



Membership Development Committee

Minutes

Minutes from the meeting on Tuesday 20 October 2015.

1 Welcome and apologies

Chair: Sarah Sherman (SS)

Present: Jane Britton (JB), John Couperthwaite (JC), Maren Deepwell (ALT), Tom Franklin (TF), Kerr Gardiner (KG), Amanda Jefferies (AJ), Simon Kear (SK), James McDowell (JM), Thomas Palmer (ALT); Alastair Clark (AC) and Matt Lingard (ML) joined PM

Apologies received from: Sarah Horrigan, Matthew Newcombe, John Traxler

2 Any other business to be added to the agenda at the end of the meeting

The Chair asked committee members to highlight their priorities. Points raised included: impact of conference delivery on member recruitment (AJ); private sector engagement (JC); academic engagement (JB); improved regional CMALT network and support infrastructure (JM); further efforts with organisational membership across sectors (SK); automation of CMALT processes (TF); better coordination of regional membership, and further support for members transitioning between sectors/countries (KG).

3 Welcoming new members Jane Britton and John Couperthwaite and circulating the TORs for reference

The Committee noted its Terms of Reference.

Action: MD to update language of Terms of Reference with respect to Special Interest and Members Groups and reference to the CDG.

4 Approve the Minutes of the MDC held on 3 June 2015. Note any outstanding actions.

Noted that vacancies had been filled.

The minutes were approved by committee.

5 Events and conference report

The committee noted the report, and discussed positive trends in number of submissions and academic quality of the programme; attendance; exhibitors; and sponsors. Impact on membership engagement and recruitment was noted. It was suggested that providing links to presentations on the online platform would be helpful. Concerns raised that 4 sessions in an hour is too many. MD highlighted other events: ongoing webinars (OESIG; Community Calls; New Members' webinar); OER

16 - call for papers open; ALT Online Winter Conference - call for proposals and registration open. The Chair called for committee involvement to encourage member engagement.

Action: TF suggested that the figures for submissions received as against sessions run should be changed to avoid misleading impression that only 6 submissions were rejected.

6 SIG and Members Groups update

New Members Group policy approved by Trustees in June coming slowly into effect. Proposals received for new Members Groups: ALT Northern Ireland; ALT West Midlands. The proposals will be circulated to committee members by email. These to act as flagships for new policy. It was suggested that where possible new Members Groups should tap into existing regional networks; also that CMALT infrastructure should be built in, with regional webinars, mentoring, etc, coordinated by a regional CMALT champion.

Action: The Chair asked committee members to encourage Members Group and SIG involvement in forthcoming Winter Conference.

7 Membership & CMALT report

MD gave an overview of membership highlights: ALT approaching 2000 members, and 300 Certified members; organisational members retained at rate of 80% for Qs. 1 & 2 with good progress in Qs.3 & 4. The committee discussed longer-term trends in membership numbers. The committee discussed naming conventions for membership. CMALT processes were discussed: portfolio review, the number of CMALT assessors and workflow for assessment, and conventions for describing retired Certified members. It was suggested that the 300th CMALT holder should be marked with a press release; and that further automation of CMALT administrative workflow should be explored. MD mentioned efforts of Shirley Evans in cataloguing CMALT portfolio data; a report to be expected in the future.

The committee noted call for involvement in forthcoming activities:

- new member webinar in late November: 2-3 individuals to share their perspective on being a member, how they became involved and what they find most useful to them;
- new CMALT webinar on different approaches to building a cmalt portfolio: again, 2-3 members with CMALT are welcome to join into this new webinar which will focus on different ways to build and complete a cmalt portfolio including different formats and styles;
- welcoming new members and CMALT Holders on social media: we are getting more members, particularly new ones, on Twitter and anyone who is a keen user can join in using #altc and #CMALT or #cmalt;
- Participate as a Digital Champion or similar in the Blended Learning Essentials pilot for CMALT.

Actions: SS to lead on a working paper on membership type naming conventions, including ex-Certified members, with a view to making a recommendation to Trustees to change membership type names. MD to ensure that membership reporting contains more information on the CMALT assessment process and its development.

Committee members who wish to get involved in forthcoming activities to contact ALT at enquiries@alt.ac.uk

8 Communications and website report

The report was noted by the committee.

The Chair invited committee members to write a post for the #altc blog.

Action: All committee members who wish to write a post for the #altc blog to contact Editor-in-Chief Anne Hole at blog@alt.ac.uk

9 International matters

MD noted potential plans for US study tour to boost international attendance at altc 2016.

10 Items referred to and from other ALT committees or Trustees

Winter Conference promotion; the Chair called for committee involvement.

ML and other committee members noted the potential for better communication among ALT Operational Committees. KG asked for links to other committees' minutes to be circulated. JM suggested a new standing agenda item to enumerate and report matters relevant to other committees. [Subsequently agreed by all committees at the joint meeting]

11 AOB

None

12 Dates of next meeting

3 February 2015, 10.00 AM, Online.

Minutes written by: TJP 22/10/2015

Reviewed by: SS 9/11/15