

## PRESIDENT'S REPORT 2012

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As I reflect upon my first year as ascilite President I feel positive, proud and inspired about the future of ascilite and our journal AJET. My Presidency commenced at the exceptionally high quality, well planned and successful ascilite 2011 conference in Hobart last year. So I first would like to acknowledge a few people who were central to that success. In particular, Dr Gary Williams and Ms Peta Statham (UTAS) for their leadership, enthusiasm and dedication as conference convenors, the conference organising committee, Leishman and Associates for providing a high benchmark as the conference management team and the University of Tasmania for hosting our annual conference.

In this report, I will outline the findings of our third biannual member survey and how these have influenced our strategic planning and I will present our new ascilite vision, mission and strategic goals that are core to our 2012-2015 strategic plan. Further to this, I will report on the external review of AJET and provide summaries of our 2012 ascilite activities and outcomes. Our activities this year have been significant for ascilite as they signal a number of changes ahead that I would like to foreground here.

This year marks the retirement of Dr Roger Atkinson and Associate Professor Catherine McLoughlin as the AJET Production Editor and AJET Editor respectively. Ascilite is greatly appreciative of the very substantial contributions they have made to AJET for more than a decade. Alongside our longstanding AJET Editor and Production Editor transitioning to retirement, we initiated an important external review of AJET. This review has benchmarked our journal internationally and provided a set of future-focused recommendations that ensure the sustainability of the journal and an ongoing, strong international reputation. The review recommendations will be implemented by a new AJET Editorial Team who have been recruited via an open Expression of Interest and will be announced shortly (and at the AGM).

My thanks and gratitude to all those people who made a considerable contribution to AJET over this somewhat challenging period of transition. Particularly, Professor Paul Bacsich as External Evaluator, Dr Roger Atkinson who has continued to publish editions of AJET whilst diminishing the 2011 backlog, Associate Professors Barney Dalgarno, Sue Bennett, Gregor Kennedy, Iain Doherty and Philip Uys for their leadership and contribution to interim arrangements and the team of Associate Editors who volunteered to take a share of the workload over this time. We are still working toward getting the new Open Journal System

(OJS) functioning as we envisage and this is a priority for early 2013.

Earlier this year we also conducted our third biannual survey. A big 'thank you' to Angela Murphy (USQ) for her sophisticated analysis of our data. The survey findings have provided a strong foundation for our forward strategic planning. The ascilite Executive met for two days in May to consider these findings and begin developing the strategic plan for 2012 - 2015. Our member feedback enabled us to think differently in some areas about ascilite's *modus operandi* into the future. We agreed on a more community building approach whereby we actively invite our members to contribute their expertise, leadership and ideas toward our strategic initiatives, special interest groups and core activities. At the same time we realised the need for more member opportunities to share practices and to build professional and research capacity and recognition across our growing community. Underpinning these goals, we identified the requirement to update ascilite's technology infrastructure and re-conceptualise the ways we use technologies to achieve our aims.

Along with our survey findings, strategic plan and AJET Review, Executive portfolio reports, will be detailed below. I am fortunate to have had such a strong and productive Executive team. I hope you will also be both proud and inspired by our achievements in 2012 and our vision for the future of ascilite. As always, we welcome your feedback.

A handwritten signature in cursive script that reads "C.H. Steel". The signature is written in a dark ink on a light-colored background.

Dr Caroline Steel, Ascilite President

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## 1. Membership Trends

Ascilite's membership numbers have continued to steadily climb over the years in almost all categories with the majority of that growth continuing to come from Australia and New Zealand. Students are still not well represented and we are hoping our new directions will do more to encourage this group. Our institutional membership program continues to grow and we will be looking at initiatives in 2013 to expand this further. Australia continues to lead the growth in overall membership numbers compared to other regions.

<b>MEMBERS BY CATEGORY</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Total Members	467	470	484	518
Individuals	379	386	383	398
Students	13	13	11	17
Institutional Memberships	50	50	68	90
Life Members (prior to 2009)	5	8	9	9
Fellows (as of 2009)	3	0	1	2
Affiliates	20	13	3	3

<b>MEMBERS BY COUNTRY</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Australia	325	317	375	383
New Zealand	101	106	84	97
Asia	14	20	18	19
USA & Canada	7	7	5	2
Africa	2	2	2	3
Europe & UK	14	17	6	11
Middle East	2	2	1	2
South America				1

Ascilite is delighted that our institutional membership program continues to attract members. As we enter 2013, we have the following seven institutional members with at least one more in the process of joining:

INSTITUTION	MEMBERS
University of Southern Queensland	11
Charles Darwin University	10
Macquarie University	19
Manukau Institute of Technology	18
Massey University	21
Queensland University of Technology	10
Open Universities Australia	10

## 2. Member Survey 2012

In April-May 2012 we undertook our third biannual member satisfaction and engagement survey to assist in planning ascilite's future. A total of 89 participants completed the online survey with a cross section of members represented (retired or mature-career participants = 40%, mid-career 33% and early career or students 27%).

The survey found that the main reasons for joining ascilite are opportunities to engage in professional networking (64%), alignment with work roles and responsibilities (60%), potential to enhance professional capabilities and development (54%) and access to information on the use of information and communication technologies in teaching and learning (56%). The majority of participants considered their membership to be a long-term commitment, with 53% intending to remain members for the next 3 - 5 years. It is noteworthy that one in two members is a champion of ascilite and would promote membership to their colleagues.

Although engagement with ascilite is at a reasonable level, it became clear that we need to improve our approach so that ascilite continues as a relevant and sustainable organisation into the future.

A priority matrix was developed using Pearson's correlation coefficient and average performance to highlight the areas with the greatest impact on engagement and championship. This resulted in identification of member services and benefits that are priority areas to strengthen, maintain, monitor and prioritise. A stepwise regression was used to identify any causal relationships between perceptions of benefits and member engagement.

Three attributes that significantly drive member engagement emerged in the survey.

- Members value ascilite as an item on professional resumes – this was also identified as a priority area for improvement

- AJET is a valuable source of high quality research articles.
- Members value ascilite as a forum for informal networking.

In addition to these drivers, members continue to view the annual ascilite conference as an area of high importance to them personally in terms of networking opportunities and practical learning opportunities.

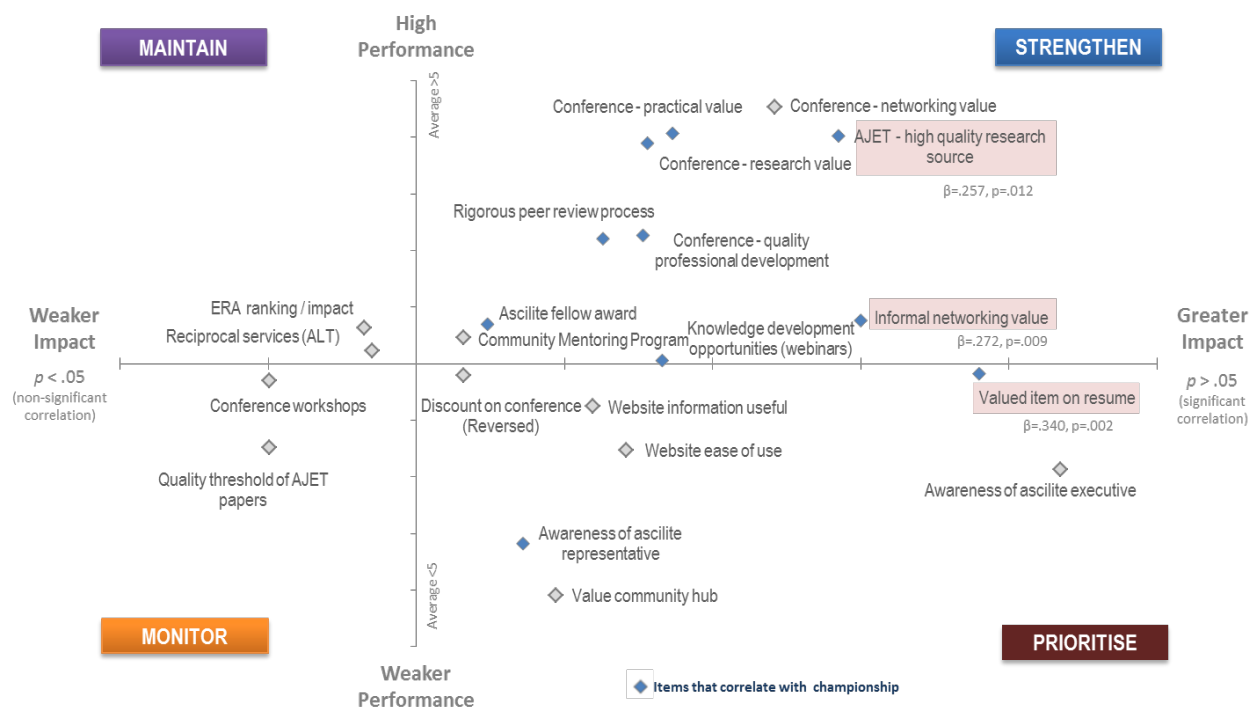
The AJET journal and fortnightly bulletin are considered to be the most important services and used most frequently by participants in addition to the conference.

Interestingly, the campus representative program, ascilite awards, community hub, reciprocal services and the conference workshops are considered to be the least important services. One in two members have never used the campus representative program, the community mentoring program, reciprocal services or ascilite awards. These services may therefore only meet the needs of a niche group of members and contribute little to the value proposition of being an ascilite member for all participants.

Priority areas for intervention included the ease-of-use and quality of information on the ascilite website, awareness of the ascilite Executive and representatives, and the value of the community hub.

The complete survey report may be viewed on the ascilite website in the hub in the ascilite 2012 AGM folder: <http://hub.ascilite.org.au/> (ascilite login required).

**Priority Matrix: Satisfaction with Member Services & Benefits vs. Member Engagement**



### 3.Strategic Planning 2012 – 2015

In May 2012, the ascilite executive met for a two-day strategic planning workshop using the detailed findings of the member survey to identify and prioritise member needs over the coming years. The aim was to develop a vision, mission and strategic plan for ascilite that was responsive to those needs and one that would enable ascilite to grow into the future as a vibrant community-based society.

The vision and mission statements were revised to better reflect the emerging trends of the member survey as follows:

**ascilite vision** - A globally recognised professionally connected and vibrant community enhancing learning and teaching through the educational use of technologies in the tertiary sector.

**ascilite mission** - To be Australasia's leading networked community fostering research, innovation and evidence-based practice in the effective use of educational technologies for learning and teaching in the tertiary sector.

The Executive used the survey findings to determine **four strategic areas and goals** as follows:

**Community** - Create community-building opportunities that enable ascilite members to lead, connect, and collaborate across a productive professional network.

**Practice** - Encourage and promote the sharing of future-focused, evidence-based practices in the use of educational technologies.

**Research** - Develop opportunities for ascilite members to contribute toward the advancement of research in educational technologies in tertiary education.

**Sustainability** - Ensure ascilite's future sustainability.

Strategic objectives have been set under each of these areas and our operational plan will be finalised during our meetings in Wellington in late November.

You can view the full Strategic Plan on the ascilite website in the hub *ascilite 2012 AGM* folder: <http://hub.ascilite.org.au/> (ascilite login required).

### 4.AJET

#### Changing leadership

As mentioned earlier, 2012 has been a year of changes for AJET. Dr Roger Atkinson informed the Executive that he of his intentions to retire as Production Editor once the 2011 backlog had been cleared. Associate Professor Catherine McLoughlin also informed us of her

retirement as AJET Editor. We were very fortunate to have Roger and Catherine working on the journal for such an extended period. Indeed they have shaped AJET to be the fine journal it is today.

Roger has been actively involved in AJET since 1997. His dedication has seen the journal grow from 2 to 8 issues a year. Catherine came on board as Editor in 2004 and over the years, both Roger and Catherine have provided a high degree of mentoring to help authors improve the standard of their published works in the field of educational technologies. As a result of their substantial commitment to AJET, the journal has grown into a highly regarded, influential, open access online journal that has international standing and reach. We are very proud of our Society's journal and all that has been achieved over this past decade or more. We also look forward to announcing a new AJET Editorial Team shortly who will be publishing new editions of AJET from early 2013.

## **Interim arrangements**

As the AJET review was about to commence in early 2012, we established an interim team, initially involving ascilite Executive members Iain Doherty, Caroline Steel and Philip Uys to deal with the 2012 submissions. We installed an Online Journal System (OJS) and set up a range of processes and roles to handle submissions. Dr Cathy Gunn, supported by Dr Philippa Gerbic, acted as Journal Editor for several months as the submission rates and workloads were high. However, our dual volunteer roles were not sustainable and we handed over to a non-Executive interim editorial team in late May, with official commencement in early June 2012. A short time later, the team recruited a group of Associate Editors to assist with editing the journal. Induction sessions were run for these Associate Editors in July 2012. The interim team also reviewed and revised the processes and criteria by which articles submitted to the journal are screened before being allocated to Associate Editors. This has significantly streamlined the initial stage of the review process and has greatly improved its efficiency.

The interim team also spent a considerable amount of time working on the Online Journal System (OJS) which, had some significant technical issues, particularly with file uploads. By working with the ascilite Secretariat and the OJS hosting service (Netspot) the interim team resolved these issues and has ensured the OJS is now more stable and reliable. The interim team has been in close correspondence with the ascilite President, and two ascilite Executive members were part of the Associate Editor team, ensuring the ascilite executive was fully briefed through this interim period.

The number of manuscripts being submitted to AJET has remained high during this period at an average of one manuscript every day or so. The interim team organized and maintained an active oversight of those articles that were already in the system when it was installed, and the new articles that were submitted since then.



The time window of advice back to authors after submission, which was extended in early 2012 to between 4 and 6 months, has been maintained. It is expected that this time of advice back to authors will be reduced now that new editorial processes are in place, the OJS is more stable and once a permanent editorial team is established.

ascilite is highly appreciative of the interim team's efforts, namely Associate Professors Sue Bennett, Gregor Kennedy and Barney Dalgarno. They have made a superb effort in managing a somewhat difficult transition and dealing with almost daily journal submissions. We are also highly appreciative of the Associate Editors who stepped up to assist with submissions and to all of those people who conducted reviews.

## **AJET Review**

An external review of AJET was conducted by Professor Paul Bacsich in the first half of 2012 and completed in July. The purpose of the review was to provide an evidence-based appraisal of the core elements of AJET and recommendations to ensure the quality and sustainability of the journal as well as for the maintenance/improvement of the journal ranking. Input from AJET Editorial Committee and Management Board, some ascilite Executive members, other stakeholders (reviewers, authors, ascilite members provided input via focus groups and the ascilite member survey. Briefings with experts in the UK, Hong Kong, Singapore, Australia and New Zealand were also conducted.

Review recommendations were endorsed by the ascilite Executive and the full report was distributed to the AJET Editorial Committee and Management Boards. The set of recommendations were also disseminated to ascilite members with an opportunity to request the full report.

You may view the AJET Recommendations Report on the ascilite website in the hub *ascilite 2012 AGM* folder: <http://hub.ascilite.org.au/> (ascilite login required).

Finalisation of the review in July paved the way for Expressions of Interest (EOI) to seek a high calibre Editorial team to replace the Interim one. The EOI emphasised the need for a team that could ensure AJET continues to build a strong international reputation and remains sustainable into the future and the EOI was published in the ascilite and ALT Bulletins.

A Selection Panel was recruited with three members representing the AJET Editorial Board and Management Committee and three representing the ascilite Executive:

- Peter Goodyear, USyd
- Geoffrey Crisp, RMIT
- Ron Oliver, ECU
- Caroline Steel, ascilite President
- Iain Doherty, ascilite Executive

- Dominique Parrish, ascilite treasurer

Interviews were scheduled for October 29th, 2012 and the new Editors will be announced shortly afterward and at the ascilite AGM in November.

Alongside these changes to AJET, there will be ongoing financial costs associated with our journal that are yet to be determined. We are now paying a copy-editor to assist the editorial team and we may have further costs around configuring and hosting OJS for AJET. Additionally, some AJET recommendations may require resources to implement. The short-term and ongoing budgetary requirements will be determined with the new Editorial team in 2013.

### **AJET's ranking: Citation based Bibliometrics**

AJET's retiring Production Editor Roger Atkinson, has summarised AJET's current position relative to its major competitors, according to a number of citation based bibliometrics, including the 2011 values for one of the most influential, the Thomson Reuters *Impact Factor* (Appendix A). Whilst AJET's 2011 *Impact Factor*, 1.517, is down slightly compared with 2010 (1.655), it compares well with 2009 (1.278), and AJET remains well-ranked on the "ladder" of international educational technology journals (Appendix A). AJET is also well-ranked amongst educational research journals generally, as may be seen from a wider searching of *SCImago Journal Rankings* and *Google Scholar Metrics*. However, there is a need to sustain the momentum that has been nurtured for some years, towards building the loyalty of researchers who will read AJET articles and cite AJET articles in their own submissions of work, whether to AJET or to a competitor journal. Following the demise of the Australian Research Council's *Tiers for the Australian Ranking of Journals* in mid-2011 (see table below), Australian researchers are likely, over time, to accord more attention to journal rankings derived from citation count-based bibliometric data, in contrast to rankings based upon other methodologies or unspecified methodologies (as occurred with *Tiers*) relating to "reputation".

Increased attention to citation based bibliometrics may prove to have two positive effects. Firstly, this trend could give more weight to the views of a broader and larger community, extending far beyond a journal's editorial staff and their immediate community, such as an editorial board and a sponsoring society's membership. Secondly, bibliometric data can provide authors, readers and editorial staff with benchmarks or "key performance indicators" that can be valuable for refining perspectives and views that may otherwise be excessively dependent upon more subjective impressions. In particular, new perspectives will become available from systematic analyses of submission demographics, and from rigorous quantitative and qualitative studies of aspiring author behaviours.

Comparing *Impact Factor* and *Tiers* rankings for some peer journals with AJET.

Journal	Impact Factor (a)	/F rank order (b)	Tiers 2010 (c)	SJR(d) Q(rank)	GSM h5-index(e)	URL for obtaining Impact Factor
Computers & Education	Yes	1 (same as 2010)	A	0.056 Q1 (21)	58	<a href="http://www.journals.elsevier.com/computers-and-education/">http://www.journals.elsevier.com/computers-and-education/</a>
Instructional Science	Yes	2 (up two from 2010)	A	0.042 Q1 (55)	21	<a href="http://www.springer.com/education+%26+language/learning+%26+instruction/journal/11251">http://www.springer.com/education+%26+language/learning+%26+instruction/journal/11251</a>
British J. of Educational Technology	Yes	3 (down one from 2010)	A	0.045 Q1 (44)	36	<a href="http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-8535">http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-8535</a>
Australasian J. of Educ. Technology	Yes 1.517	4 (down one from 2010)	B	0.041 Q1 (64)	23	<a href="http://www.ascilite.org.au/ajet/">http://www.ascilite.org.au/ajet/</a>
J. of Computer Assisted Learning	Yes	5 (same as 2010)	A	0.051 Q1 (27)	33	<a href="http://au.wiley.com/WileyCDA/WileyTitle/productCd-JCAL.html">http://au.wiley.com/WileyCDA/WileyTitle/productCd-JCAL.html</a>
Educational Technology, Res & Devt	Yes	6 (same as 2010)	A	0.043 Q1 (52)	28	<a href="http://www.springer.com/education+%26+language/learning+%26+instruction/journal/11423">http://www.springer.com/education+%26+language/learning+%26+instruction/journal/11423</a>
Educational Technology & Society	Yes	7 (same as 2010)	B	0.038 Q1 (84)	27	<a href="http://www.ifets.info/">http://www.ifets.info/</a>
Research in Learning Technology	No	Not ranked	A	Not listed	Not listed	<a href="http://www.researchinlearningtechnology.net/">http://www.researchinlearningtechnology.net/</a>
J. of Technology & Teacher Education	No	Not ranked	B	Not listed	Not listed	<a href="http://www.aace.org/pubs/jtate/">http://www.aace.org/pubs/jtate/</a>
Technology, Pedagogy & Education	No	Not ranked	B	0.030 Q2 (211)	13	<a href="http://www.tandfonline.com/toc/rtp20/current">http://www.tandfonline.com/toc/rtp20/current</a>

- Based on statements given at journal websites; values from Thomson Reuters' 2011 Journal Citation Reports: Social Science Edition.
- Journals are ranked according to IF values as published at the URLs listed in column 7 (13 Sep 2012). Thomson Reuters may regard the publishing of tables of IF values as an infringement of copyright and therefore readers not having institutional library access to 2011 Journal Citation Reports: Social Science Edition need to consult the individual journals to ascertain their IF values.
- ARC *Tier* rankings may be obtained conveniently from Lamp, J. (2011). ERA Journal Rankings Access. ERA 2010 Finalised Lists. <http://lamp.infosys.deakin.edu.au/era/?page=jmain>. "Tiers for the Australian Ranking of Journals" is defined at [http://www.arc.gov.au/era/tiers\\_ranking.htm](http://www.arc.gov.au/era/tiers_ranking.htm)
- SJR (SCImago Journal Rankings) from <http://www.scimagojr.com/> (Subject Area: Social Sciences; Subject Category: Education; Year: 2011; Q = quartile, (rank) = rank in 525 journals in Education. <http://www.scimagojr.com/journalrank.php?category=3304&area=3300&year=2011>)
- GSM h5-index from Google Scholar Metrics, <http://scholar.google.com.au/intl/en/scholar/metrics.html>
- Earlier versions of Table 1 were provided in various AJET Editorials, including Editorials 27(6), 28(2) and 28(4). See also Editorial 27(3), concerning the demise of *Tiers*. Data compilation by Roger Atkinson, 13 Sep 2012.

## 5.ascilite Conferences

### ascilite 2011

The 2011 ascilite conference – Changing Demands, Changing Directions – was hosted by The University of Tasmania at Wrest Point, Hobart from the 4<sup>th</sup> – 7<sup>th</sup> December. Three-hundred and ninety (390) delegates presented and discussed papers, posters and workshops within the three sub-themes of equity of experience, engagement and evidence-based practice. Presentations by Professor Gilly Salmon, Dr Simon Buckingham Shum and Ms Sharon Kerr initiated rich discussion. The following awards were presented to ascilite members:

- Professor Mike Keppell – Life Member Award
- Dr Thomas Cochrane – Fellow Award
- Simon McIntyre and Karin Watson – Innovation and Excellence Award
- Philip Paasuke and team – Innovation and Excellence Citation

A range of workshops were held, followed by the welcome reception that encompassed a welcome for new members. A dine-around evening and the conference dinner – Casino Royale – were highlights of the social activities. The conference net profit after organizer fees and GST was \$54,349.

### ascilite 2012

As of mid October, planning for this year's conference in Wellington was going smoothly with over 330 registrations received. It is possible that by the time you read this report, we may have had to close off registrations well before the conference starts due to the capacity of the venue. The need to cap the conference at the venue capacity is something that was discussed with the ascilite Executive when the conference bid was accepted.

REGISTRATION TYPE	NO.
Conference Committee (Fully paid)	9
Executive Members	8
Early Bird Members	124
Early Bird Joining Members	52
Early Bird Non Members	85
Mentoring Programme Registrations	15
Student/Retiree	11

Keynote and Invited Speakers	8
Sponsors	4
Day Registrations	12
Stand Personnel	6
Total	334

## Paper Submissions

The number of paper submissions for 2012 was on a par with recent conferences. We received 70 concise papers, 70 full papers, 30 posters, 12 workshop submissions and 6 symposia. Of the concise and full papers, we accepted 68 and 62 respectively, although the actual number that will be presented depends on potential withdrawals and whether revised papers are submitted by due dates. The conference will host seven parallel strands over the course of the three days, which is equivalent to the 2011 conference.

## Sponsors

The Society continues to be well supported by some excellent sponsors and is indebted to each sponsor for their contribution to the functioning and sustainability of ascilite. Annual in-kind support continues to be offered by Netspot/Blackboard and conference sponsorship (as of 1 October 2012) totals over NZ \$75,000, including the following sponsors:

Platinum	Gold	Silver	Bronze	Supported by
Massey University	Netspot/Blackboard	Desire2Learn	Mediasite Sonic Foundry	PebblePad
		Ako Aotearoa		Routledge, Taylor & Francis
		Echo360		NZ Ministry of Education
		Pearson		

In future years, the annual conference may become more reliant on institutional sponsorship, as several of our traditional sponsors are shifting their marketing strategies away from direct financial conference sponsorship. In the case of Blackboard, for example,

this year in addition to a financial contribution they are providing in-kind support for an online panel discussion during the conference with several of the invited speakers using Blackboard Collaborate. This initiative will allow people who cannot attend the conference to participate in a small way and should help to expose ascilite to a wider community, whilst allowing Blackboard to promote the Collaborate environment.

## **Budget**

As of October, we were operating within our budget and we have no concerns in terms of returning a reasonable profit. The financial return is likely to be within budget and in keeping with recent conferences, although it needs to be noted that there are 15 free registrations provided through the Community Mentoring Program, which is a major commitment and investment by ascilite. The additional funding from Massey University as our Platinum Sponsor has made a significant difference in terms of the conference's viability and financial bottom line. We are very appreciative of this level of support for the 2012 conference.

## **ascilite awards**

After positive feedback from the introduction of the new Innovation and Excellence Award, no changes were made to the award categories in 2012. Notably, the recipients of last year's Innovation and Excellence Award are invited speakers at this year's conference. At the time of writing several notices about the 2012 awards have appeared in The Bulletin and the closing date has been extended until October 23<sup>rd</sup>. Once again, the ascilite awards will be presented to recipients during the conference dinner, which was very successful in 2011.

## **ascilite 2013**

Preparations for the 30th Annual ascilite Conference are well underway. The event will be held from the 1 - 4 December 2013 at Macquarie University in Sydney. Significant advancements have been made in the event's planning, in summary including:

- The theme chosen, 'Electric Dreams'
- Conference manager appointed, Leishman & Associates
- Venues booked, Macquarie Theatre and nearby theatre/seminar rooms
- Dinner event booked, Curzon Hall
- Budget drafted.

With our conference theme of 'Electric Dreams,' we invite delegates to approach dreaming as a vision, a prediction, an aspiration --- but it can also be a reflection, a pastiche of thoughts, or a different mode of consciousness. Our aim is to inspire new and creative ways of thinking about the use of computers in education --- to dream while we're awake. The

occasion of our 30th anniversary also offers us the opportunity to reflect on where we've come from, and how that might inform where we're going.

We have secured the use of the main lecture theatres at Macquarie University, including the newly refurbished Macquarie Theatre with a capacity of 500 and its state-of-the-art digital learning space. Each venue has access to full A/V facilities and projector suite.

The conference dinner will be held at Curzon Hall, a stunning baronial estate built in the year 1900, located just five minutes from Macquarie University itself.

Leishman & Associates have been appointed as external conference managers, bringing a wealth of experience with them, including their management of the 28th Annual ascilite Conference in 2011. Leishman's will be handling the registration and paper management system, as well as coordinating the live event.

A draft budget has been designed with an aim of reaching up to 500 delegates, at a profit to ascilite of over \$100,000 plus sponsorship. The conference will break even with a minimum of 300 delegates, a target that should be easily achieved with its central Sydney location.

Macquarie's Central Organising Committee plans to lock in keynote speakers for the event shortly, and decide on a visual theme for advertising and marketing material. Preparations are underway for our stall and presentation at the 29th Annual ascilite conference in Wellington. We are confident that the event planning is proceeding on schedule, and look forward to stimulating new ideas and conversations in the lead up to our conference.

## **6.CMALT Australasia**

A new joint initiative, between the Association for Learning Technology (ALT) in the UK and ascilite, will be launched at the 2012 conference. 'CMALT Australasia' is a portfolio-based professional accreditation scheme offered exclusively to ascilite members. It will enable members to have their experiences and capabilities certified by peers through an evidence-based approach. A member's certification will remain valid as long as they are ascilite members, with a light-touch updating of the portfolio every three years. By participating in the scheme ascilite members will also have access to an international community of practice. CMALT Australasia is the realization of discussions that have occurred between ascilite and ALT since 2010. The accreditation program builds on the already well-recognized CMALT scheme by contextualizing it to the Australasian context. Professor John Slater, ALT's Director of Development, is attending ascilite 2012 to launch the scheme with ascilite.

## 7. Webinars

This year ascilite expanded its webinar series – *ascilite Live!* Eight webinars were presented, ranging from a new series on getting into research, to collaborative learning spaces, mobile learning, preparing a conference paper and making a presentation. Attendance this year increased from 82 (2011) to 136 by the end of October (2012) and from 5 webinars in 2011 to 8 this year. Webinars were popular with an average of 20 – 30 attendees.

In 2013, thanks to the generosity of Netspot and Blackboard, we will be upgrading our webinar platform from Wimba to Blackboard Collaborate. This move should enable us to address some technical issues and improve interactivity with participants.

Webinar Topic	Presenter(s)	Attendees
Learning spaces	Richard Evans and Roger Cook, Queensland University of Technology	10
How to write a good conference paper	Mark Brown and a panel from Massey University	33
Design based research	Jan Herrington, Murdoch University	23
Evaluation research for eLearning	Rob Phillips, Murdoch University	26
Our learning analytics are our pedagogy	Simon Buckingham Shum, Open University United Kingdom	20
ICT–enhanced social and educational research methods	Lina Markauskaite, Peter Goodyear University of Sydney	24
<b>Total participants (by Oct 2012)</b>		<b>136</b>
The dynamics of mobile learning in education	Philip Uys, Charles Sturt University	Nov
How to give a good conference presentation	Mark Brown and a panel from Massey University	Nov



## 8. Campus Reps

The work of ascilite has been supported by our ascilite reps who work at an institutional level. Their activities include promoting webinars across the local membership and encouraging academics and practitioners to contribute papers and to attend the ascilite Conference. In 2012 the Campus Reps scheme has been under review in response to the ascilite Membership Survey and in the development of the Strategic Plan 2012 – 2015. The Plan includes new approaches to harnessing members' enthusiasm, energy and interests at institutional, regional, Australasian and ascilite strategic levels. In particular, we have been developing a strategy to build and engage communities interested in contributing to ascilite, sharing practices and developing research capacity in the utilisation of effective technologies in tertiary education. The existing Campus Reps will be invited to provide feedback on these approaches as well as being invited to champion these kinds of communities in new ways.

## 9. Community Mentoring Program

In 2012, the Collaborative Community Mentoring Program (C<sup>2</sup>MP), trialled in 2011, became part of the Community Mentoring Program suite of services. This decision was supported unanimously at the 2011 post-conference Executive meeting. In 2012, there have been six mentoring partnerships involving **15 mentees and 8 mentors**:

Mentee/s	Mentor/s	Focus
Alages Andre and Mareena Ilyas, Manukau Institute of Technology	Oriel Kelly, New Zealand Tertiary College	Alages Andre: To fine tune the design of the iLessonPlan (iLP), and publish on the outcomes; and Mareena Ilyas: Using technology in ESOL Classes, benefits and challenges.
Lynette Nagel, University of Pretoria Janette Kruger, Potchefstroom Campus, South Africa Tim Klapdor, Charles Sturt University Susan Tull, University of Canterbury Harriet Ridolfo, Charles Sturt University	Sue Gregory, University of New England  Philip Uys, Charles Sturt University	Project management, design-based research methodology, survey development and implementation, research writing.

JoAnne Kelder, University of Tasmania  Roger Cook, Queensland University of Technology	Rob Phillips, Murdoch University	To further develop and apply research knowledge and skills; learning analytics approaches and tools
Rika Mason, Art Wouters, Rohan Edmeades, Tabor Victoria  Kuki Singh, Curtin University	Maria Northcote Avondale, College of Higher Education  Mark Northover, Auckland University of Technology	Enriching pedagogies through digital technologies and enhancing online delivery; Improvement of online teaching practices including engaging students, communicating effectively, and innovative teaching techniques
Amy Antonio, University of Southern Queensland	Trish Andrews, University of Queensland	To increase research outputs through the development of peer reviewed journal articles and/or conference papers
Chris Campbell, University of Queensland	George Bradford, University of South Australia	To improve publishing record and to learn more about working with quantitative data

Two online synchronous sessions have been held in 2012 for 2011 participants. These were appreciated and well received by the participants who had expressed an interest in being part of a CMP alumnus. There will be a more focused effort made in 2013 on establishing mechanisms to support and extend a CMP digital learning community to also include mentees and mentors who have participated in the Program in previous years and continue to be financial members of ascilite.

A parallel session will be held at the 2012 ascilite conference where mentees and mentor conference attendees are invited to discuss their projects as well as participate in a panel discussion with the audience. This kind of session proved to be one of the highlights in 2011 and feedback provided as part of the CMP evaluation noted that "...the symposium was a great way to discuss our projects and also receive feedback and comments from members of the ascilite community. The fact that we belonged or felt that we belonged to a community, made our projects seems doable and sensible in some situations where we had self doubt or major contextual challenges." Again in 2012, the Program owes its success to the outstanding and ongoing contributions of many ascilite members who voluntarily offer to mentor and support their peers.

Although the decision to continue the CMP in 2013 has been made, there remain a number of issues or challenges to resolve in preparation for the 2013 Program. Interest in the Program increased in 2012 and although the incentive for free conference registration for mentees could not be altered for the 2012 offer, the cost to ascilite of the free conference

registration for mentees will be reviewed for 2013. Partial rather than full support will be considered.

## **10. Strategic Alliances**

### **ACODE**

ACODE and ascilite have an MOU based on common interests, particularly the investigation and dissemination of quality teaching and learning practices enhanced by information and communication technologies; and the provision of learning and teaching services and resources to a constituency with common aims. In 2012, ascilite formally established an ascilite representative role at ACODE meetings to facilitate activities between the two associations. Associate Professor Philip Uys (ascilite Vice-President) is currently in this role. ACODE kindly hosted a focus group for the AJET review in Auckland in March 2012 and Ascilite and ACODE jointly offered webinars on October 25<sup>th</sup> on Learning Analytics by George Siemens and on 12<sup>th</sup> November on mobile learning by Philip Uys.

### **NATA**

ascilite and ACODE are lead organizations on the OLT-funded project entitled the 'National Networking Initiative (NNI)'. The network coordinators are Professor Mike Keppell and Associate Professor Gordon Suddaby. In 2012 the name of the network was established as the Network of Australasian Tertiary Associations (NATA). The vision is to facilitate a sustainable collaborative network between established higher education associations with the intent of fostering best practice in networks to engage members more strongly with Australian higher education learning and teaching. In 2012 there were a number of meetings of the project team, with symposia held in January and October involving executive members from a range of associations including ascilite, ACODE, HERDSA, ODLAA and CADAD. The focus of 2012 was on the creation of the network amongst executive members and the socialisation of the project through presentations at a wide range of conferences and meetings by Professor Keppell and Associate Professor Suddaby, while for 2013 the objectives include the development of activities and resources that will focus on facilitating sustainable network activities both within, and amongst, the many professional higher education associations in the Australasian region.

### **ALT**

ascilite continues a strong relationship with ALT in the UK. The CMALT Australasia scheme is one obvious benefit for ascilite members. Additionally, ascilite members are offered discounted member rates for conference registration for the ALT-C conference ( next is 10–12 September 2013, Nottingham, UK) and the ALT newsletter is accessible via our bulletin

and vice-versa. Additionally, discussions continue on ways to collaborate on our respective journals such as the publication of some journal editions in both AJET and ALT's Journal 'Research in Learning Technologies' after one successful publication in 2010. The ascilite President is an invited member of the ALT Research Committee which should further strengthen our relationship with ALT.

## **NZ Tertiary eLearning Reference Group**

Executive member Oriel Kelly and co-opted member (2012) Philippa Gerbic, continue to represent ascilite on the NZ Tertiary eLearning Reference Group which provides advice on tertiary eLearning and assists with the development of New Zealand's future tertiary eLearning priorities. The group has met twice (another meeting planned for Dec 2012) and contributed to the annotated bibliography on Organisational Approaches to eLearning; and the validation of a Collective Scenario for Tertiary Education in 2016 (DEANZ project)

## **11. Financial Position**

In the financial year 1 July 2011 to 30 June 2012, ascilite operated with a profit of \$29,593 on an income of \$128,118. This is in comparison to the previous year's result when ascilite had an operating profit of \$6,938 on income of \$102,406. This difference can be explained by an increase in membership subscriptions and profit generated in the 2011 conference. ascilite's total net assets (or accumulated funds) at 30 June 2012 were \$203,390, up from \$173,798 the year before. This is significantly greater than that allowed for in the 2011-2012 budget which projected an operating profit of -\$9,138.

The increase in ascilite's 2011-2012 income was due to the revenue derived from membership fees (currently \$66,554) and in particular the substantial increase in institutional membership subscriptions (\$22,430). The ascilite Executive are actively exploring opportunities to enhance the benefits of ascilite membership for institutions and strategies for promoting these broadly across the sector.

The net surplus of \$54,349 from the 2011 Annual Conference at Hobart Tasmania, hosted by the University of Tasmania also contributed to the increase in ascilite's 2011-2012 income. The 2010 conference convenors were Gary Williams and Peta Statham. These conference convenors and their conference organising committee should be thanked for the excellent conference they hosted. The other remainder of ascilite income was derived from interest of \$7,014.

Major core expenditure items in the 2011-2012 financial year included the actual costs of running ascilite including the Secretariat (\$57,845), executive meeting expenses (\$11,267). An external evaluation of AJET facilitated in the 2011-2012 financial year saw an additional

expense (\$5,624) for the society. The Secretariat continues to provide financial efficiencies for the association, which is monitored by the monthly reports produced for the executive.

Feedback from members through the 2012 member survey has assisted in the strategic alignment of organisational expenditure and the operational plan for the next cycle.

The accounts have been audited, and the audit documents are available for member viewing along with the Treasurer's Report on the ascilite website in the hub *ascilite 2012 AGM* folder: <http://hub.ascilite.org.au/> (ascilite login required).

## 12. Secretariat Activities

The Executive Officer oversees the work of the ascilite Secretariat. In late April, the services of Mr Andre Colbert were contracted for the Secretariat, having taken over from Kathryn Roberts. Andre worked closely with Philip Uys, ascilite's Executive Officer for several months to facilitate a smooth transition and to ensure that ascilite's priorities were maintained. Throughout 2012, Kathryn and Andre undertook the following activities which continue to form the Secretariat's core priorities:

- Implemented an off-site an data storage system
- Responded to on-going individual and institutional membership enquiries by email and phone
- Received and processed membership dues and other payments and processed these in MYOB, updating member profiles
- Managed and reconciled ascilite accounts in MYOB, including BAS statements and financial year reports
- Supported the ascilite Executive Committee – administering and coordinating ascilite executive and senior executive online meetings
- Organized documentation and distributed ascilite executive and senior executive meeting agendas, pre-meeting documentation
- Produced reports and minutes for the Executive and supported the various executive portfolios such as webinars;
- Produced and disseminated ascilite fortnightly bulletins and special announcements
- Worked collaboratively with the Executive to implement strategic and operational plans
- Managed ascilite budget related activities including preparation of 3-year Budget plan and 2012 Financial reports for members
- Managed Constitution requirements in regard to the Annual General Meeting, auditing of financial records and election of executive members
- Worked collaboratively with the AJET interim team toward resolving OJS issues.

## **13. Key Priorities for 2013**

The following key priorities have emerged from deliberations by the ascilite Executive about the needs of the association and its members.

- Implement ascilite Strategic and Operational plans (in line with 2013 priorities)
- Establish AJET Editorial Team, implementation of AJET Review Recommendations, resolve OJS hosting and technical issues and determine AJET's ongoing budgetary requirements
- Create community building approaches that enable members to lead, connect and collaborate
- Initiate some key ascilite strategic projects and invite member involvement
- Revisit and re-invigorate ascilite IT infrastructure and tools
- Initiate CMALT Australasia
- Expand our institutional membership program
- Continue to identify ways to add to the value-proposition of ascilite membership.