



## Strategy 2020-2025

The Association for Learning Technology (ALT)<sup>1</sup> is the leading professional body for Learning Technology in the UK. We represent individual and organisational Members from all sectors including Further and Higher Education and industry. We provide recognition and accreditation for all with a professional interest in Learning Technology.

### How we define Learning Technology

We define Learning Technology as the broad range of communication, information and related technologies that are used to support learning, teaching and assessment. We recognise the wider context of Learning Technology policy, theory and history as fundamental to its ethical, equitable and fair use.

### Our Members

Since we were established in 1993, our community has grown to over 3,500 Members as Learning Technology has become a fundamental part of learning, teaching and assessment. The pervasiveness of learning technology means that many working in education will be involved with it in some form, so therefore we embrace the diverse range of roles, titles and terminology in Learning Technology across sectors. We believe 'you don't have to be called 'Learning Technologist' to be one.

### Our aims

We aim to

1. strengthen recognition and representation for Learning Technology professionals from all sectors;
2. enhance professionalisation of Learning Technology nationally;
3. increase the impact of Learning Technology for public benefit.

Our overall charitable objective is "to advance education through increasing, exploring and disseminating knowledge in the field of Learning Technology for the benefit of the general public".

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<sup>1</sup>ALT is a Charitable Incorporated Organisation (CIO). Registered Charity (UK): 1160039. <https://www.alt.ac.uk/>.

ALT  
VALUES

Our values are inspired by our commitment to best represent and support our Members.

### We value openness

We provide an exemplar for how open practice can benefit an organisation and its members. Openness helps us influence policy makers, increase the impact of research for public benefit, build a shared vision for the future of professionalisation in Learning Technology and grow our community of Members.

### We value being independent

We are a trusted, independent voice representing the interests of our Membership. We do not receive any core funding from central agencies. Being independent from government and industry enables us to better represent Members, offer a critical perspective to influence policy development. The Board of Trustees oversees the use of our resources to respond directly to the priorities of our Members in a way that is efficient, transparent and fair.

### We value collaboration

We support our Members to collaborate, communicate and coordinate their practice and work, both within our national network of Members Groups and beyond. We encourage Members to learn from colleagues from different backgrounds and roles. To support these activities ALT has a small, distributed staff team, who support and manage all aspects of ALT's operations and report to the Board of Trustees.

### We value participation

We encourage Members to take an active part in our governance, volunteer as Editors of publications, help organise events, and work together in Member Groups and the Members Assembly. Members directly shape what we do and full Members elect Trustees and vote at the AGM. We provide professional recognition for peer reviewers and assessors.

## What we do

Our core activities are focused on membership services that help us achieve our strategic aims and generate the majority of ALT's income as an independent charity.

Aim 1: Strengthen recognition	Aim 2: Enhance professionalism	Aim 3: Increase impact for public benefit
Annual Conference	Online Winter Conference	OER Conference
Learning Technologist and Research Project of the Year of the Year Awards	Recognition for CPD activities and peer review	Publications including Research in Learning Technology and the #altc blog
Annual Survey and Member consultations	CMALT accreditation framework incl. Senior and Associate CMALT	ALT Open Access Repository
National Network of Members Groups	Mapping the CMALT accreditation framework to other national frameworks	Special Interest Groups that are open to all
Strategic partnerships and collaboration in the UK and internationally	Members Assembly	Policy responses and briefings for policy makers
Advocacy and representing Members at a national scale	Members News Digest and Discussion List	Dissemination of research findings and projects
	Regular webinar series	

## We work across the UK and beyond

Learning Technology research and practice expands beyond national frontiers, and in order to serve our Membership as effectively as possible we collaborate actively with a global network of partners. We work together with other professional bodies and sector organisations in the UK and internationally in order to achieve our aims and generate the strongest impact for our Members.

ALT is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission in the UK, number 1160039. We represent Members from all parts of the UK, including the devolved nations.

## Measuring our impact

The Board of Trustees reviews progress against our strategic aims and objectives annually, reporting to Members and the wider community at the start of each year.

Since 2017 we have published an Impact Report, showing how we make a difference as the leading professional body for Learning Technology.

## Strategic objectives for 2020

As part of the strategy we set out specific strategic objectives for each year, responding directly to Members' feedback and priorities identified through the Annual Survey. These objectives are mainly new developments that we undertake in addition to our core activities.

### Aim 1: strengthen recognition and representation for Learning Technology professionals from all sectors

- Develop an **ethical framework** for professional practice in Learning Technology across sectors, for practitioners, researchers and leaders;
- Develop ALT's Membership Services to support greater engagement and **collaboration with providers**.

### Aim 2: enhance professionalisation of Learning Technology nationally

- Continue to provide guidance on **accessibility** through CPD activities and ALT's role working as with the Further Higher Education Digital Accessibility Working Group;
- Enhance the CMALT framework and practical support for Members gaining recognition through CMALT; especially Senior CMALT for **leaders and managers**.

### Aim 3: increase the impact of Learning Technology for public benefit

- Publish the data and findings from the ALT Annual Survey more widely, to enable Members to conduct their own analysis and **use the survey** within their own context;
- **Improve dissemination** of research and practice from ALT Members via ALT's activities and communication channels.



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