



Minutes of the Membership Development Committee

Minutes from the meeting of the MDC on Wednesday 15 February 2017, online

1 Welcome and apologies

Chair: Sarah Sherman (SS)

Present: Thomas Palmer (TP - ALT); Julie Voce (JV), John Traxler (JT), Daniel Scott (DS), Jane Britton (JB), Kerr Gardiner (KG), Matthew Newcombe (MN), Lynne Downey (LD), Simon Kear (SK)

Apologies received from: Alastair Clark, Victoria Baxter, James McDowell

2 Any other business

See item 10.

3 Approve the minutes of the MDC meeting held 19 October 2016

The minutes were approved by the committee.

4 Conferences and events report

The Committee noted the report, which documented the success of last December's Winter Conference, and looked forward to OER17 and the 2017 ALT Annual Conference.

JV noted that guidance from ALT on tweetchats, a new session format in 2016, would be helpful.

There was some discussion around the commitment to keeping the conference free and open, and the potential cost/benefits of implementing some form of charge, e.g. for non-members. KG observed that a feature of free events is a large gap between registration and participation - some further analysis might helpfully inform planning in this area.

5 Innovation, community and technology report

The Committee noted the Innovation report, which contained updates on technical work relating both to events and to membership administration.

6 FE and cross-sector engagement report

The committee noted the report, which outlined ongoing initiatives relating to the FE and skills sector, including the Blended Learning Essentials course and route to CMALT accreditation, the Doug Gowan fund for CMALT candidates, and the current FELTAG SIG webinar series.

7 Membership and CMALT report

TP presented the Membership report, outlining the progress made in recruitment and retention during 2016/17. A negative trend in organisational membership was reversed, with an overall growth; individual membership continues to grow significantly. In addition, CMALT continues to expand at pace. With these facts in mind, the committee made the following recommendations:

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

Recommendation: Trustees to approve the freezing of organisational membership fees for the current

year.

Recommendation: Trustees to approve the freezing of individual membership fees for the current year.

A proposal to raise the CMALT registration fee from £150 to £195 was put before the committee. The scheme is growing, and work is required to establish sustainable and scalable structures to support this growth into the future. Fees have not risen for a number of years and remain relatively low.

The proposal occasioned lively discussion. In the current climate a fee increase of this order may risk undermining CMALT's attractiveness, both to individuals and to institutions supporting staff CPD. Given the huge voluntary commitment which supports the scheme's existence and operation, moreover, there is a need carefully to justify both the requirement for additional resource and the manner in which it is to be allocated.

Action: Committee members to communicate further feedback directly to TP;

Action: TP to prepare an evaluation document, assessing the need for additional resource in this area against potential risks, and providing a breakdown of where and how additional resource will be allocated.

The committee also approved the adjustment of the fee structure for non-HE institutions, to reflect changes in the Jisc banding.

Action: Committee members to look out for announcements regarding any reviews of the Jisc Banding model.

8 Members groups and SIGs

The committee received and approved a proposal for a new ALT Members Group for the southern region.

JV commented that the group's geographical remit might be more clearly defined within the proposal. The group should also commit to evolving a more diverse committee membership over time. It was suggested that the form for proposing new groups might be updated to require an action plan for the forthcoming year. This would also be a useful reference point for new groups. TP will follow up on these comments and suggestions.

Recommendation: The committee recommends that Trustees approve the formal constitution of the new ALT Southern Region Members Group.

9 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 note strong progress in membership recruitment and retention.

Recommendation: Trustees to approve the freezing of organisational membership fees for the current year.

Recommendation: Trustees to approve the freezing of individual membership fees for the current year.

Recommendation: Trustees to approve the formal constitution of the new ALT Southern Region Members Group.

10 Any other business

JV noted that succession planning for the committee Vice-Chair position, which will become available from September. Interested individuals should contact the Chair in the first instance.

11 Dates of next meeting

The next meeting will take place online in May 2017. A poll will be circulated to determine the dates.

Minutes written by: TP 15/02/2017

Reviewed by: SS 15/02/2017