanwhile, SEDA had helped the ACU develop a course for administrators from African universities, and Ian Willis and Brian Jennings wrote an account of this interesting collaboration.

We try to publish on our direct practice, and this year Amanda Platt and Sarah Floyd reported on the relationship between the UK Professional Standards Framework (UKPSF) and educational leadership, while Claire Kell and Cath Camps offered their experience of using e-journals with PG Cert participants. We offered five articles on working with academic colleagues, from Kieran Kelly on communication and staff development, Sally Burr on reshaping the concept of the "drop-in" event, Catherin Wasiuk on apps for GradeMark and Turnitin, Keith Brown and Julie Letchford on the "App Factory", and Richard Cheetham on integrating employability into sports programmes.

We offered some articles directly about the student experience, including the piece from Colin Bryson and Katie Price on student engagement in the community. Nick Bowskill provided an article on students' sense of belonging that was so scholarly we had to provide the references on an associated web page. Glen Crust and Helen Hicks wrote on the

use of statistics relating to employability and happiness, and Caroline Heaton, Nathaniel Pickering, Andrew Middleton, and Graham Holden wrote on inspirational teaching.

We offer a regular column to colleagues from the National Union of Students. This year Debbie McVitty moved on to the University of Bedfordshire, and handed the baton to Ellie Russell. We are grateful to Debbie for her long run of 13 articles on so many aspects of the student experience, and we welcome Ellie, who is the manager of the Student Engagement Partnership. David Ross retired from University of the West of Scotland, and also from the committee, and we thank him for his strong support, especially in ensuring that the Scottish voice has been present in so many articles. We also welcomed onto the committee Sue Wilkinson from Cardiff Metropolitan University.

James Wisdom, Chair of the Educational Developments Editorial committee.

Papers Committee

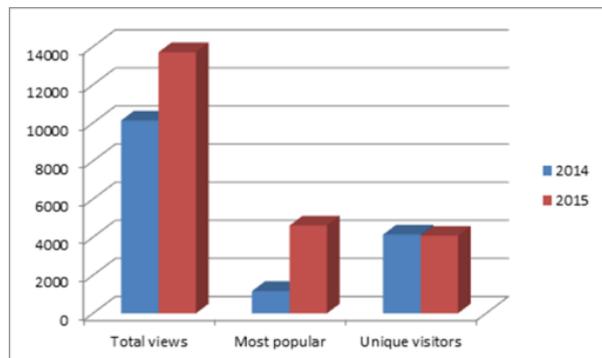
The Papers Committee exists to support, promote and commission high-quality publications focusing on pedagogic development and research in higher education. We aim to produce timely publications that enable all those involved in teaching and supporting learning in higher education to have ready access to an evidence-base that supports their practice. We do this in a number of ways: by considering proposals received directly; by supporting and encouraging those who present interesting work in other venues that would be of relevance to the SEDA audience; and by the occasional commissioning of pieces where a

need has been identified by committee members.

Total sales in 2015 remained low, at 298 SEDA Specials. As last year, we believe that free at point of access publications from elsewhere are impacting on our sales when budgets are under pressure. All SEDA publications are included in the institutional subscription. Driving additional sales therefore remains a challenge. We ask all SEDA members to consider whether they have opportunities within their institutions and wider networks to promote the work of the Papers Committee by heightening awareness of the SEDA Specials and the Routledge book series. We also welcome suggestions from the community for new publications – ideas can be raised with committee members, listed on the website.

The sales volume was also affected by no new publication in 2015, but the *Special, Student Behaviour and Positive Learning Cultures* by Gillian James, Diane Nutt and Paul Taylor will go to press very early in 2016. *Advancing Practice in Academic Development*, edited by David Baume and Celia Popovic, in the Routledge Staff and Educational Development book series, will also go to press early in 2016. Two further Specials have been in development in 2015: *Leading Programmes in Higher Education* by Saranne Weller will appear in 2016, but *Gaining Recognition for your Commitment to Teaching and Learning: a Practical Guide for Experienced Staff* to be edited by Jacqueline Potter and Rebecca Turner, has been put on hold until copyright arrangements for the UKPSF have been clarified.

Our use of the SEDA blog has proved successful, with Graham Gibbs' '53 ideas' series generating substantial traffic as indicated in the graph below:



SEDA Blog Views 2014-15

Our aim is to commission a short blog series from another high-profile writer to build on this successful initiative, and to increase the use of Twitter as a tool to promote the blog and publications more generally.

In 2016, we will work towards a publications agenda more closely aligned to the needs of a practitioner audience, although we will not abandon our commitment to those whose work can be characterised as educational development. We will also explore options for electronic resources.

Once again, we thank all contributors to SEDA publications in 2015, and to Graham Gibbs for his popular and well-read blog project.

Jan Smith, Co-Chair of the Papers Committee

Conference and Events Committee

In line with the terms of reference, the Conference and Events Committee exists as a vehicle to share practice that is scholarly, professional and ethical by facilitating networking opportunities through conferences and other events. Through our activities we aim

to enhance the professional identity of the educational development community within and beyond our professional networks. Our events provide a forum for questioning and challenging practice and for looking for ways to develop further.

2015 in Review

Committee Membership

During 2015 the committee again experienced a significant turnover in membership. Claire Taylor, Louise Naylor and Chris Rowell all stepped down from the committee along with Karen Strickland who had been co-opted to support planning for the November 2015 conference on Scholarship and Educational Development. David Baume, Mary Fitzpartrick, Annamarie McKie, Clare Power and Clara Davies all joined the committee as full members. Fiona Campbell has been co-opted to the committee as a representative for Scottish Higher Education Developers (SHED) to support planning for the May 2016 conference in Edinburgh. We thank members (past and present) for the enormous contribution they have made to SEDA and in particular to the success of our events over the last year.

Residential Conferences

SEDA Spring Teaching, Learning and Assessment Conference 2015

14th – 15th May 2015, Marriott Victoria and Albert Hotel, Manchester

Internationalising the Curriculum: What does this mean? How can we achieve it?

93 delegates

The May 2015 conference in Manchester focussed on the theme of Internationalising the

Curriculum. Feedback highlighted how useful the event had been for participants; out of the 40 responses, 38 found it useful or very useful while the quality of presentations was deemed to be high with no negative feedback received. The conference attracted a large number of first time attendees. Of the 24 who completed the evaluation form, 22 reported that they found the event to be very welcoming with several comments made about the friendly atmosphere.

20th Annual SEDA Conference

19th – 20th November 2015, St David's Hotel, Cardiff

Scholarship and Educational Development: the importance of using an evidence base for learning and teaching

129 delegates

The feedback from the November conference again highlighted that attendees found the event useful: out of 50 responses, all 50 found the event useful or very useful. The importance of embedding scholarship in practice and providing opportunities for staff to demonstrate their scholarly practice through mechanisms such as institutional CPD frameworks were identified as key take home messages from the conference. The presentations at the conference were similarly well received with only one respondent indicating they felt the quality of presentations to be low. Issues with timing of sessions emerged in the free text comments and the Committee are to introduce session chairs at the spring 2016 conference to try and ensure that speakers keep to time. The collegiate nature of the SEDA community and opportunities built into the programme to allow

for networking were widely praised by attendees.

One Day Events

Two one day events were held in 2015.

BLASST: Benchmarking leadership and advancement of standards for sessional teaching: the Australian Sessional Staff Standards Framework

7th July 2015 – Newcastle, 6 delegates

13th July 2015 – London, 10 delegates

Aims for 2016/17

Residential Conferences

In response to delegate feedback from the 2015 conferences and an awareness that assessment continues to represent a priority development area for the sector, the Spring 2016 conference will focus on *Innovations in Assessment and Feedback Practice*. The 21st Annual SEDA Conference in November returns to Brighton with the theme of *Surviving and Thriving – Effective Innovation and Collaboration in the New Higher Education*. Session chairs will be introduced at the conference in May 2016 to address concerns raised at previous events regarding sessions overrunning.

David Walker, Co-Chair of the Conference and Events Committee.

Scholarship and Research Committee (SRC)

The committee aims to lead and support research and scholarship for SEDA through:

1. Providing opportunities for research and scholarship activities in educational development

2. Developing SEDA and its members in their research and scholarship capabilities
3. Raising the standard of research and scholarship in educational development

To accomplish these aims the committee works on a portfolio basis with each member of the committee leading and/or contributing to one area of SRC's work. The areas of work are:

1. IETI
2. Small grants (or similar funding awards)
3. Support for scholarship
4. Publications
5. E-learning Special Interest Group
6. Conferences
7. Bids and research proposals
8. Liaison outside SEDA

The aims for 2015 were in line with the general aims of the committee and the SEDA values, i.e. enabling and supporting SEDA colleagues and HE staff and students to develop their research, writing and publication skills, in relation to educational development, HE teaching and learning and HE processes. The committee encourages and enables these individuals to disseminate their work for the benefit of the wider HE community and, through this community, the public, by enhancing understanding of teaching, learning and assessment, for the advancement of human knowledge and the public good.

Writing and Publication

A writing retreat, led by Frances Deepwell and Anna Jones, again enabled learning and teaching oriented academics and scholars to develop writing for publication, or to work towards their UKPSF fellowships. Each of these writing processes and products has a

supportive effect on the participants' own work, and through the dissemination of that work and their enhanced practice, on the learning and engagement of students.

Innovations in Education and Teaching International (IETI) is the SEDA journal, which is edited by Gina Wisker and Celia Popovic, along with Susannah Quinsee and Alice Lau; and assistant edited by Liz Thomson. The journal is peer reviewed and supports writers more developmentally than some other journals, with editorial support provided for the development of articles based on research and professional experience. Following a call for papers at the 2015 Annual SEDA Conference, and provision of specialist support for their finessing, Celia Popovic is editing a special edition of IETI.

IETI now comprises six issues per year which offers more and faster publishing opportunities, and improved citation numbers, which will affect the impact value of the journal in due course. The publisher's recent request to increase to seven issues is being considered, but the weight of extra work on those reviewing and editing suggests this is counter productive. IETI continues to publish first online, and has begun to feel the benefit of green open access, i.e. availability of published articles after 18 months. The 2015 meeting with the publishers was moved to early Autumn so that their figures were available to us (previously they were usually heavily out of date when they were reported). In 2015 the journal went up slightly in the Social Sciences Citation Index.

Gina Wisker and Celia Popovic are working on a proposal for a book which will help support

and develop research and writing on educational development, the scholarship of teaching and learning (SoTL) and teaching and learning.

Research and Evaluation Grants

The SRC considers a range of research and development activities to support learning, teaching, assessment and the student experience through research into the exploration, evidencing and evaluation of a range of educational development activities and practices. One such activity is the awarding of funding for research and evaluation projects.

In 2015 the two SEDA legacy grant projects, awarded in 2013, reported. These were:

- *Higher education policy and the shaping of educational development practice*, Dr Karen Smith University of Greenwich
- *ExILED: Exploring the identities and locations of educational developers*, Colleen McKenna and Jane Hughes, HEDERA.

The project holders have disseminated their work both at the SRC and at SEDA conferences. Their work is now on the SEDA website.

26 applications were received for the 2015 Research and Evaluation Small Grants, significantly more than for the previous year when 15 applications were received. This reflects the importance of teaching, learning and educational development in the sector and perhaps the receding number of alternative project grants available. Everyone was provided with helpful feedback. Those which were rejected often focused on the completion of

PhDs alone, and/or topics unrelated to learning and teaching or educational development. Five grants of £1,000 were awarded as follows:

Emily Parkin, Kelly Sisson, Dan Derricott, Karin Crawford, Reece Horsley & Nicole Hosking - *Evaluating the role students can play in peer observation of teaching practice*

Sarah Walpole, Frances Mortimer, Stefi Barna & Trevor Thompson - *Sustainability learning outcomes for medical students: turning theory into practice*

Florence Dujardin, Rob Walker & Gurpreet Gill - *Capturing the digital imagination of UEA's leaders in technology-enhanced learning*

John Dermo, Sean Walton & Ruth Whitfield - *Investigating educational developers' perceptions of assessment literacy*

Lisa Hayes, Charlie Hughes & Josh Habimana - *Exploring the role of student reviewers in the Professional Teaching Scheme (PTS)*

The small grants will continue to be awarded and grant-holders will be offered mentors and will be expected to present at one of the SEDA conferences, and publish in either IETI or Educational Developments magazine.

Many thanks to the committee members during 2015, who are listed at the end of this report. During 2015 Debby Cotton left the role of Deputy Chair and the new Deputy Chair is John Peters. As ever we are grateful to Roz Grimmitt for her continued unfailing support for the committee, especially when we are using Skype.

Gina Wisker SFSEDA, Chair of the Scholarship and Research Committee

Professional Development Framework (PDF) Committee

The PDF Committee is responsible for the administration of the mentoring and recognition process for institutions interested in gaining accreditation for their professional development programmes against the awards of the SEDA Professional Development Framework (SEDA-PDF). This committee is also responsible for the development of new programmes to meet the professional needs of staff working in the higher and further education sectors. The committee meets three times a year, the Autumn and Spring meetings in London and the Summer one at another venue hosted by a committee member.

The aims of the PDF Committee are well encapsulated in our terms of reference which we aim to fulfil every year. The SEDA values are embedded in all the awards and in the work of the committee.

- 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 accreditation and review recommendations.
- Establish and monitor appropriate quality assurance procedures for accreditations, reviews, appeals and terminations.

In addition in 2015:

- Extend our work with a wider range of providers
- Undertake a review of the roles and development needs of the Named Award Co-ordinators, Mentors and Accreditors

SEDA-PDF 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 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 the skill, values and attitudes in their employment. Increasingly our awards, and newly developed ones in particular, reflect a growing interest from students who are involved in supporting learning and developing their teaching skills.

2015 saw the committee develop a Memorandum of Understanding with the Centre for Recording Achievement (CRA). This MoU will enable the CRA to offer and deliver one of the new SEDA-PDF Awards, Personal and Academic Tutoring. A review after 6 months will explore whether this MoU remains or a closer collaborative working relationship is created. The committee is also working with the Association of Commonwealth Universities (ACU) in accrediting and recognising the PDF award they are offering participants from Commonwealth HEIs to engage with. Working with non-HEIs brings both opportunities and challenges in ensuing it is a working relationship of benefit to both organisations.

Three programmes (at the University of Hull and Liverpool John Moores University) went through a successful review. Three programmes

(from Ryerson University, the University of Guelph and SEDA) were successfully accredited for the first time.

The Co-Chairs reviewed the lists of Accreditors and Named Award Co-Coordinators (NACs) to ensure that those wishing to continue have engaged in recent development opportunities. Training and clearer guidance on roles and expectations have been set out to encourage consistency in practice. The draft guidance for NACs helps those new to the role to understand their responsibilities. Plans in 2016 will give greater ownership to the NACs in maintaining the currency and promotion of their named awards. A training event for new and current Mentors and Accreditors was held after the February 2015 PDF Committee meeting. Engaging in annual training is an expectation to demonstrate that Accreditors remain in good standing.

See the section over the page for facts and figures relating to recognised institutions and accredited programmes and individuals.

Participants continue to appreciate and praise the work of the Mentors and Accreditors in the SEDA-PDF processes:

“I found the whole recognition process to be professionally managed and would like to compliment Elaine Fisher. The recognition visit was informative, thought provoking, challenging and enjoyable. The feedback we received on the day and the report that followed are welcome and have provided us the opportunity to reflect on our programmes in some detail. It has been a very helpful experience – thank you.”

“We were mentored by Celia Popovic at York University. The mentorship we received was exemplary. Celia provided a helpful cultural bridge between the UK and Canadian context, prompting us to think about language choices as well as differences in accreditation culture. We appreciated Celia’s immediate, detailed and constructive feedback on our submission. We further appreciated Celia’s availability – she visited us in person, was available on phone and email whenever we needed support – and transparent communication. Finally, we appreciated Celia’s confidence with a process that seemed to us (at first) intimidating. Taken together, Celia’s support made this process both easier for us to navigate, but also infinitely more rewarding: our programme is better for the feedback she offered us.

We also received valuable feedback and support from Vicky Davies and we wanted to recognize her contribution to the quality of the program. Thanks to both Celia and Vicky, and thanks to SEDA as a whole for the mentorship experience: we found it incredibly valuable. ”

In 2016, the committee will focus on:

- Enhancing the training provided for Accreditors and Mentors and providing online support
- Exploring ways to promote SEDA PDF by drawing upon the expertise within other SEDA committees and Executive particularly
- Continue to explore partnerships and/or engagement with both UK based and overseas institutions
- Affirm the relationship with the CRA and ACU

- Establish a working Policy and Processes document that reflects and informs our practices
- Provide consistency across the website and documentation
- Review the fees structure

We would like to thank all the Accreditors, Mentors, Named Award Co-ordinators and committee members, who have contributed to

the achievements of the PDF Committee this year. They are listed at the end of this report.

We said a huge thank you and goodbye to: Sarah Floyd, Tony Luxon, Mike Laycock, Clare Madden and Chris Wakeham and an equally huge thank you to Roz Grimmitt, for keeping us all on track.

PDF Facts and figures

Number of institutions recognised and programmes recognised:

	2007	2008	2009	2010	2012	2013	2014	2015
PDF recognised institutions	19	19	22	24	28	32	33	30
PDF accredited programmes	38	44	54	61	82	86	81	77

PDF certificates awarded to individuals:

Named award	2011	2012	2013	2014	2015	Total (2000 – 15)
Supporting Learning	177	218	314	295	562	2975
Exploring Learning Technologies (no longer offered)						216
Enhancing Research Practice	9	5	14	12	6	101
Embedding Learning Technologies	31	44	20	35	23	368
Supervising Postgraduate Research	14	6	7	27	95	457
Staff and Educational Development	1		22	14	13	80
Developing Professional Practice	53	32	48	26	26	296
Developing Leaders	16	6	1		11	71
Learning Teaching and Assessing	159	204	234	255	333	2224
External Examining	9					20
Leading Staff and Educational Development	5					16
Student Support and Guidance	13				6	105
Responding to Change in HE					10	17
Supporting Learning with Technology	57	62	76	42	36	354
Enhancing Academic Practice in the Disciplines	14	43	48	31	40	176
Action Research	9	17				34
Supporting and Learning Educational Change		17	8	13	11	49
Leading and Developing Academic Practice		12	1	10	4	27
Mentoring and Coaching		4	9	10	12	35
College Based Education						
Leading Programmes						
Personal and Academic Tutoring (not advertised on website due to MoU)						
Total no. of certificates awarded	567	670	802	770	1188	7621

Rachael Carkett SFSEDA and Vicky Davies, Co-Chairs of the PDF 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.

Jaki Lilly and Elaine Fisher continue to act as Co-Chairs. Our thanks go to our committee members (listed at the end of this report) for their continued support. We would like to thank Yaz El Hakim and Peter Hartley, who left the committee due to other commitments, for all their support and help.

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 18 Associate Fellows (AFSEDA), 62 Fellows (FSEDA), and 31 Senior Fellows (SFSEDA) in good standing, and a further 8 candidates are registered for SFSEDA. 84 of these colleagues participated in the 2014-15 CPD process, 81 reports were submitted and 22 triad review discussions took place. Note: CPD participation was up this year with all but 6 of the FSEDA's having submitted; not so good though for SFSEDA's with 9 not having submitted and for AFSEDA 13 out of the 16 had not submitted so will have had their fellowships suspended.

The annual CPD event with a buffet dinner and a talk by Neil Ringan was held at the November 2015 Conference with 19 people attending.

The four-week Introduction to Educational Change online course did not run in 2015 but will run in February 2016 instead with 10 participants. It had been previously agreed to run this course once a year to maximise participant numbers.

The new Supporting HE in College Settings course ran for the first time from September to December 2015 with seven participants.

In October's meeting the committee considered a proposal from Nick Bowskill for a revised course to take the place of the four week Introduction to Educational Change as this has not been recruiting well. The committee is keen to ensure that the new course does not detract from the Supporting and Leading Educational Change course (SLEC) so it is steering development towards the needs of academic and educational developers wishing to engage with new learning technologies. The committee fed back its comments to Nick – he has been working on revising the course in light of the committee's comments.

The SLEC course, leading to SEDA Fellowship ran from October 2015 to February 2016 with 24 participants starting. The increased numbers required the recruitment of a third tutor and Charles Neame kindly agreed to take up this role. At time of writing we have had three withdrawals and 14 submitted portfolios (with late submissions from four and three submissions deferred to next year's iteration of

the course). Very positive feedback has been once again received for the course, designed and led by Celia Popovic, with Celia, Elaine Fisher and Charles Neame as tutors. The course regularly recruits well with 16 participants in 2014/15 and 18 participants in both 2011/12 and 2012/13. The handbook has been adapted to include the rules regarding resubmission. The new SEDA Series book has been welcomed and very well engaged with.

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

The committee has been considering offering a series of webinars to members and is still investigating possible technological systems to support this. We are currently investigating whether JISC can help with technology and once that is in place we will invite contributors.

The committee has been reviewing the membership renewal process including the leaflet and linked website pages. Claire Riddall

and Angelica Rísquez are currently working on re-writing/re-designing the leaflet in conjunction with the membership pages of the website. At the next meeting (the one in February had to be postponed due to neither Co-Chair being available and insufficient members available to be quorate) these will be discussed.

Externally funded projects: SEDA is to work with the Holy Spirit University of Kaslik in Lebanon on an Erasmus+ funded project. Mike Laycock and Liz Shrivess have been involved in preparing the proposal and SEDA was informed during 2015 that the bid had been successful. The project will start in 2016 and run for three years.

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

SEDA wishes to thank the following people, all of whom served on a SEDA committee during 2015.

Name	Surname	Committee
David	Baume SFSEDA	Conference and Events
Fran	Beaton	Conference and Events
Sue	Beckingham FSEDA	Executive
		Papers
		Conference and Events
Angela	Benzies	PDF
Stephen	Bostock	Executive
		PDF Mentor and Accreditor
Nicholas	Bowskill	Services and Enterprise
Charles	Buckley	Papers
		Scholarship and Research
Penny	Burden	Executive
Fiona	Campbell	Conference and Events
		Executive
Rachael	Carkett SFSEDA	Executive
		PDF
Jessica	Claridge	PDF
Ali	Cooper	PDF
Sandy	Cope	Conference and Events
		Executive
Debby	Cotton	Scholarship and Research
Roisin	Curran	PDF
Nigel	Dandy	Conference and Events
Vicky	Davies	PDF
		Executive
Clara	Davies SFSEDA	Executive
Carole	Davis	Executive
Frances	Deepwell	Scholarship and Research
Diana	Eastcott	PDF Mentor and Accreditor
Yassein	El Hakim AFSEDA	Executive
		Services and Enterprise
Jenny	Eland	PDF
		Executive
Elaine	Fisher FSEDA	Services and Enterprise
		Executive
Mary	Fitzpatrick SFSEDA	Conference and Events
		Executive
Monika	Foster	Papers
Charlotte	Fregona	PDF
Peter	Gossman FSEDA	Educational Developments
Julie	Hall SFSEDA	Executive
Peter	Hartley	Services and Enterprise
		Conference and Events
Laura	Hills FSEDA	Scholarship and Research
Anna	Jones	Scholarship and Research
Helen	King SFSEDA	Executive
Alice	Lau	Scholarship and Research
Mike	Laycock	Executive
		Services and Enterprise
Marita	le Vaul-Grimwood FSEDA	Services and Enterprise
John	Lea FSEDA	Educational Developments
Jaki	Lilly	Executive
		Services and Enterprise
Peter	Lumsden	Conference and Events
Lynnette	Matthews SFSEDA	PDF

		Executive
Carol	Maynard	PDF Mentor and Accreditor
Kathryn	McFarlane	PDF
Annamarie	McKie	Executive
		Conference and Events
Debbie	McVitty	Educational Developments
Bridget	Middlemas	Conference and Events
Alan	Mortiboys	PDF Mentor and Accreditor
Louise	Naylor	Conference and Events
Charles	Neame FSEDA	Executive
Chrissi	Nerantzi FSEDA	Educational Developments
Steve	Outram	Educational Developments
Pamela	Parker SFSEDA	Executive
		Conference and Events
Jo	Peat FSEDA	Executive
John	Peters	Executive
		Scholarship and Research
Ruth	Pilkington SFSEDA	PDF
Celia	Popovic SFSEDA	Scholarship and Research
		PDF Mentor and Accreditor
Jacqueline	Potter FSEDA	Papers
Clare	Power FSEDA	Executive
		Services and Enterprise
		Conference and Events
Susannah	Quinsee SFSEDA	Scholarship and Research
Claire	Ridall	Services and Enterprise
Angélica	Rísquez FSEDA	Services and Enterprise
David	Ross	Educational Developments
Chris	Rowell	Conference and Events
Ellie	Russell	Educational Developments
Mark	Schofield	Papers
Liz	Shrives SFSEDA	Executive
Jan	Smith	Papers
		Executive
Keith	Smyth	PDF
Caroline	Stainton	Executive
		Papers
Lorraine	Stefani	Educational Developments
Karen	Strickland	Educational Developments
		Conference and Events
Claire	Taylor FSEDA	Conference and Events
Maurice	Teasdale	Conference and Events
		Executive
Rebecca	Turner	Papers
		Executive
André	van der Westhuizen	Scholarship and Research
David	Walker	Conference and Events
		Executive
Mark	Weyers	Services and Enterprise
Susan	Wilkinson	Educational Developments
Jennie	Winter	Scholarship and Research
James	Wisdom	Educational Developments
		Executive
		Papers
		Services and Enterprise
Gina	Wisker SFSEDA	Scholarship and Research
		Executive