



Annual Report
of the
Staff and Educational
Development Association
2011

SEDA Annual Report 2011

2011 was a good year for SEDA, measured in terms of membership activity, impact across the sector and income during a challenging time for higher education. During the year SEDA made a slight surplus on all activities and thus is making good progress in building its level of reserve. The professional association has continued to provide space for members to share practice and ideas and gain support from others, not just in the UK but internationally too. The November 2011 conference was particularly popular and broke all records for attendance through shining a light on the role of technology.

With the Government White Paper putting a focus on the student experience, higher education teaching has come under the spot light in some universities as never before while others are using the changes to student funding to re-orientate learning and teaching enhancement. This means that SEDA members are facing challenging times and the professional association can be crucial in this climate.

SEDA Executive

During the year useful meetings were held between members of the Executive and Universities UK, Association of University Administrators, HE Academy, NUS, BIS and HEFCE for example while SEDA continued to facilitate the HE Development Community meetings. These relationships have led to invitations for SEDA to contribute to journals, research projects and conferences and events such as the joint SEDA/HEA event on using student surveys for enhancement. SEDA is committed to working in this kind of collegial way across the sector.

Executive Priorities

During 2011 Exec considered how committees might work more efficiently whilst ensuring inclusivity and value, how SEDA might celebrate its 20th year in 2013 and how SEDA might work more effectively with other bodies and organisations.

Administration and efficiency

We continued to analyse the organisation's costs and income streams to ensure sustainability, and value for money through understanding the costs and benefits of each part of SEDA's work. SEDA's Treasurer, Maurice Teasdale, committee chairs and The Association of Commonwealth Universities (SEDA administrative partner) continue to review activities and processes to ensure quality and efficiency. One outcome of a short life working group, chaired by Exec member David Baume has been greater use of technology to support committees including holding virtual meetings. Another outcome has been the successful bid to join JISC's Digital Literacies Project for which David was appointed Project Leader.

Membership Services

SEDA continued to attract more members in 2011 and increase membership income. Thank you to Tony Brand for his work in this area during this period and for many years of service to SEDA. During 2011 we were pleased to be able to appoint Shan Wareing to manage the SEDA Fellowships Scheme and Celia Popovic to be the course leader for SEDA's online professional development programme. They have both made an excellent start.

Thank you also to other Exec members who have since finished their term of office: Celia Popovic, Ruth Pilkington, Ranald Macdonald, Peter Khan, Marion Webb, Frances Deepwell and Fiona Campbell. A new role also meant that SEDA co-chair Caroline Stainton had to step down from her post. While pleased to congratulate our colleague on a new job, Executive were sorry to lose Caroline and very grateful that Mike Laycock agreed to stand for an additional year until a new co-chair can be appointed permanently in 2012. The commitment and efforts of all the people who work within SEDA cannot be underestimated in making SEDA the successful organisation it is today and we continue to be grateful to all committee members and to the administrative team which supports our work.

SEDA Communication

The SEDA jisc list (seda@jiscmail.ac.uk) continues to be used as a vibrant on line forum for information, advice and general chat. A typical month includes more than 25 posts. The SEDA co-chairs, with help from Exec member Chris Rowell also started a blog (<http://seda-julie.blogspot.co.uk>) and a SEDA Twitter account (@Seda_UK_) during 2011. One result of the on line traffic around the organisation is that SEDA now has number one spot on Google rather than the South East Disco Association. However we also now realise that more work is required during 2012 to update the SEDA website and ensure we make the most of social media.

2011 saw Roz Grimmitt the SEDA administrator take sabbatical leave to study in Argentina and we were lucky to have Silvia Sovic as her temporary replacement. Thank you to Silvia for her work in this role.

Julie Hall and Mike Laycock, Co-Chairs

Educational Developments

In 2011 SEDA published 35 substantive articles in the four issues of Volume 12, together with 9 book reviews, 4 conference reports and a regular column of SEDA News. 53 authors contributed to the publication.

The range of topics was very wide and categorising them is not an exact process. However we published 9 articles which were related to Institutional Change and Enhancement (such as on leadership and management, or local Change Academies, and especially on the importance of programme assessment and reform). We also published 9 articles on the development of SEDA and its members in a number of ways – such as how new PDF awards were being used, or the spread of overseas recognitions, how we used the SEDA Jislist, or how our members can enhance their PG cert courses. As in every year, we published important articles (6) on the enhancement of educational

development, both theoretical and practical and a smaller number of pieces related directly to teaching, such as giving feedback and using new technology. The theme of student engagement was growing in importance, and through the link with the NUS we were able to publish an article in each issue closely focussed on the student experience, as well as two on the implications of the shifting political context of Higher Education.

Two of our longest serving editorial board members stepped down this year. Tony Brand joined Educational Developments in 2002 and Fran Beaton in 2006, and the committee has benefited greatly from their energy and good judgement. We are very grateful for their commitment and enthusiasm.

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, Editor

Services and Enterprise Committee

Services and Enterprise is a relatively new Committee, which exists to ensure the relevance and viability of SEDA's membership offer. In 2011, SEC oversaw the SEDA PDF recognition of SEDA Fellowship and SEDA Senior Fellowship. This is a milestone in sustaining and developing SEDA's sector-leading offer with a global reputation. As our provision is increasingly online, SEDA is well positioned to contribute to the professional growth of the international community of education developers and change agents. The Committee is in the process of clarifying SEDA's course offer, and ensuring that processes for course approval take a balanced due account of participants needs, quality assurance and costings.

The committee considered the course leader reports and feedback from participants on SEDA's two online courses: *Supporting and Leading*

Educational Change and Developing the Developers. SLEC was completed successfully by 17 participants, and 11 participants enrolled in *Developing the Developers*, of whom an estimated 7 maintained a high level of involvement. There was excellent participants' feedback which will be incorporated into the website for use for marketing the courses, and the course leaders are collaborating on reviewing and revising the courses for 2012/13.

The existing Continuing Professional Development offer for SEDA Fellows and Senior Fellows was reviewed, consulted on, and will run for the first time in its revised format in 2012. It was striking how much support there was for the existing scheme, once feedback was elicited via the mailing list. The openness of the process was valued, allowing for people's different needs at different stages of their career, and across institutional roles/self-employment. Comments included:

'I think that SEDA makes a better job of creating a sense of professionalism than other organisations in HE.'

'I really value the reflective process and the sharing process- not broken for me!'

SEC has produced an analysis mapping the options relating to the current membership offer, fees and numbers of individual and institutional members.

SEC regretfully said goodbye this year to Tony Brand having chaired the committee since it was established and driven forward its development with energy. Shân Wareing was elected the new chair on 1st March 2012. Elaine Fisher and Jaki Lilly were re-elected as vice-chairs, which provides a good degree of continuity.

Shân Wareing Chair, SEC Committee

Professional Development Framework Committee

In 2011, the number of institutions with programmes recognised within SEDA's Professional Development Framework rose to 28 with the addition of Canterbury Christ Church University, King Saud University, the National Council for Graduate Entrepreneurship and the Staff Development Forum. The Committee are also pleased to report the growing international interest of SEDA PDF. To date there are SEDA recognised programmes operating in institutions in Sri Lanka, Saudi Arabia and Canada. The Heidelberg International Business Academy, Universität Basel (Switzerland), the University of Guelph, the Humber Institute and York University (Canada) are currently working towards SEDA recognition.

To continually develop the framework to meet the professional development needs of institutions and individuals, two new awards, 'Mentoring and Coaching' and 'Leading Programmes', have been developed, approved, and are being piloted. In addition, the recognition process for the SEDA programme and pathway for Fellowship and Senior Fellowship with SEDA was completed for the named awards PDF-FSEDA and PDF-SFSEDA.

To comply with the Charity Commission, contracts are now issued to recognizers and mentors. Other revised procedures include the process for allocating these responsibilities and a system for declarations of potential conflict of interest during meetings has been introduced.

The Committee will be welcoming two new members in the summer but will also be losing a valued colleague. We would like to take this opportunity to record our gratitude to Tony Brand. We would also like to thank Stephen Bostock, who after three years as chair, has stepped down. Jenny Eland and Lynnette Matthews are sharing the role and are taking forward Stephen's work to continually improve the efficiency and clarity of the recognition and

review process. The list of mentors and recognizers is currently being updated and a developmental opportunity for this community to reflect on the recognition process is planned for June.

Lynnette Matthews & Jenny Eland
Co-Chairs, SEDA PDF Committee

Conference and Events Committee

There were two conferences organised during 2011. In May in Edinburgh we focused on *Academics for the 21st Century*. There were 106 delegates and it was opened by Professor Ray Land with a thought provoking key note about *"Being an Academic in a time of uncertainty"*. Another speaker was Aaron Porter, the then President of the National Student Union who presented *"A student perspective on the future of student engagement, consumerism and co-production"*. The concluding key note was provided by Professor Lorraine Stefani and in an optimistic and forward looking tone she asked *"How does academic development make a difference in the 21st Century University?"* This provided an excellent close to a vibrant conference. Discussion papers continued to provide many stimulating conversations throughout the conference.. Alongside the presentations there were many opportunities for networking and meeting new and existing colleagues. In addition thanks to Fiona Campbell, Julia Fotheringham and Elaine Mowat from Edinburgh Napier University there was an opportunity to participate in a walk through the park and gain an insight into some of the wildlife and historical references that make Edinburgh such a memorable place to visit. One further activity that our colleagues at Edinburgh Napier had organised for some participants was an opportunity to undertake an organised tour of the Scottish Parliament.

For the November conference we returned to the Aston Business School for the theme of *"Using*

Technology to Enhance Learning". This clearly was a theme that many felt strongly about and we had a record 161 attendees. Helen Beetham 's key note exploring *"How far have we (really) come?"* provided a good reflection on which to build over the two days. The second key note by Julie Hughes looked at *"supporting risk-taking cultures in teachers and learners – lessons learnt"*. The closing participative presentation by Professor Susannah Quinsee asked *"how can technology really enhance learning?"* used a combination of a recorded presentation using adobe connect and skype so that questions could be taken despite Susannah being unable to attend in person.

Fran Beaton and Sally Bradley made a great team this year with a range of one day events organised around the topics such as *Students Supporting Students, Doing Effective Dissemination: Theory and Practice and Academic Engagement: Engaging who and to what end?"*. All events were well attended and took place across a range of venues.

After the May conference Fiona Campbell stepped down as Co-Chair but we are pleased that she has chosen to stay on as a member of the committee providing her support and experience. As the year ended we said goodbye to Celia Popovic as co-chair due to her move to Canada. Celia has been an energetic co-chair and will be missed. We have welcomed Sandy Cope as 2012 begun as a new committee member. We of course could not undertake any of these activities without the SEDA office. The office staff are essential to these activities and always help us ensure the events run smoothly. Silvia has been an excellent replacement for Roz during her sabbatical.

After a few months as a single chair I am pleased that as we prepare for the next conference in May 2012 Claire Taylor has agreed to join me as co-chair.

Pam Parker, Conference and Events Chair

Scholarship, Evaluation and Research Committee (SchREC)

The Committee's key areas of activity are 1) the provision and support of Research and Evaluation Grants, 2) events related to research and scholarship and 3) support for the development of Innovations in Education and Teaching International, SEDA's peer reviewed international journal.

The ten 2011 grants are nearing completion and the committee was pleased to award funds to 7 new projects earlier this year. Information on funded projects dating back to 2003 is available on the SEDA website.

The committee led a successful writing retreat last summer and continues to lead events at each of SEDA's annual conferences. In November Helen King facilitated a discussion on how our perception and use of learning technologies has/has not changed by examining a 2001 IETI publication on educational technology.

Innovations in Education and Teaching International (IETI)

IETI's impact factor has remained strong. We are progressing the appointment of a co-editor to work with and support the Editor, Gina Wisker. Please do look out for a call for expressions of interest via the SEDA JISC list in the next few months. We are in the final stages of negotiating a new contract with Taylor and Francis that will improve SEDA's relationship with the publisher and provide a clearer framework for their continued investment in developing the journal.

The composition of the committee has changed and expanded in the past year. While we welcomed many new members in 2010, Frances Deepwell's term as chair ended. We are fortunate to retain her input as a member of the committee. We said good-bye to Celia Popovic. On behalf of the committee I would like to thank both Frances and Celia for their service on SchREC.

As SEDA enters its 20th year SchREC is taking the opportunity to assess its work and priorities. We will be holding an away day in June 2012 to reflect and prepare for the next three years to ensure our efforts are directed in a way that best serves SEDA members. If you have any suggestions for how the work of SchREC could better support your practice please e-mail me.

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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 2011

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
Dr Pam Parker
Dr Celia Popovic
Nigel Purcell
Chris Rowell
Liz Shrives
Dr Caroline Stainton
Maurice Teasdale
Marion Webb
Professor James Wisdom
Professor Gina Wisker