

## Introduction

As I reflect on my first year as ascilite President I am pleased to report a year of success, consolidation and innovative change. I am delighted to report that the 2008 ascilite conference exceeded all expectations. It delivered the most significant profit for the society of any ascilite conference in the 28 year history and delegate numbers were also the largest. I would particularly like to thank Professor Alan Farley, Dr Dale Holt and the Deakin Organising Committee for their leadership and efforts in hosting this outstanding conference.



In 2009 there was a significant change in the executive committee. This has resulted in new perspectives from New Zealand and Australia which has contributed to a consolidated strategic plan for ascilite. The strategic plan is now a central focus for the ascilite executive meetings and considered deliberation for progressing the Society. This report also utilizes the strategic plan as a template for communication to members.

Another positive development in 2009 was the design and development of the ascilite website incorporating a community hub that provides an area for ascilite members to share information, create networks and find out the latest ascilite news. As you will agree it is a significant development for the society and a special word of thanks needs to be made to the tireless work of Dr Iain Doherty in progressing the website to fruition.

In 2007 ascilite undertook a member survey to determine priorities for future initiatives. The survey identified the need for other modes of professional development in addition to the conference. In response to this member request a series of webinars has been organised through a collaboration with the Teaching, Learning and Technology (TLT) Group. The first of these webinars focused on "Reframing e-Learning: A Critical Consideration of Some Core Concepts" presented by Mark Nichols and Steve Ehrmann. I am delighted to report that the first webinar was well received and well attended by ascilite members. Feedback was extremely positive and ascilite will continue this initiative throughout 2009 and 2010.

As suggested earlier, this report will utilize the strategic plan as a template for communicating the major initiatives of the society during 2009. ascilite strives to be a sustainable and vibrant society that encourages and supports quality research into, and exemplary use of technologies for the learning and teaching in tertiary education throughout Australasia. There are three strategic focus areas:

1. Ensure ascilite is a vibrant and sustainable society
2. Encourage and support quality research into use of ICTs for teaching and learning

### 3. Promote exemplary use of ICTs in teaching and learning

The remainder of this report will describe success against the objectives that sit under each strategic focus area.

#### **1. Ensure ascilite is a vibrant and sustainable society**

- **Develop, enhance and diversify the member base.**

As of November 5, 2009, ascilite had 467 members

Since the 2008 AGM there have been 49 new memberships

Since the 2008 AGM 45 members have not renewed their membership

There have been 35 Individual 3 year membership subscriptions purchased.

An analysis of membership trends for the past three years follows:

2007		2008		2009	
Category	Members	Category	Members	Category	Members
Total Members	373	Total Members	463	Total Members	467
Individuals	333	Individuals	378	Individuals	379
Students	15	Students	17	Students	13
Small Groups	N/A	Institutional Membership <sup>1</sup>	43	Institutional Membership	50
Life Members	5	Fellows	5	Fellows	5
Affiliates	20	Affiliates	20	Affiliates	20
Campus Reps	99	Campus Reps	111	Campus Reps	108

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<sup>1</sup> The institutional members come from one of 3 universities: Manukau Institute of Technology (Auckland, New Zealand); Massey University (Palmerston North, New Zealand); or Queensland University of Technology (Queensland, Australia)

Membership – Country trends for the past three years:

2007		2008		2009	
Country	Members	Country	Members	Country	Members
Australia	291	Australia	360	Australia	325
New Zealand	38	New Zealand	60	New Zealand	101
United Kingdom	15	United Kingdom	16	United Kingdom	12
Singapore	8	Singapore	7	Singapore	5
Hong Kong	6	Hong Kong	4	Hong Kong	5
USA	3	USA	4	USA	5
South Africa	1	South Africa	1	South Africa	1
Kenya	1	Kenya	1	Kenya	1
Malaysia	3	Malaysia	4	Malaysia	3
Oman	2	Oman	2	Oman	1
Greece	1	Greece	1	Greece	1
Canada	2	Canada	2	Canada	3
Switzerland	1	Switzerland	1	Switzerland	1
Pakistan	1			Italy	1
				Germany	1
				Turkey	1

In July an inaugural ascilite President's bulletin was sent to every ascilite member. The intention of this correspondence was to communicate news and updates on key ascilite activities and initiatives; and promote the benefits of ascilite membership. The mail out also included advertisement of the 2009 ascilite Conference in Auckland. In August a letter was sent to DVCs and PVCs in Australasian tertiary institutions. The intention of this letter was to promote the substantial benefits of ascilite membership for individuals and institutions and to advertise the ascilite institutional membership scheme and the benefits of this scheme for institutions.

- **Explore potential strategic alliances with complementary organisations.**

ascilite has been progressively strengthening the collaboration with our sister organization Association for Learning Technology (ALT) in the United Kingdom. Both the President and Vice-president of ascilite attended the 2009 conference. In addition the ascilite President is a member of the ALT research committee, ALT-J editorial committee and has been recently asked to co-edit a special edition of ALT-J on Institutional Transformation. Members of both societies enjoy member discounts at ALT/ascilite conferences.

ascilite also currently has an alliance with the Teaching, Learning and Technology (TLT) group in USA in relation to webinars for professional development. In addition Ascilite has had discussions regarding alliances and collaborations with executive from ACODE, ODDLA and HERDSA. The President and secretariat recently attended the inaugural meeting of the Tertiary Education Associations Forum in Melbourne.

- **Attract and retain sponsorship**

The ascilite society is well supported by some excellent sponsors. The society is indebted to each sponsor for their contribution to the functioning of the society. Special mention should be made of Dr Caroline Steel who has worked tirelessly for the society to assist in developing sponsorship partnerships. Sponsorship in 2008 included the Blackboard \$5,000 sponsorship of the Early Career Research Grant. Annual and Conference sponsorship included the following (all amounts are in AUD\$):

#### **Gold**

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<b>Pearson eCollege</b> Gold Sponsorship	\$10,000
<b>Blackboard™</b> Gold Sponsorship	\$10,000

#### **Silver**

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<b>The Learning Edge</b> International Silver Sponsorship	\$5,000
<b>Echo 360</b> Silver Sponsorship Package	\$5,000

#### **Bronze**

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<b>PebblePad</b> (UK) Bronze Package	\$2,500
<b>Netspot</b> Bronze Package	\$2,500
<b>Yellow Edge</b> Bronze Package	\$2,500

**Other**

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<b>Desire2Learn</b> – exhibition booth & insert	\$1,500
<b>ePearson</b> 1 page ad inside program cover	\$1,200
<b>Atomic Learning</b> (UK) exhibition booth	\$1,000
<b>University of South Australia</b> Satchel insert	\$400
<b>Netspot</b> in-kind sponsorship of ASCILITE event podcast in conjunction with Allan Carrington & Co, University of Adelaide and supply of ASCILITE event Moodle site with Pronto educational messenger pre-populated with attendees in the buddy list	In-kind
<b>Total (12)</b>	<b>\$41,600</b>

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Sponsorship in 2009 was entirely related to Conference sponsorship being (all amounts are in NZD\$):

**Premium**

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<b>Blackboard™</b> Premium Sponsorship	\$15,000
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**Gold**

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<b>eCollege Pearson</b> Gold Sponsorship	\$10,000
Also contributed to cost of dinner	\$3,500
<b>AKO Aotearoa</b> Gold Sponsorship	\$10,000

**Silver**

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<b>The Learning Edge</b> International Silver Sponsorship	\$5,000
<b>Echo 360</b> Silver Sponsorship Package	\$5,000

## Bronze

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<b>PebblePad</b> (UK) Bronze Package	\$3,000
<b>Netspot</b> Bronze Package	\$3,000
<b>Wintec</b> Bronze Package	\$3,000
<b>HRDNZ</b> Bronze Package	\$3,000

## Exhibitors

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<b>Desire2Learn</b> – exhibition booth	\$1,250
<b>Taylor Francis</b> – exhibition booth	\$1,250
<b>JISC</b> exhibition booth	\$1,250
<b>Oracle</b> – exhibition booth	\$1,250
<b>Total (13)</b>	<b>\$50,500</b>

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- **Optimize the financial position and administration of the Society.**

ascilite had an operating profit in 2009 of \$40,257. This is a significant improvement on the 2008 loss of \$46,420. In 2009 the ascilite executive reviewed and developed policies and procedures for the Conference, Sponsorship, Community Mentoring Programme, Website and Document Management.

Iain Doherty lead the re-design of the ascilite website and is continuing to manage the introduction, development and promotion of the Community Hub. The procedures for fiscal and administrative management, budget reporting and forecasting have been reviewed and enhanced by the executive team.

A special mention needs to be made of the work of the secretariat Dominique Parrish who has greatly assisted in enhancing the efficiency, effectiveness and financial stability of the society. Her efforts often go unseen but her management of the society has secured a vibrant future for the society.

## **2. Encourage and support quality research into use of ICTs for teaching and learning**

- **Actively encourage and support quality pure and applied research on the use of ICTs in teaching and learning in tertiary education.**

There were four mentoring partnerships facilitated in 2009:

<b>Mentee</b>	<b>Mentor</b>	<b>Executive Facilitator</b>	<b>Focus</b>
Helen Farley - University of Queensland	Ron Oliver - Edith Cowan University	Caroline Steel - University of Queensland	Exploration of the minimum necessary conditions to facilitate immersion in a virtual environment
Stephanie Beames - Queensland University of Technology	Geoffrey Crisp - University of Adelaide	Caroline Steel - University of Queensland	Development of knowledge and skills about student reflection and peer assessment, and in particular the language and scaffolding which can be used around these concepts to make them more effective both in a HE context and as a life-long skill
Claire Donald - University of Auckland, New Zealand	Mark Northover - Auckland University of Technology	Anne Abraham - University of Western Sydney	Investigation of the use of Web 2.0 tools in postgraduate education to identify successful ways in which they may be used to support teaching, learning and research in postgraduate education.
Ken Johnson - Victoria University	Di Salter - The University of Hong Kong	Anne Abraham - University of Western Sydney	Develop an understanding of design-based research through the development of an online course

This Community Mentoring Programme bases its success on the outstanding contribution of long standing ascilite members who voluntarily offer to mentor each year. This demonstrates the vibrant nature of the ascilite community. In addition mentees challenge themselves throughout the program to contribute to Higher Education issues.

Reports from the mentor-mentee pairs will be presented at a lunchtime meeting at the 2009 ascilite conference on Wednesday 9th December.

I am delighted to announce that ascilite executive member Associate Professor Catherine McLoughlin is sponsoring a half-day publishing workshop which focuses on publishing in AJET and in peer reviewed journals. This workshop is intended for novice researchers and post graduate students intending to publish in AJET and similar journals, and junior staff of educational institutions who do not have a significant number of research publications. The overall aim of the workshop is for participants to develop a clear understanding of the most important strategies for successful publication in AJET and similar journals.





2003	61	34	14	0	0	13	24	21.3%
2004	97	51	13	2	0	31	21	32.0%
2005	91	47	9	5	0	30	30	33.0%
2006	100	59	9	3	0	29	28	29.0%
2007	119	67	14	4	0	34	30	28.6%
2008	127	71	20	1	0	35	42	27.6%
2009(a)	60	5	0	1	54	5(a)	5	-

- a. Data for 2009 in columns 2-8 is at 5 May 2009. The 5 acceptances to date are the Outstanding Paper Award recipients from *ascilite Melbourne 2008* [12].
- b. Some of the rejected articles may appear again as receivals in a subsequent year. The reasons for counting these instances as rejections are to enable a clearer cut off for each year's outcomes, and to align data collection with the editorial advice, used in a significant proportion of cases, 'Reject. Invite resubmission of a revised or expanded work for a new review process'.
- c. Withdrawn means withdrawn at the request of the authors.
- d. The number of articles accepted from a particular year's receivals does not correspond to the number published in each year, owing to time taken for review and revisions, and fluctuations in the speed of these processes.
- e. % accepted is calculated from column 2 (No. rec'd) and column 7 (No. accepted).

### **3. Promote exemplary use of ICTs in teaching and learning**

- **Actively encourage and support quality practice in the use of ICTs in teaching and learning in tertiary education.**

ascilite and the TLT Group are working collaboratively to offer a series of five interactive webinars in 2009-2010. This initiative has been forged in response to feedback via the 2007-8 ascilite member survey, to provide opportunities for members to engage in professional development activities and Communities of Practice outside of the annual ascilite conference.

The webinar series commenced in October 2009 with the proposed schedule being:

Webinar No 1: E-Primers; Presenters Mark Nicholls and Steve Ehrmann.

Webinar No. 2: Learning spaces, Presenters Mike Keppell, Phil Long and Steve Ehrmann.

Webinar No. 3: Proposed Topic - Virtual worlds/3D immersive environment, Anticipated Presenters Caroline Steel, Helen Farley and a Co-presenter from the TLT Group.

Webinar No. 4: Proposed Topic - Mobile Learning, Presenters to be confirmed.

Webinar No. 5: Proposed Topic and presenters to be identified by ascilite members.

- **Enable opportunities for ascilite members to participate in Communities of Practice (COP) and professional development (PD)**

In 2009 the ascilite executive reviewed and adapted the ascilite awards in an attempt to be more responsive to emerging trends and initiatives transpiring across the sector. As a result the previous focus of the ascilite awards in recognising exemplary product design and development in the application of ICT in Higher Education was modified. A more inclusive and broader focus for the ascilite awards was sought by the executive. The revised focus of the awards recognises the outstanding contributions of ascilite members in the exemplary use of technologies for teaching and learning in tertiary education. This wider focus aims to generate nominations reflecting the range of activities and initiatives that ascilite members are engaged in.

The introduction of a Community Hub provides an interactive space where ascilite members can share information, create networks and find out the latest ascilite news. All ascilite members have access to the Community Hub environment. In addition, there are Members Only areas for subgroups such as the ascilite Executive, as well as joinable Special Interest Group areas that any ascilite member can join.

A handwritten signature in black ink that reads "M. Keppell". The signature is written in a cursive, slightly slanted style.

President, ascilite - November 2009