

ASCILITE STRATEGIC ACTIVITIES & PARTNERSHIPS POLICY & PROCEDURES

Date approved	31/01/2019	Date Policy will take effect	31/01/2019	Date of Next Review	31/01/2021
Approved by	Mark Schier, ASCILITE Treasurer				
Custodian title & email address	ASCILITE secretariat@ascilite.org				
Responsible Division	ASCILITE Executive				
Supporting documents, procedures & forms of this procedure	ASCILITE Strategic Plan 2018 – 2021 ASCILITE Constitution www.ascilite.org/get-involved/strategic-activities-and-partnerships				
Audience	ASCILITE current members and potential members				
Expiry date	This policy and procedure document is reviewed by the ASCILITE Executive every two years or as frequently as necessary.				
Note	This policy and procedures document supersedes the Regional Events Policy and Procedure and the Sponsorship Policy and Procedure				

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1. Definitions

Strategic Activity: A third-party organisation or respected practitioner who seeks the support of ASCILITE to promote, endorse or sponsor/fund the third-party's activity through a reciprocal agreement where the activity may be of interest to ASCILITE members.

ASCILITE Partner: An organisation that aligns with ASCILITE's values and which has entered into a Memorandum of Understanding (MOU) with ASCILITE for the mutual benefit of both organisations.

Partnership: An ASCILITE partner. In the context of this policy and procedure, partnerships generally fall under the category of promotion and endorsement.

Sponsorship: ASCILITE's support of a strategic activity with or without funding of that activity.

Respected Practitioner: A professional who has been recognised by ASCILITE as a leader in their field and who may or may not be an ASCILITE member.

2. Aim & Purpose

Aim

This policy and procedure aims to provide clarity around the purpose and focus of ASCILITE promoting, endorsing, and sponsoring or funding of strategic activities and partnerships. These strategic activities and partnerships must be aligned to the ASCILITE strategic plan and incorporated into the annual ASCILITE operational plan and, where necessary, the ASCILITE budget.

Purpose

The primary purpose of this ASCILITE policy document is to ensure that supported activities and partnerships promote research, trends and uses of educational technologies in tertiary education. Additionally, sponsored activities and partnerships will ensure some reciprocity for ASCILITE such as marketing and promotion, membership recruitment or income generation.

This policy and procedure will:

- a) Clarify the purpose of ASCILITE promoting, endorsing, and sponsoring or funding strategic activities and partnerships;
- b) Outline considerations that will inform decisions about whether ASCILITE will promote, endorse, and/or sponsor or fund a strategic activity or partnership; and
- c) Establish procedures for promoting, endorsing, and sponsoring or funding strategic activities or partnerships.

3. Key Goals & Objectives

Strategic Goals

- a) To advance the viability and sustainability of ASCILITE (Sustainability)
- b) To actively disseminate and encourage digital innovation in educational research and practice in the tertiary sector (Innovation)
- c) Use evidence to inform discussion and foster exemplary practice in technology-enhanced learning (Evidence Based Practice)
- d) Actively conduct and disseminate scholarly open access research in technology-enhanced learning (Research)

Strategic Objectives

- a) Maintain and enhance the relevance and value of member benefits, ASCILITE services and strategic partnerships.
- b) Promote broader awareness of ASCILITE across the tertiary sector.
- c) Support and advance the wide adoption of innovative and contemporary educational research and practice.

- d) Provide opportunities to promote and endorse excellence in the design and use of digital technologies.
- e) Initiate collaborations that progress innovation and educational practice.
- f) Actively disseminate and promote innovation in educational research and practice.
- g) Provide opportunities for collaboration and networking of evidence-based practice through ASCILITE activities.
- h) Foster the professional recognition of practitioners in the use of educational technology by supporting rigorous, reflective peer-review and communities of practice.
- i) Foster research to progress pedagogical practice in the sustainable use of educational technologies.
- j) Promote and recognise scholarly practice.
- k) Enable and promote strategic networking and mentoring opportunities.
- l) Build research capacity in the educational use of digital technologies.

4. Types of Support ASCILITE offers

There are three main ways that ASCILITE supports third party activities and partnerships:

- Promoting
- Endorsing
- Sponsoring or funding

5. Promoting Strategic Activities & Partnerships

In the context of this policy and procedure, ASCILITE may promote a strategic activity offered by a third-party provider or an ASCILITE partner provided the activity or partnership aligns with the purposes of ASCILITE to promote research, trends and the uses of educational technologies in tertiary education.

Considerations for Promotion

Considerations for determining if a strategic activity will be promoted include whether it:

- a) Relates to a member service provided by ASCILITE, such as the Community Mentoring Program (CMP), Special Interest Group or Awards;
- b) Promotes an ASCILITE community of practice (CoP);
- c) Is being facilitated by a respected practitioner or organisation;
- d) Is promoting research, trends and uses of educational technologies in tertiary education;
- e) Will gain positive exposure for ASCILITE;
- f) Will boost ASCILITE membership, or conference registrations and attendance;
- g) Will create opportunities for members to connect, network, develop, recognise and share professional knowledge, expertise and practice;
- h) Enhances the credibility of ASCILITE among target groups; and/or
- i) Contributes to the financial sustainability of the Society.

Minimum Reciprocal Requirements

Promotion of a strategic activity will require at a minimum:

- a) The activity organiser to display the ASCILITE endorsed logo with a link to ASCILITE's website in the promotion of their activity (see below for required logo)
- b) ASCILITE to reciprocate by disseminating information about the activity or partnership to ASCILITE members

Procedure for promoting a Strategic Activity or Partnership

The following procedure will be followed for promoting any strategic activity or partnership:

- a) A proposal detailing the activity to be promoted is sent to the ASCILITE Secretariat. This proposal must outline a synopsis of the activity, the benefits for ASCILITE, any financial implications or formal endorsement requirements that are expected from ASCILITE and any other relevant details.
- b) The Secretariat will forward the proposal to the ASCILITE President, Vice-President and Treasurer for comments and table the proposal at the next ASCILITE Executive meeting.
- c) The ASCILITE Executive will review and assess the proposal and provide feedback on whether it will be accepted subject to any amendments, including any considerations detailed above and any financial implications.
- d) If the ASCILITE Executive are in agreement of promoting the activity, then the proposal will be returned to the activity's organiser with any amendments.
- e) When the activity's organiser and the ASCILITE Executive have agreed to a final proposal, the details of the agreement will be actioned.

6. Endorsing Strategic Activities & Partnerships

In the context of this policy and procedure, ASCILITE may endorse a strategic activity or partnership provided the activity or partnership aligns with the purposes of ASCILITE to promote research, trends and the uses of educational technologies in tertiary education.

Considerations for Endorsement

Considerations for determining if an activity or partnership will be endorsed include whether it:

- a) Relates to a member service provided by ASCILITE, such as the Community Mentoring Program (CMP), Special Interest Group or Awards;
- b) Promotes an ASCILITE community of practice (CoP);
- c) Is being facilitated by a respected practitioner or organisation;
- d) Is promoting research, trends and uses of educational technologies in tertiary education;
- e) Will gain positive exposure for ASCILITE;
- f) Will boost ASCILITE membership, or conference registration and attendance;
- g) Will create opportunities for members to connect, network, develop, recognised and share professional knowledge, expertise and practice;
- h) Enhances the credibility of ASCILITE among target groups; and/or
- i) Contributes to the financial sustainability of the Society.

Minimum Reciprocal Requirements

Endorsement of a strategic activity or partnership will require at a minimum:

- a) The activity organiser to display the ASCILITE endorsed logo with a link to ASCILITE's website in the promotion of their activity (see below for required logo)
- b) ASCILITE does not undertake any active promotion of the activity to its members (refer to promoting an activity).
- c) In the case of a partnership, ASCILITE will display on its website, the partner's logo with a link to the partner's website.

Procedure for Endorsing Strategic Activities and Partnerships

The following procedure will be followed for endorsing any strategic activity or partnership:

- a) A Proposal or MOU detailing the strategic activity or partnership to be endorsed is sent to the ASCILITE Secretariat. This proposal or MOU will provide a synopsis of the activity or partnership, the benefits for ASCILITE, any financial implications or formal endorsement requirements that are expected from ASCILITE and any other relevant details.

- b) The Secretariat will forward the proposal to the ASCILITE President, Vice-President and Treasurer for comments and table the proposal at the next ASCILITE Executive meeting.
- c) Executive will review and assess the proposal and provide feedback on whether the proposal will be accepted, subject to any amendments and considerations detailed above.
- d) If the ASCILITE Executive are in agreement to endorse the activity or partnership, then the proposal will be returned to the activity's organiser or potential partner with any amendments.
- e) When the activity's organiser or potential partner and the ASCILITE Executive have agreed to a final proposal or MOU, the details of the agreement will be actioned.

7. Funding or Sponsoring Strategic Activities

In the context of this policy and procedure, a funded or sponsored activity is one that promotes research, trends and uses of educational technologies in tertiary education as offered by a third party. Such an activity may be financially subsidised (funded) in addition to being formally promoted by ASCILITE. If the activity is not funded, ASCILITE may still decide to be a sponsor of the activity.

Considerations for Funding or Sponsoring

Considerations for determining if a strategic activity will be sponsored or funded include whether it:

- a) Relates to a member service provided by ASCILITE, such as the Community Mentoring Program (CMP), Special Interest Group or Awards;
- b) Promotes an ASCILITE community of practice (CoP);
- c) Is being facilitated by a respected practitioner or organisation;
- d) Is promoting research, trends and uses of educational technologies in tertiary education;
- e) Will gain positive exposure for ASCILITE;
- f) Will boost ASCILITE membership, or conference registration and attendance;
- g) Will create opportunities for members to connect, network, develop, recognise and share professional knowledge, expertise and practice;
- h) Enhances the credibility of ASCILITE among target groups; and/or
- i) Contributes to the financial sustainability of the Society.

Minimum Reciprocal Requirements

Funding or sponsoring an activity will require at a minimum:

- a) The activity organiser to display the ASCILITE sponsored logo with a link to ASCILITE's website in the promotion of their activity (see below for required logo)
- b) The activity organiser will include the ASCILITE sponsored logo in all promotional material associated with the activity and specify "sponsored by ASCILITE" in all written promotions.
- c) ASCILITE will reciprocate by disseminating information about the activity to ASCILITE members;
- d) Funding would normally be limited to AUD \$500 unless in the opinion of the Executive substantial additional benefits to the Society may be gained, in which case an amount greater than AUD \$500 may be allocated to the activity by the Executive.
- e) Funding an activity may be financial or in-kind.

Procedure for sponsoring or funding a strategic activity

The following procedure will be followed for sponsoring or funding a strategic activity:

- a) A Proposal or MOU detailing the strategic activity or partnership to be funded or sponsored is sent to the ASCILITE Secretariat. This proposal or MOU will provide a synopsis of the activity or partnership, the benefits for ASCILITE, any financial implications or formal endorsement requirements that are expected from ASCILITE and any other relevant details.

- b) The Secretariat will forward the proposal to the ASCILITE President, Vice-President and Treasurer for comments and table the proposal at the next ASCILITE Executive meeting.
- c) Executive will review and assess the proposal and provide feedback on whether the proposal will be accepted, subject to any amendments and considerations detailed above.
- d) If the ASCILITE Executive are in agreement to sponsor or fund the activity or partnership, then the proposal will be returned to the activity's organiser or potential partner with any amendments.
- e) When the activity's organiser or potential partner and the ASCILITE Executive have agreed to a final proposal or MOU, the details of the agreement will be actioned.

8. Roles & Responsibilities

The Role of the ASCILITE Executive

- a) The ASCILITE Executive shall have the responsibility for ensuring that due diligence is applied in reviewing and ruling on whether an activity or partnership is to be promoted, endorsed, and/or sponsored or funded;
- a) Where there is a conflict of interest, an Executive may formally remove him or herself from the decision process in relation to an activity or partnership that seeks endorsement, promotion or funding;
- b) New Executive Committee members shall be informed of this policy and procedure as part of an induction package or process and are thus made cognisant of the protocols and procedures for funding or endorsing any activity or partnership;
- c) This policy and procedures document is disseminated to the ASCILITE Executive once a year (February) for review and updating;
- d) The procedure for promoting, endorsing or funding a strategic activity or partnership must be appropriate, current and adequate; and
- e) This policy and procedure document must be fully implemented and adhered to.
- f) If and when the ASCILITE Executive rules on a decision that impacts this policy and procedure, the outcome of the decision must be incorporated into an updated version of this policy and procedure document.

The Role of the ASCILITE Secretariat

- a) The ASCILITE Secretariat as directed by the ASCILITE President and advised by the ASCILITE Executive will manage the details of agreements between ASCILITE and activity organisers and partners.
- b) The ASCILITE Secretariat will ensure that the guidelines detailed in this policy and procedure are followed. The ASCILITE Secretariat will be responsible for updating this policy and procedure as instructed by the ASCILITE Executive.

The Role and Responsibilities of the ASCILITE Treasurer

- a) The ASCILITE Treasurer will ensure that the arrangements made for any sponsoring or funding of a strategic activity or partnership is fiscally responsible and in the best interests of ASCILITE and its membership, and shall provide this advice at the proposal consideration stage.

The Role and Responsibilities of those managing a supported strategic activity or partnership

- a) For any strategic activity or partnership promoted, endorsed, sponsored or funded by ASCILITE, it is expected that the terms of this policy document shall be adhered to and that the relevant parties have the responsibility for ensuring that the terms and conditions of the negotiated relationship arrangement that they have carriage of are fulfilled.

9. Endorsement & Sponsorship Logos



10. Version Control Table

Version Control	Date Released	Approved By	Amendment
v4	31/01/2019	Mark Schier, ASCILITE Executive	Policy and procedure reviewed with feedback and suggestions for modification considered and incorporated.
v3	30/07/2015	Dr Dominique Parrish	Criteria for sponsorship updated
v2		Dr Dominique Parrish	Policy and procedure updated to incorporate feedback from CS & MB
v2_<EXECINITIALS>		ASCILITE Executive	Policy and procedure reviewed with feedback and suggestions for modification provided.
v1_CS & V1_MB		Dr Caroline Steel (CS) and Professor Mark Brown (MB)	Policy and procedure reviewed and comments for modification prepared
v1	30/04/2013	Dr Dominique Parrish	Policy and procedure created.