



Minutes of the Membership Development Committee

Minutes from the online meeting of the MDC on Wednesday, 03 February, 2016.

1 Welcome and apologies

Chair: Sarah Sherman (SS)

Present: Thomas Palmer (TP - ALT); Maren Deepwell (MD - ALT); Alastair Clark (AC), Amanda Jefferies (AJ), John Couperthwaite (JC), Tom Franklin (TF), Julie Voce (JV), Matt Newcombe (MN), John Traxler (JT), Kerr Gardiner (KG), James McDowell (JM)

Apologies received from: Jane Britton

The Committee welcomed Tom Palmer, new Membership Manager and congratulated him on the appointment.

The Committee also welcomed back Julie Voce who has returned from maternity leave.

2 Any other business

None.

3 Approve the minutes of the MDC held on 20 October 2015

Completed actions were noted. The Chair renewed the invitation to committee members to contribute blog posts (contact Anne Hole a.hole@sussex.ac.uk). The Chair thanked committee members for their efforts in encouraging member involvement in the Winter Conference, and for their own involvement. The minutes were approved by the committee.

4 Membership naming conventions: discussion of position paper by Sarah Sherman and Jane Britton

SS outlined the 3 main proposals embodied in the paper:

- 1) The 'Ordinary Member' category should change to 'Member'.
- 2) The category of Certified Fellow to be introduced as a further aspiration.
- 3) An Honorary Certified Member category to be instated for retired CMALT holders.

Proposal 1) was approved by the committee to be put to the Trustees.

The committee discussed proposal 2); TF raised the point that practice should be emphasised as much as academic achievement. The committee approved the Chair's recommendation that further consultation and discussion on this proposal should be undertaken, and a detailed proposal formed to be put to the committee at a later date.

The committee discussed proposal 3), noting that some work was needed to tighten up the definitions

involved. The committee approved the recommendation that the discussions be taken forward and the proposal clarified.

Recommendation: The Committee puts forward the following for approval by Trustees: the 'Ordinary Member' category should change to 'Member'. Trustees are also asked to note that further consultation and discussion on the other proposals included in the membership discussion paper will be undertaken.

5 Membership and CMALT report

MD presented the report. Opinions were canvassed as to the advisability of raising fees. In view of possible changes in membership structure, the committee did not wish to propose any fee revision at the present time unless deemed essential by Trustees.

MD discussed recruitment and retention figures. The impact of sector pressures was discussed, particularly in respect to a decrease in sponsoring memberships.

MD noted that the CMALT assessment process had been monitored over the last 4 months. She put it to the committee that ALT should advise candidates that assessment may take 6-8 weeks, reflecting average assessment times. The committee raised no objections. Internally the guideline period 4-6 weeks should be retained.

Recommendation: The Committee recommends to Trustees for membership fees not to be raised for this financial year in view of a wider consultation ahead of the next strategy.

6 Members and Special Interest Groups: Northern Ireland Members Group

N.B. Because of the changes to group policies individual updates from all groups were deferred until the next meeting

The committee discussed the proposal for a new ALT Northern Ireland Members Group. The group is narrowly HE in focus at present; but the aim is to draw in a much more representative membership from the area. Committee members might use their own networks and contacts to help nurture growth.

Recommendation: The Committee recommends the formal approval of the new ALT Northern Ireland Members Group to Trustees.

The committee heard from JC re: the proposed new West Midlands Members Group. A formal proposal will be forthcoming.

Action: TP to circulate by email proposal for West Midlands Group when ready.

7 Events and conference report

The committee noted the report.

MD added to the report that OER16 registrations are now open, and that a number of assisted places are available. ALT will circulate information and invites committee members to help with promotion, especially to FE and schools representatives.

8 Communications and website report

The committee noted the report.

MD noted that the digest had moved to a weekly format to reflect increasing demand from the membership. The Committee welcomed this change. The Committee further noted that the Annual Survey was carried out successfully receiving close to 200 responses.

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

The committee noted the new shared report. It was agreed that the accepted recommendations re: membership naming conventions should form this committee's contribution.

Action: TP to prepare and circulate.

Recommendations to be reported to Trustees:

Recommendation: The Committee recommends to Trustees for membership fees not to be raised for this financial year in view of a wider consultation ahead of the next strategy.

Recommendation: The Committee recommends the formal approval of the new ALT Northern Ireland Members Group to Trustees.

Recommendation: The Committee puts forward the following for approval by Trustees: The 'Ordinary Member' category should change to 'Member'. Further to that Trustees are asked to note that further consultation and discussion on the other proposals included in the membership discussion paper will be undertaken.

9 Dates of next meeting

25 May, 2016, 10am, online

Apologies received from KG.

Minutes written by: TP/03/02/2016

Reviewed by: SS/17/02/2016