



Annual Report of the Staff and Educational Development Association 2006

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.

Highlights

During the year the numbers of individual and institutional members has remained buoyant, and we have enjoyed a year of financial stability on which basis we can plan effectively how best to continue to enhance our services to the sector.

2006 was the first full year with SEDA's administrative services provided by the Association of Commonwealth Universities (ACU). Based at the start of 2006 in Gordon Square, London, SEDA re-located with the ACU to Woburn House, the seat of UUK and the Higher Education Academy's base in London. We were pleased that the move was accomplished with no indication of compromise to services, for which we recognise and thank the professionalism and commitment of the ACU. SEDA has benefited from the expertise of ACU in many areas, and has enjoyed the opportunities of building on the international links which ACU provides. In 2006 we were able to send representatives to conferences in Kuala Lumpur, Malaysia (the ACU's Human Resource Management Network) and Oregon, USA (the POD Network annual conference). SEDA also represented UK educational developers at the International Consortium of Educational Development Council in Sheffield.

SEDA continued to build on the previous successes of the comprehensive Professional Development Framework (PDF) which has become increasingly embedded in the Higher Education sector, partly due to its success in addressing the needs of different disciplines and partly in its recognition of the wide variety of professional roles undertaken by staff who support student learning.

A number of new PDF awards were established. Of particular interest is the award in External Examining, an area of quality assurance which is fundamental to national standards in higher education, and one with complex training requirements which many organisations have previously found difficult to address adequately.

SEDA launched a range of new courses in leading and supporting educational change, in response to extensive market testing and supported by the Higher Education Academy. There are six courses on offer:

- Supporting Educational Change: online
- SEDA Summer School: supporting educational change
- Supporting Educational Change: award
- Leading Educational Change: online
- SEDA Spring School: leading educational change
- Leading Educational Change: award.

Through successful completion of either 'Supporting Educational Change: award' or 'Leading Educational Change: award' participants become eligible for Associate Fellowship of SEDA. In addition these two courses are recognised under SEDA's Professional Development Framework.

SEDA has continued to provide leadership in pedagogic research in British Higher Education with its books and other publications. A new venture has been the collaboration with the Heads of Educational Development Group (HEDG) to produce *Leading Educational Development*, an edited collection of papers to support the programme of the same name, which will be published in 2007.

The successful liaison with HEDG has led to jointly orchestrated events, specifically SEDA's Annual Conference and the HEDG Autumn Meeting sharing a conference space in Birmingham in November, which facilitated participation in both events.

Two successful conferences were held in 2006 and a range of other workshops and seminars. A particular success was the workshop supporting the UK Professional Standards Framework launch.

Committee Reports

SEDA Fellowships Committee

We are all aware that growing numbers of staff are now involved in staff and educational development in its various guises. Collaboration between the PDF Committee and the Fellowships Committee has led to the development of a range of new courses in supporting and leading educational change (see above for a full list of the courses on offer). These courses are offered nationally by SEDA and are led and tutored by experienced peers, thereby addressing the real 'development needs' of the sector. Successful completion of either 'Supporting Educational Change: award' or 'Leading Educational Change: award' leads to Associate Fellowship of SEDA and both of these courses are recognised under SEDA's Professional Development Framework. The Fellowship scheme itself remains unchanged.

Dr Helen King joined the ranks of SEDA Fellowship holders, when she was awarded her Fellowship at the Autumn Conference. Helen's achievement was all the more notable for being the only holder of both SEDA Associate Fellowship and full Fellowship.

Thanks are due to Mike Cook FSEDA whose term of office as Co-chair of the committee finished at the end of 2006.

Peter Kahn, SEDA Fellowships Committee Chair

SEDA Professional Development Framework Committee

The Professional Development Framework (PDF) Committee reports on a number of key successes this year. These have involved collaboration by members from the committee in piloting three new awards for the sector. Work was also completed on mapping SEDA PDF awards against the National Professional Standards.

Members of the SEDA PDF Committee engaged in some development of their own, piloting with Keele the new External Examining Award. This significant award reflects the national recognition that undertaking external examining is a key means of developing oneself and one's subject.

Committee members have undertaken a thorough mapping of SEDA PDF awards outcomes and values against the national standards descriptor statements. It is anticipated this will inform institutions and teams who are working to develop their own continuing professional development frameworks.

SEDA PDF has been delighted to welcome several new institutions to the framework. Significantly the new institutions are seeking recognition for several awards under PDF rather than one. In this they are targeting the development needs of wider and more diverse groups of staff.

PDF also ran a one-day workshop in April 2006 for new and existing colleagues interested in joining the widening group of staff and educational developers who wish to become involved as mentors and recognisers for PDF awards.

Ruth Pilkington, SEDA PDF Committee Chair

Innovations in Education and Teaching International

This has been another interesting year for IETI which has seen fewer special editions but a rich mix of both international papers and those focusing on a range of developments including educational development, e learning and innovations on learning teaching and assessment. This year has seen essays focusing on embedding e learning, development of the PGCE with new teaching staff, and a range of issues to do with supervision, learning and teaching in a number of subject based contexts. During the year we decided the journal should be more in line with SEDA's direction and increasingly be an outlet for the kinds of research and development which SEDA fosters. It was also realised that the editorial board had many members with long service and the board needed refreshing to better reflect diversity in the sector and SEDA's developing remit. It is expected that a new board and enhanced processes with Liz Rose as editorial assistant will roll out during the forthcoming year serving the new research and development remit as well as previous areas.

Gina Wisker, IETI Editorial Board Chair

SEDA Papers and Publications and Educational Developments

In 2006 we published *Enhancing University Teaching Through Effective Use of Questioning*, by Mike Watts and Helen Pedrosa, as SEDA Special 19. In the SEDA Series with Routledge we published *The Realities of Change in Higher Education*, jointly edited by Lynne Hunt, Adrian Bromage and Bland Tomkinson. We also

welcomed Shirley Earl (Napier) onto the Papers Committee and we especially wish to thank William Locke, an out-going committee member, for his long-standing liaison work with Universities UK.

2006 was the seventh year of Educational Developments, and the magazine was again published in four issues. New members joined the editorial board – Michelle Haynes (Middlesex), Fran Beaton (Kent) and David Ross (Abertay). We were also joined by a pair of co-editors – Bob Thackwray and Lesley Huxley, who bring us close and valuable links with the Leadership Foundation. We wish to thank Ranald Macdonald, Mike Laycock and Ray Land for all their work in previous years. It is perhaps worth noting that the number of unsolicited contributions to the magazine is rising, and their breadth is expanding, ranging from short, light pieces on the one hand to quasi-journal articles on the other, which suggests there is still a need for a publication that acts as a newsletter, a magazine and somewhere to try out reports of work in progress.

James Wisdom, for the SEDA Papers Committee and Educational Developments.

Conference Committee

2006 saw two successful conferences, *Mapping Educational Development: locations, boundaries and bridges* in Birmingham and *Advancing Evidenced-Informed Practice in HE Learning Teaching and Educational Development* in Liverpool. In addition, a range of one day events proved to be popular. These included 'Gathering and Responding to Student Feedback', 'Practical Guide to Staff Development in Inclusive Learning and Disabled Students', 'Peer Observation of Teaching', 'Developing and Assessing Students' Oral Skills' and 'Professional Standards and CPD for Academic Staff: challenges, issues and ideas'. There is clearly capacity for more one day events and the Committee will be following up on this.

A number of changes were made to the organisation of SEDA conferences during 2006, the most important of which was a new planning timetable which has resulted in conferences being planned much earlier. In addition, an online booking facility has been created which resulted in very positive feedback from delegates. Thanks go to the committee, Roz and the team for their support during 2006. Particular thanks go to John Peters for his work as Chair from 2003 -2006, presiding over many successful conferences and events and also to David Green for his work. David left the Committee to take up a post at the University of Seattle.

Julie Hall, SEDA Conference Committee Chair

SEDA Executive Committee

The Executive Committee met on four occasions throughout the year and began a review of membership and marketing activities that will be completed in 2006/07. Professor Kristine Mason O'Connor completed her term of office as SEDA Vice Chair, and was thanked warmly for her hard work over the last years, and Liz Shrivess was welcomed as the incoming Vice Chair.

SEDA Executive 2006

Dr Stephen Bostock FSEDA
Frances Deepwell, FSEDA
Philip Frame
Julie Hall
Dr Peter Kahn FSEDA
Dr Helen King FSEDA
Professor Ranald Macdonald FSEDA
Ivan Moore FSEDA
Lawrie Phipps

Ruth Pilkington
Mark Schofield
Liz Shrives
Maurice Teasdale
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Dr Shân Wareing FSEDA
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