

Oxford Centre for Staff Development

OXFORD  
BROOKES  
UNIVERSITY



ICED

International Consortium  
for Educational  
Development in  
Higher Education

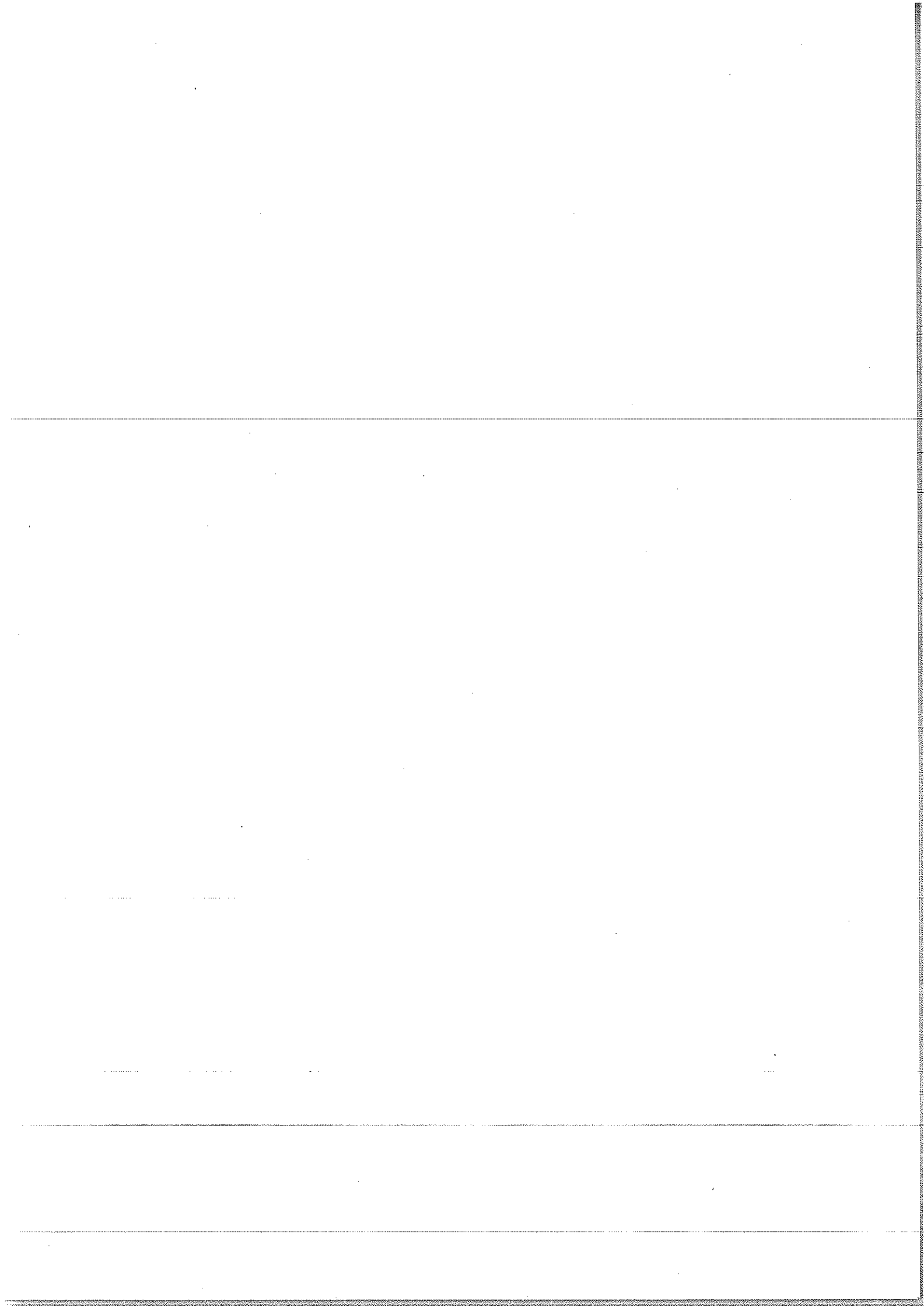
Report

February 1995

*based on actions agreed  
at first meeting of ICED  
July 1993 in Oxford, UK*



Supported by British Telecom



## Introduction

This report summarises progress since the inaugural ICED meeting in Oxford, England, in July 1993.

The meeting established Task Groups and their progress is reported in detail below.

Following the meeting an Executive Summary was produced containing development plans involving a series of phases, with each stage costed:

- Phase 1 a seed grant for starting up;*
- Phase 2 funding for the first international conference, on work-based learning;*
- Phase 3 funding for international publications collating existing materials currently only available nationally;*
- Phase 4 funding for the promotion and development of the Consortium within national networks;*
- Phase 5 funding for the establishment of a permanent office and staff;*
- Phase 6 funding for a resource centre and library to develop an international collection of educational development and training materials;*
- Phase 7 funding for the establishment of an international consultancy network, supported by training of consultants and training materials.*

*Conference, training, consultancy and conference components of ICED plans are designed to be self-financing once established, and capable of cross-subsiding support for higher education systems in developing countries."*

Graham Gibbs spent a considerable amount of time liaising with possible partner organisations and seeking financial support. Sponsorship of £5,000 per year for three years was obtained from British Telecom for Phase 1 and a grant of £5,000 from the Employment Department of Great Britain for Phase 2, allowing the 1st International Conference and the 2nd meeting of ICED to take place in April 1995 in the UK.

## ICED Task Groups

In an attempt to encourage shared commitment to and joint ownership of ICED, Task Groups were established involving those representing organisations at the inaugural ICED meeting in July 1993, with a different Chair of each Task Group. Agreements reached at the first meeting were summarised and circulated immediately afterwards. A good deal has been achieved and this is reported below. However in practice the Task Groups have not functioned as Groups and a new mechanism may be required to ensure action and progress after the 1995 meeting.

---

## Task Group Membership

### Publications Task Group

Maryellen Weimer, David Baume, Graham Gibbs, Phil Candy

### E-Mail Task Group

Chris Knapper, Dan Wheeler, Don Wulff.

### Project Task Group

Phil Candy, Chris Knapper, Wolf Deitrich Webler, Graham Gibbs.

### Board Task Group

Graham Gibbs, Wolf Deitrich Webler, Maryellen Weimer

### Academic Exchanges Task Group

Magnus Hakansson, Mantz Yorke, Dan Wheeler

### National Networks Task Group

David Baume, Don Wulff, Magnus Hakansson

## Publications Task Group

Maryellen Weimer, David Baume, Graham Gibbs, Phil Candy

OCSD will underwrite initial publication activities, opening an account, arranging production and undertaking distribution, and loaning the associated costs. Publications can be transferred to a separate ICED organisation once a funded arrangement has been set up.

Tasks:

- 1.1 Designate an editor and editorial board.
- 1.2 Develop a proposal for the first publication(s)
  - production schedule
  - market plan
- 1.3 Ideas for publications
  - Educational Developers International Yearbook
  - "What I've done this year that worked"
  - Series for Faculty - discipline based - connected with professional associations
  - Resource packs for educational developers (e.g. initial training for Teaching Assistants/Lecturer/Faculty)
  - Resale literature:
    - Survey networks readily available literature
    - Logo: "Distributed by ..."
    - Catalogue of available materials
- 1.4 Ideas for extra help: use the Publications people from existing national networks (e.g. Sally Brown, Chair of Publications Committee for SEDA) and link into existing national network's publication plans.

Report

- 1 An International year Book of Educational Development may be emerging. An old established organisation (the Association for Education and Training Technology, AETT) has for many years published an International Year Book of Educational Technology, edited by Chris Osborne and published by Kogan Page. AETT will cease to exist as a separate organisation in 1995, becoming the Learning Technologies Network of SEDA. David Baume, Chair of SEDA, has had initial discussions with Chris Osborne and Kogan Page about transforming the successful Year Book into an International Year Book of Educational Development. The idea was received well.
- 2 David Baume has been working with Chris Knapper of STLHE and Patricia Weeks of HERDSA to develop an International Journal of Educational Development to be published by Kogan Page in 1996.
- 3 Graham Gibbs is working with Pat Hutchins of the American Association for Higher Education to pool materials about procedures for appointing

excellent teachers in the US and the UK for two publications (one by the AAHE and one by OCSD) which overlap in content but which will be aimed at their own country's audience and context.

## E-Mail Task Group

Chris Knapper, Dan Wheeler, Don Wulff.

Tasks:

- 1.1 Choose a site. Phil Candy offered assistance.
- 1.2 Establish operating ground rules re. membership, access, form of messages. The consensus was that we needed a limited network to aid establishment of the consortium, to start with.
- 1.3 Establish relationship to existing networks (it should not duplicate existing functions of existing e-mail networks)
- 1.4 Sort technical problems. Chris Knapper to tackle with help from New Brunswick.

## Report

- 1 An e-mail network has been established by Chris Knapper. How to use it will be explained and we can discuss how to exploit it.
- 2 Further possibilities for using technology to aid international communication (e.g. teleconferencing, electronic resources database) should be explored further, with possible technical advice from British Telecom.

## Project Task Group

Phil Candy, Graham Gibbs, Wolf Deitrich Webler, Chris Knapper

It was agreed to use the 'Learning in the Workplace' idea as a pilot project. The intention is to get international collaboration (with small scale funding or support in kind from as many countries as possible) leading to a conference in the UK in July 1994 from which further collaboration could grow.

- 1.1 Phil to will write up a project outline with objectives, outcomes, types of participants.
- 1.2 Everyone to identify key individuals (or organisations) in their countries who could be approached for involvement or support.
- 1.3 Graham to bid to the Department of Employment in the UK for financial support, in relation to their current two-year £2 million programme in this area, for an international conference.
- 1.4 Project as outlined on transparency:

---

**An International Invitational Conference:**

**University Education and Learning in the Workplace**

**Outcomes:**

- (i) international research project
- (ii) publications with international perspectives
- (iii) models of professional development for Faculty involved in learning in the workplace

Sponsorship: Carnegie Foundation, Rover Learning Group, BP, Volvo, Australian Telecom, Mitsubishi, UK Department of Employment

---

**Other ideas for projects**

- Managing large numbers of students
- Quality assurance
- Coping with student diversity
- Rewarding excellent teachers in HE
- Inducting and training new Faculty (possible sponsor: PEW)

**Report**

- 1 Funding obtained from the Employment Department of the UK
- 2 OCSD organised a two-day international event 3-4 April 1995 on work based learning, funded by the Employment Department of the UK. Managed by Carole Baume, OCSD. Presenters included Wolf Deitrich (AHD) and Gay Crebert (HERDSA) and participants included Chris Knapper (STLHE).
- 2 Phil Candy (HERDSA) is planning a large conference on work-based learning.

## Board Task Group

Graham Gibbs, Wolf Deitrich Webler, Maryellen Weimer

The aim of this Task Group is to convene the first meeting of a Board of prestigious and influential members during the first ICED conference in the UK.

- 1.1 Compile a grid identifying the type of members we want and the countries they could come from.
- 1.2 Seek advice on who to invite to fill spaces on the grid and who to invite to be the first President of ICED.
- 1.3 Specify the purposes of ICED so that we can approach potential members with clear plans:
  - (i) a mission statement
  - (ii) A list of our activities (based on the Task Groups)
- 1.4 Specify the purposes and responsibilities of the Board.
- 1.5 Invite members.
- 1.6 Convene first meeting.

Type of member	Country					
	USA	UK	Germany	Canada	Australia	Sweden
Presidents of national networks (e.g. SEDA, HERDSA, AHD, POD)						
Representative of VC's/Rectors (e.g. CVCP in the UK, Canadian Presidents' Body, European Association of Rectors, AAC)						
Representative of Industry (e.g. CBI in the UK)						
Representative of Foundations (e.g. Lilly, Carnegie)						
Representative of HE agency (e.g. HEQC for UK, AAHE in USA)						
Representative of International agency (e.g. OECD, UNESCO)						

Most likely funders: international corporations: GM, VW, 3M, BP, Shell, Microsoft.



## Report

- 1 An 'Executive Summary' was produced which has been used to communicate with potential sponsors and others.
- 2 Advice was taken from several sources and in response we have changed the planning sequence and will wait until ICED has several tangible achievements before attempting to attract the kind and status of Board members we will need.

This can go ahead after the April 1995 meeting.

---

## Academic Exchanges Task Group

Magnus Hakansson, Mantz Yorke, Dan Wheeler

The purpose of this activity is to make exchanges between educational developers (both visits and long sabbaticals or job exchanges) in different countries easier and more frequent.

Possible sponsoring agencies mentioned included Fullbright and Bush.

Ideas included using an e-mail Bulletin Board to advertise requests and opportunities and using SEDA or HERDSA newsletters to advertise possibilities.

## Report

Nothing to report

---

## Networks Task Group

David Baume, Don Wulff, Magnus Hakansson

This may prove to be a vital element of any international venture. This group may have three main functions:

- 1.1 Linking existing national educational development networks. The networks represented at the inaugural meeting were:

UK: Staff and Educational Development Association (SEDA).

320 members serving 150 HE institutions. 4,000 subscribers to *The New Academic*. Permanent offices and staff. Main activities: conferences and publications.

US: Professional and Organisational Development (POD).

700 members - 60% educational development staff serving 3,400 HE institutions.

Canada: Society for Teaching and Learning in Higher Education (STLHE).

450 members - 15% educational development staff.

Australia: Higher Education Research and Development Society of Australasia (HERDSA). 1,000 members, 20% educational development staff serving 38 HE institutions in Australia and about 20 in New Zealand.

Germany: Arbeitsgemeinschaft für Hochschuldidaktik (AHD). 400 members, 15% educational development staff. Almost all German. Both research and development aspects to work. Based within Sociology.

An informal Scandinavian network represented by Magnus Hakansson.

Steps discussed were:

- (i) possibilities for reciprocal membership: agreed Presidents/Chairs would become automatic members of other networks.
- (ii) mutual marketing/sales of publications, free mailings (stuffing material from one network into other networks' mailings), NOT an exchange of mail lists, joint publications, trying to include an international perspective in as many publications as possible.

- (iii) joint conferences (e.g. POD and STLHE)
- 1.2 The establishment of new national educational development networks and the connection of these with existing networks. This would involve offering help to countries such as Sweden who want to develop informal into formal networks, or like Spain where they have no network and want to start one, and plugging these new networks into the existing ones. Magnus Hakansson has been included as someone who will soon have experience of building a new network and linking it in.
- 1.3 Liaising with other national and international networks which have shared interests. These will include national discipline-based networks (such as the Teaching Group within the American Sociological Association) and international educational networks (such as EARDHE). A comprehensive listing is needed. Miami University (Ohio, USA) started collecting information about such networks in the USA in February. OCSD has bid to SEDA for support to undertake a similar search and listing for the UK.

## Report

- 1 Graham Gibbs obtained a small grant from SEDA to enable OCSD undertake a search and listing of all UK organisations. This task has now been taken over by the HEQC who were represented at the inaugural meeting.
- 2 Graham Gibbs has agreed that ICED will fund each national network to send its regular mailings to a named person in each other national network. Each network will need to inform ICED of the cost involved and invoice ICED once a year. If national organisations can afford to do this without ICED support this would be appreciated. This needs to be enacted at the 1995 ICED meeting.
- 3 Further national networks have been identified and invited to the 2nd ICED meeting.

