



## Minutes of the Membership Development Committee

Minutes from the meeting of the MDC on Wednesday 19 October 2016, Maple House, Birmingham

### 1 Welcome and apologies

Chair: Sarah Sherman (SS)

Present: Thomas Palmer (TP - ALT); John Couperthwaite (JC), Julie Voce (JV), John Traxler (JT), James McDowell (JM), Daniel Scott (DS), Jane Britton (JB), Alastair Clark (AC), Shirley Evans (SE - guest), Richard Goodman (RG - guest), Matt Lingard (ML - guest)

Apologies received from: Kerr Gardiner, Simon Kear (SK), Lynne Downey, Matthew Newcombe

### 2 Any other business

None

### 3 Welcoming new committee members

The committee welcomed new members Daniel Scott and, *in absentia*, Lynne Downey. The MDC Terms of Reference were briefly discussed in connection with the standing item 'to promote and support research through its activities'. JT noted that there is a particular role for ALT here in the context of the REF.

Recommendation: Trustees to consider how research priorities can better be supported by operational committees in the context of the next strategy.

### 4 Approve the minutes of the MDC held on 23 May 2016

The Committee reviewed and approved the minutes of the last meeting, and noted progress made and completed actions. The Committee discussed the work currently in progress to produce a centrally-updated page for sharing through individual institutional websites, and to administer retired Certified members.

Action: TP to follow up on ongoing actions with SS.

### 5 Conference and events report

The Committee welcomed the report, which focused on the Annual Conference - a success despite political disruption in the run up to the event. Attendance was up against 2014 when the conference was last held in Warwick, and income generated from exhibition and sponsorship exceeded the budget target. The conference received good media coverage, and delegate feedback reflected a high level of satisfaction overall. ALT has run and supported a number of other events and webinars over the summer, and the spring OER conference was also a success. AC noted that the OER conference had now become positively identified with ALT.

There was some discussion around next year's online delivery of the Annual Conference, and

particularly whether a nominal fee should be required, whether a greater recruitment campaign should be built around the online delivery, or whether online delivery should be restricted to members. It was agreed to feed this back to other committees through the joint report.

## 6 Innovation, community and technology report

The Committee noted the Innovation report, which included a number of new developments such as the new Members Group hosted websites, and the opportunities they provide for increasing communication and dissemination across the community; the successful online delivery of the Annual Conference, with positive feedback on the interactive platform/timetable and continuation of enthusiastic engagement on social media; the transition of the weekly News Digest to HTML format; and the #ALTC Blog badge and badging infrastructure.

## 7 Membership and CMALT report

TP reported on Membership and CMALT. Individual membership of ALT has now exceeded 2000. Recruitment and retention rates for organisational members are stable with signs of a positive trend emerging. CMALT registrations are increasing, with growing numbers of CMALT groups around the UK and internationally.

A new submission cycle has been implemented to cope with the growing volume of portfolio submissions, and ALT is improving the resources available to underpin the growth of CMALT, including an Open Register of shared portfolios and a CMALT Holders group space within the ALT Members hosted websites. ALT has focused particularly in recent months on widening access for practitioners from the FE, learning and skills sector, with a pilot CMALT group from the Blended Learning Essentials Course, a membership and CMALT offer to Blended Learning Consortium member colleges, and the Doug Gowan memorial fund for learning and skills CPD.

The relevance of CMALT for early-career practitioners was discussed. DS noted that, as with the Blended Learning Essentials course curriculum, CMALT might be mapped against other relevant frameworks. DS also raised the wider point about ALT's engagement with young/early-career members. JC noted that more could also be done to raise the profile of staff development through CMALT in the commercial sector.

Recommendation: Trustees to note overall progress in membership recruitment and retention.

Recommendation: Trustees to note the successful implementation of the new CMALT submission process.

JM presented a proposal developed with SK for a coordinated system of [CMALT Regional Champions](#). The proposal outlines that these roles would be filled by CMALT lead assessors with up to date knowledge and experience. The RC would help to provide leadership and mentoring, and to facilitate connections across groups and institutions within a region. The structure would be regional but ALT might provide central support and subsidise activities. A pilot scheme in the north-east is being explored with WRLTG. The notion of bringing through more mentoring and leadership within institutional cohorts met with approval; JB suggested that CMALT champions for different types of working role (e.g. academic, learning technologist, administrator) would be beneficial. JC suggested that guidance about the particular benefits of CMALT for different professional roles could be developed; provision of such guidance would help potential candidates make the case to undertake CMALT. The Chair noted that the level of discussion and activity around CMALT at present may warrant another working group in the next strategy period.

Recommendation: The Committee recommends that the CMALT Regional Champions pilot and the associated proposal be considered for implementation by Trustees in the context of the new strategy.

## 8 Members groups and SIGs

The Committee received an update on progress in this area. The Learning Spaces SIG and the West Midlands Members Group were approved by Trustees in May and are now active. ALT Wales is newly active, and an ALT South group/s in the process of being formed. Eight of thirteen Members Groups and SIGs now have an ALT-hosted website on the altc.alt.ac.uk domain. This represents excellent

progress given the complexity involved in the transition in many cases. Policies around use of the hosted Websites are being developed concurrently, and will be reported at future committee meetings.

The Committee also considered a draft proposal for a new SIG with a focus on Innovation, which was subsequently discussed via email but not approved. Feedback on the proposal will be provided to the proposers following this discussion.

The Committee also discussed Members Groups reporting and communication. ML asked for a push for Members Groups to write blog posts about the group's activities. JV noted that there should be a communications role within each group. RG added that such posts should be automatically cross-posted on the #ALTC Blog. There was a general feeling that more communication and interaction between ALT Members Groups and SIGs would be desirable. TP expressed the hope that the hosted websites will serve to encourage and facilitate this; the development of Members Groups is likely to be a key priority for the next strategy period. SS suggested that SIG and Members Group reports, hitherto received by MDC at the May meeting, be submitted during summer in time for the October meeting.

## 9 International matters

The Chair updated the committee on ALT's recent communications with ASCILITE. ALT has been in contact with ASCILITE regarding the CMALT Australasia scheme, agreeing reciprocal reporting at six-monthly intervals. ALT and ASCILITE have been in dialogue regarding the CMALT scheme being run as part of the BOLT programme at Hong Kong Polytechnic. This has resulted in 3 new organisational members of ALT and an agreement covering CMALT Australasia registrations from those institutions. Going forward ALT anticipates further collaboration with ASCILITE, alongside EDEN and Blackboard Collaboration, on a project for Benchmarking Success Factors and Issues for Professional Societies in Tertiary Education.

## 10 Items referred to and from other ALT committees and Trustees including shared update from all committees

The committee noted the shared report from the last round of committee meetings. This committee's contribution to the next shared report will reflect the actions and recommendations minuted here.

### **Recommendations to be reported to Trustees:**

Recommendation: Trustees to consider how research priorities can better be supported by operational committees in relation to research in the context of the next strategy.

Recommendation: Trustees to note overall progress in membership recruitment and retention.

Recommendation: Trustees to note the successful implementation of the new CMALT submission process.

Recommendation: The Committee recommends that the CMALT Regional Champions pilot and the associated proposal be considered for implementation by Trustees in the context of the new strategy.

## 11 Any other business

None

## 12 Dates of next meeting

The next meetings will take place online in February and May 2017. Polls will be circulated to determine the dates.

Minutes written by: TP 28/10/2017

Reviewed by: SS 10/11/2016