



ASCILITE

SHAPING THE FUTURE OF TERTIARY EDUCATION



Strategic Plan 2025 — 2028

Prepared by the 2024
ASCILITE Executive
Committee

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Acknowledgement of Country

ASCILITE acknowledges the traditional owners of the lands on which we operate across Australia and New Zealand, and pay respects to their elders past, present and emerging.



“Success is not final,
failure is not fatal:
it’s the courage to
continue that counts.”

President's Message

As President for 2023 to 2025, I am pleased to present to you our Strategic Plan. With over 40 years of history, ASCILITE is an institution for Technology Enhanced Learning in Australasia, and we look forward to building on this success into the future. At ASCILITE, we are dedicated to fostering a vibrant community that unites academic and professional staff as equals, working together to advance innovation in research, teaching, and practice. Our shared purpose is to build a supportive tribe, championing digital equity, setting standards in technology-enhanced learning (TEL), and shaping policies that empower education professionals.

Through leadership, open sharing, and accessible publishing, we aim to strengthen professional learning and amplify the value of ASCILITE in supporting learning and teaching designers. By enhancing our visibility and credibility among institutions through initiatives such as the TEL Accreditation Standards (TELAS), we solidify our role as an essential partner in the education landscape.

Our commitment extends beyond borders, as we expand our reach into South-East Asia and the international arena, cultivating partnerships and establishing impactful collaborations. By fostering inclusivity and embracing the principles of sustainability aligned with the UN Sustainable Development Goals, we aim to create enduring value for current and future generations.

Through our plan, supported by our vision and mission, we work to support the TEL community. Together, we will inspire progress, create equitable opportunities, and champion excellence in technology-enhanced learning across the globe. I look forward to working with you on building our success.

Associate Professor Michael A. Cowling

ASCILITE President, 2023 - 2025



Strategic Overview

Our strategic goals for 2025 – 2028 are anchored by, and committed to, fostering a strong and engaged community that engages in innovation and thought leadership, and values accessibility and inclusion. Underpinning this plan is a continuing focus of the society on digital equity and support to ensure the sustainability of ASCILITE.

As a society, we seek to exercise leadership and advocacy in partnership with government, industry, professional bodies, the education sector and other partners both in Australasia and internationally to deliver digital excellence in tertiary learning and teaching to drive ASCILITE’s strategic goals and values.

Vision

To be a leading force in the advancement of digital learning in tertiary education globally.

Mission

To foster innovation, community, leadership, and equitable access to technology-enhanced learning across Australasia and beyond.

In line with this vision and mission, ASCILITE has established three pillars of practice for the 2025 – 2028 period, as follows:

Pillars of Practice



These pillars are underpinned by an overarching environment of sustainability and digital equity, as outlined in our mapping to the UN Sustainable Development Goals (SDGs). Each of our pillars is articulated in greater detail on the following pages.



Internationalisation and Community

Goal:

Enhance ASCILITE's international presence and influence, with a focus on Australasia.

Objectives:

1. Establish and strengthen partnerships with global educational technology organisations.
2. Promote participation in international conferences and webinars, fostering cross-border collaborations.
3. Develop and support regional chapters to address local needs, increasing member engagement through regular online meetups and forums.





Innovation and Thought Leadership

Goal:

Position ASCILITE as a global thought leader in digital education and spearhead innovative practices by cultivating the next generation of leaders in educational technology.

Objectives:

1. Foster partnerships between professional and academic staff to strengthen the research-practice nexus through awards and grants, while promoting the importance of professional staff involvement in EdTech professional development.
2. Support and facilitate workshops and bootcamps led by professional, research, and third-space staff, collaborating with EdTech industry partners to enhance knowledge and skills.
3. Expand and enhance ASCILITE programs - such as WiAL (Women in Academic Leadership), WiPL (Women in Professional Leadership), Community Mentoring, Spring into Excellence Research School, and SIGs (Special Interest Group) — to further develop leadership and expertise in the field.





Accessibility and Inclusion

Goal:

Advance open practices and inclusivity in educational technology while elevating ASCILITE's open-access journal to a higher standing through increased impact factor, enhanced citation metrics, and broader recognition within the academic community.

Objectives:

1. Enhance the quality and influence of open-source software and open-access research within the educational technology field.
2. Support the creation, sharing, and adoption of open educational resources (OER) and foster initiatives in open pedagogy.
3. Strengthen and sustain special interest groups (SIGs), organise symposiums and workshops in specialised areas, and bring in expert knowledge as needed to address emerging trends.



Each of these pillars are underpinned by an overarching environment of digital equity and sustainability, as follows:

Digital Equity

Goal:

Ensure equitable access to digital learning resources.

Objectives:

1. Advocate for policy changes to reduce digital divides.
2. Support institutions to develop and improve TEL.
3. Develop and distribute open-access learning materials.

Sustainability

Goal:

Ensure the long-term sustainability of ASCILITE and sustainable practices within the organisation.

Objectives:

1. Develop a sustainable financial model through diverse funding sources.
2. Implement environmentally sustainable practices in operations and events.
3. Foster a culture of sustainability within the community through modelling in our own practices.



Strategic Plan 2025—2028



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