

PRESIDENT'S REPORT 2013

Executive Summary

This year has been another extremely busy and productive year for the ascilite Executive. It can be challenging to move significant initiatives forward in a volunteer environment. Those of you who are involved in volunteer work for not-for-profit organisations would understand that volunteers must juggle their volunteer tasks with work and other priorities – not an easy balancing act. Thankfully, an extremely committed team has been driving ascilite initiatives forward on behalf of the ascilite community. It is a pleasure to work with such a talented and dedicated group of people. Please take some time to get to know your Executive at the upcoming conference hosted at Macquarie University on December 1-4, 2013. Our 2013 ascilite conference is shaping up to be another 'not-to-be-missed' event and I would like to acknowledge the work of the conference convenors and organising team – particularly Helen Carter, John Hedberg, Dominique Parrish, Elaine Huber, Andrew Burrell, Darren Johnson, Maree Gosper, Natalie Spence, Deborah Richards, Matt Bower and Philip Betts. Certainly, our ascilite conference reached a new level last year with an exceptionally engaging and entertaining ascilite2012 conference in Wellington. I would like to extend a big thank you to the very talented Mark Brown who was instrumental in making the conference such a signature event. I look forward to celebrating ascilite's 30th birthday with you at ascilite 2013.

This year I have organised the President's report around our 2012-2015 strategic plan (see Appendix 1) so that members can clearly see the linkages between our goals, activities and progress. At our December 2012 meeting, the Executive amended the strategic plan to unite the strategic areas of 'community' and 'practice'. We believe that the overlaps in these two areas mean that a more orchestrated Executive team approach could be realised through uniting these goals. In this Executive Summary, I will give an overview of the 2013 priorities I outlined in my last Presidents' report and then highlight some other key or notable aspects of the report. Organised under our strategic goals, these key priorities were:

Community & Practice

1. Revisit and re-invigorate ascilite IT infrastructure and tools
2. Create community building approaches that enable members to lead, connect and collaborate

3. Initiate some key ascilite strategic projects and invite member involvement
4. Initiate CMALT Australasia

Research

1. Establish AJET Editorial Team,
2. Implement AJET Review Recommendations,
3. Resolve OJS hosting and technical issues and requirements

Sustainability

1. Determine AJET's ongoing budgetary requirements
2. Expand our institutional membership program
3. Continue to identify ways to add to the value-proposition of ascilite membership.

Community & Practice

As you will note in the fuller report below, there has been considerable achievement under the 'Community and Practice' strategic goal. Particular mention must be made of the work, led by Shirley Reushle and Liz Greener on the redevelopment of the ascilite website. Shirley and Liz invited ascilite members to establish an ICT Sub-Committee to determine the ICT specifications (requirements) to support our digital network and social media needs. The Sub-Committee is one example of ascilite's new community building approach that invites our members to participate, lead, connect and collaborate across our community. I would especially like to thank the members of the ICT Sub-Committee – Amy Antonio (USQ), Neil Martin (USQ), Roger Cook (QUT), Sharon Dove (USQ), Richard Evans(QUT), Simon Smith (UniSA), James Sankar (AARNET), Mark Drechsler (NetSpot) and Shirley and Liz (ascilite Exec) for their contributions. We hope to launch Stage one of the website redevelopment at our ascilite 2013 conference in December. Alongside the website the Executive is working on an ascilite communications and social media plan. This plan will be informed by the work of Dominique Parrish and Liz Greener who are leading an ascilite NATA (Network of Australasian Tertiary Associations) project on developing a best practice guide for online community engagement. The guide outlines design principles and engagement strategies for the use of web-based resources (including social media) to support and advance community engagement in professional associations and networks. We thank the NATA Team and the Office of Learning and Teaching (OLT) for the opportunity to conduct the research to create the guide, which will be openly available to and beyond our community by the end of 2013.

This year we have also seen the ascilite implementation of the CMALT Australasia Scheme led by Philip Uys and Oriel Kelly. Just over 10 ascilite members commenced the scheme in

2013 and interest is building, particularly from our institutional ascilite partners. Oriel has also continued to lead the webinar series which now comprises practice and research streams. Approximately 114 members have participated in the webinar series in 2013. Shirley Reushle has again led the Community Mentoring Scheme and Sue Gregory, as a new Executive member has been mentored so that she can lead the scheme in 2014. We supported 6 Mentees and 6 mentors in 2013. I would particularly like to extend my thanks to the Mentors who give of their time generously and in doing so assisted our mentees with their career goals and trajectories. Alan Soong initiated a highly successful Singapore-based event through the National University of Singapore (NUS). This saw one of our AJET Editors, Sue Bennett, conduct a very well attended ascilite-sponsored workshop on 'Researching Educational Technology in Higher Education'. ascilite also sponsored the 6th Annual Shar-E-Fest in New Zealand. As President, I was invited to participate in a Media Roundtable in Melbourne on the NMC Technology Outlook (Australian Tertiary Education 2013 – 2018) just prior to its release, and to speak on a Panel on the topic of 'Technology as a catalyst for change in tertiary education' at the EduTech Conference on 3 June in Brisbane. I also had a very productive visit with our sister organization ALT (Association of Learning Technologies) in the UK and have been working with Liz Greener on a Special Interest Group Initiative for ascilite which you will hear more about shortly. Further ascilite Community & Practice activities are detailed in the report.

Research

In the research space, our efforts continue to be focused on the implementation of the AJET Review. Our three Lead Editors, Sue Bennett, Barney Dalgarno and Gregor Kennedy were appointed in December 2012 after seeing AJET through a caretaker period. They established a highly talented team of six Associate Editors which was further extended with an additional three Associate Editors in the latter half of 2013. The AJET Management Team was also established which comprises the three lead Editors, and myself and Mark Brown representing the ascilite Executive. Over the course of the year we have worked productively on the implementation of the review recommendations including a renewal of the AJET Editorial Board, a re-focusing of the journal on tertiary education, refreshing the reviewer database and reviewing the guidelines and procedures for the journal. We are also working on implementing a Digital Object Identifier (DOIs) for all AJET articles and importing archived AJET articles into the AJET Open Journal System (OJS). There have been some technical issues related to the hosting of OJS that will need to be resolved in 2014 alongside a review of all our ascilite hosting arrangements and back-end IT infrastructure. As the AJET report shows, our bibliometrics are maintaining a strong position throughout these changes.

Sustainability

On the sustainability front, ascilite continues to maintain a strong financial position however we now have significantly higher reoccurring costs to support AJET and we are operating in a tight fiscal environment externally that sees many universities in modes of great economic restraint. The Executive spent a considerable amount of time thinking about ways to add to the value-proposition of ascilite membership at our face-to-face meeting in May this year. Our ICT renewal project, institutional membership and the benefits associated with a high profile CMALT Australasia scheme were central to that discussion. During my visit to ALT in the UK in July and we realised that we shared a number of operational challenges and that we could benefit from sharing our approaches and touching base more regularly on these. We also identified a number of ways our members could benefit from complementary and joint activities in the near future – more on that soon.

We have had a great sustainability team this year. Mark Brown has been an excellent Treasurer and has worked closely with Dominique Parrish as Vice-President, and Allan Christie who brings an outside business perspective to our budget monitoring and development going forward. Essentially, whilst we maintain a strong financial position and outlook, we are exploring opportunities to fund high-impact activities that are of significant value to members and the sector more broadly. We proceed cautiously and thoughtfully with the future and current trends firmly in mind. Our membership fees and conference profits are the mainstays of our income that enable us to remain sustainable and continue to support the kind of work detailed in this report. We hope that you find these activities of value and we look forward to your feedback in our biannual member survey which we will conduct again in early 2014. Please also feel free to contact us at anytime with feedback, concerns or ideas.

Finally, I am also deeply grateful for the enormous ongoing contribution of our two retiring ascilite Executive members – Philip Uys and Oriel Kelly. I wish them the best with their futures and thank them for their dedication to making ascilite what it is today. I would also like to acknowledge the ascilite Constitutional work of Philippa Gerbic as an Executive member and contribution to our field. Many of you will remember her fondly for her many endearing qualities and contribution to our field.



Dr Caroline Steel, Ascilite President

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Community & Practice

STRATEGIC GOALS

- Create community-building opportunities that enable ascilite members to lead, connect, and collaborate across a productive professional network.
- Encourage and promote the sharing of future-focused, evidence-based practices in the use of educational technologies.

STRATEGIC OBJECTIVES

1. Invite ascilite members to suggest, lead, contribute to, and participate in ascilite initiatives.
2. Create opportunities for members to connect and share professional knowledge, expertise and practice and network in relevant communities of practice.
3. Develop strong mechanisms for communication across the community.
4. Promote professional recognition of members working in the field of educational technologies across Australasia and internationally.
5. Invite highly esteemed practitioners to stimulate ideas, discussion and community knowledge with regards to trends and uses of educational technologies in tertiary education.

MEMBERSHIP TRENDS

This year we continue to see steady growth in overall membership numbers across all categories with an increasing shift toward institutional membership (see Table 1). Despite a small increase in student numbers, the student category is still not well represented and we need to encourage growth in this area.

MEMBERS BY CATEGORY	2009	2010	2011	2012	2013
Total Members	467	470	484	518	545
Individuals	379	386	383	397	335

MEMBERS BY CATEGORY	2009	2010	2011	2012	2013
Students	13	13	11	17	25
Institutional Memberships	50	50	68	90	169
Life Members (prior to 2009)	5	8	9	9	9
Fellows (as of 2009)	3	0	1	2	3
Affiliates	20	13	3	3	4

Table 1: members by category

In addition to an increase in the number of individuals joining or renewing their membership through our institutional program, 2013 also saw the welcome inclusion of our first institution beyond the borders of Australia and New Zealand - Universiti Sains Malaysia. We now have 10 institutional members with ANU is our largest institutional member with 52 individuals (see Table 2).

INSTITUTIONAL MEMBERSHIP	2012	2013
University of Southern Queensland	11	11
Charles Darwin University	10	10
Macquarie University	19	19
Manukau Institute of Technology	18	0
Massey University	21	21
Queensland University of Technology	10	10
Open Universities Australia	10	10
Australian National University		52
University of Wollongong		20
Universiti Sains Malaysia		10
Deakin University		10

Table 2: Institutional members

In the Members by country table (Table 3), the numbers in most regions remain much the same or similar to 2012 with the exception of Australia where numbers have once again risen.

MEMBERS BY COUNTRY	2009	2010	2011	2012	2013
Australia	325	317	375	383	418
New Zealand	101	106	84	97	96
Asia	14	20	18	19	18
USA & Canada	7	7	5	2	5
Africa	2	2	2	3	0
Europe & UK	14	17	6	11	7
Middle East	2	2	1	2	1
South America				1	0

Table 3: Members by country

ASCILITE WEBSITE RENEWAL

The ascilite Executive Committee with the support of an ICT Sub-committee headed by ascilite Executives Shirley Reushle and Liz Greener, commenced work on the redevelopment of the ascilite website. Proposals were received from four web developers across Australia and in late August the ICT Sub-committee, with the approval of the Executive, selected a Brisbane-based web development company, Excite Media, to undertake the work of building the site. Excite Media's first tasks was to develop a wireframe and a new ascilite logo and these task were completed in mid October.

The new website is developed with open source software (Word Press) and compatible with Web 2.0 technologies that will allow ascilite to add a wide range of capabilities as the need arises including a range of social networking components for members. The development will be done in two stages; Stage One incorporating the ascilite profile, news and information on member services while Stage Two will see the transfer and upgrading of the membership database and profiles along with the introduction of new social media and networking tools. It is hoped that Stage One will be complete by the time of the annual conference.

NATA PROJECT

A key goal in the ascilite Strategic Plan (2012-2015) is to create community-building opportunities that enable ascilite members to lead, connect and collaborate with others in order to encourage and promote the sharing of future focused, evidence-based practices in the use of educational technologies. ascilite currently addresses this goal largely through the annual conference; however, the affordances of a dynamic and forward-facing web presence, including the use of Web 2.0 technologies and social networking are critical to achieving this goal. The ascilite NATA project provides an opportunity to value-add to this ascilite strategic goal, through research that will inform the production of guidelines that promote best practice in the engagement of members of professional associations and networks. The Guide will outline design principles and engagement strategies for the use of web based resources (including social media) to support and advance community engagement in professional associations and networks. As technologies evolve, the articulation of effective design principles and engagement strategies will be imperative to ensure the ongoing and sustained impact of the technologies.

Consultation with NATA members, regarding strategies to support and advance network engagement for members of professional associations and networks in the digital age, has been facilitated through 14 interviews that conducted with representatives from 5 of the NATA partner associations/organizations; namely, ascilite, HERDSA, ODLAA, CADAD and Netspot. The interviews were conducted online with key practitioners, identified by the respective NATA partners. The interviews were recorded, transcribed and analysed with preliminary findings being shared and discussed at the NATA Partner event held at the University of Queensland on 5-6th of November 2013. The Guide will be promoted via NATA and ascilite dissemination channels.

A further outcome of this NATA initiative, being conducted by ascilite, is that the findings will inform the revised ascilite communication plan and social media strategy and will provide examples of good practice we can implement, monitor and evaluate for their impact on network member engagement.

COMMUNICATIONS PLAN AND SOCIAL MEDIA STRATEGY

The ascilite Communications Plan and Social Media Strategy is an initiative that arose out of the 2012 member survey and was consequently embedded in our Strategic Plan 2012 – 2015. The working draft of the plan outlines the various strategies for communicating with

and engaging our members in ascilite activities, connecting them with one another and encouraging them to share resources, ideas and developments in our field.

In 2013, the main activity of the plan has been the renewal of the ascilite website in order to enable greater communication with members and encourage connections between members using a range of approaches and tools. (Refer to the Website Renewal section for further details). We have also been conducting research into best practice approaches for stimulating member engagement online as part of our NATA project. The guide we are producing will help us finalise our Communication plan and social media strategy and the enactment of this plan will be a priority in 2014.

For the time being, the ascilite bulletin remains a critical communications tool for the Society and in 2013 we continued the practise of sending fortnightly bulletins to members supplemented by special announcements when required. For the first time, in 2013, a new version of our newsletter software began reporting bulletin readership numbers. The reports indicate that an average of 150 members open and peruse the bulletin each fortnight. These numbers will now serve as a benchmark to improve the bulletin based on reader reports.

The advanced functionality of the new ascilite website in 2014 will also mean that bulletin news items can be easily featured on the website, thus making ascilite news more accessible but also attracting new visitors and providing for a more dynamic website presence.

An important part of the Communication Plan is ascilite's use of social media and in June of this year ascilite established a Facebook page to further expand communications with members and non-members alike. The Facebook page, which is maintained by an ascilite Executive (Sue Gregory) and the Secretariat, is used primarily to disseminate news about ascilite activities such as the conference and members can post items of interest related to developments in tertiary education or their own projects. Twitter is also used as part of our social media strategy. As of October 2013, our Facebook page had 70 likes while our Twitter feed had 61 followers.

Findings of the NATA project are expected to assist in further identifying appropriate social media strategies and a more systematic approach in the future.

CMALT AUSTRALASIA

CMALT Australasia was launched in December 2012 at the ascilite conference. CMALT Australasia is a professional accreditation scheme for staff working with learning technologies offered through ascilite in partnership with the Association for Learning Technology (ALT) of the United Kingdom. This scheme provides internationally recognised

professional accreditation based on a peer-reviewed portfolio to academics as well as learning and teaching support staff. It requires participants to develop an evidence-based portfolio in response to a number of key criteria that demonstrate the currency of their knowledge, achievements and expertise and their on-going commitment to professional learning. It also offers a global networked community that can support participants through the accreditation process and beyond.

Prospective participants need to be ascilite members to register for CMALT Australasia and they will need to maintain their ascilite membership for the duration of their involvement in the program. For group participation in the program, ascilite offers institutional membership that helps to offset the CMALT fee by providing discounted membership in ascilite for individuals in the group.

In 2012, eight ascilite members participated in CMALT and in 2013 just over 10 ascilite members commenced working on their CMALT Australasia portfolios. During 2013, the information on the websites of ascilite and ALT were synchronised and CMALT Australasia was promoted to ascilite members through the bulletin, a special flyer and targeted email, including a personalised email to DVCs in Australia and New Zealand. The next stage of the promotion will be to disseminate information through specific organisations and their members such as ACODE, HERDSA, ODLAA and DEANZ.

WEBINARS

This year ascilite continued with its webinar series – *ascilite Live!* Eight webinars were presented, featuring research, blended learning and the flipped classroom as well as our usual items - preparing a conference paper and making a presentation. Attendance this year varied somewhat (see Table 4) and was a little down on last year's numbers although further webinars are still scheduled *.

Webinar Topic	Presenter(s)	Attendees
Good Practice in Technology-enhanced Learning and Teaching	Mike Keppell, NATA, Co-leader Gordon Suddaby, NATA Co-leader Natasha Hard, NATA Project Manager and Research Assistant	14
Engaging blended learners	Lynn Jeffrey Massey University	16

Webinar Topic	Presenter(s)	Attendees
How to prepare a submission for the ascilite 2013 conference	Helen Carter and Matt Bower Macquarie University	16
Digital resilience in higher education	Martin Wheller Open University , UK	22
Quantitative design and analysis for technology enhanced learning	Jason Lodge Griffith University	21
Using technology to support the flipped classroom	Abelardo Pardo University of Sydney	25
Total participants as of October 2013*		114

Table 4: 2013 webinars for ascilite live

The use of a Blackboard Collaborate account (generously provided by Netspot and Blackboard), has enabled ascilite to provide interactive webinars which are recorded and later made available to members who are unable to attend.

* One additional webinar is scheduled for November and will be hosted by Helen Carter and a panel from Macquarie University on the subject of "How to give a good conference presentation".

COMMUNITY MENTORING PROGRAM

In 2013, the Community Mentoring Program again offered ascilite members two options – 1:1 mentoring and a 2 to many option. In 2013, there have been five mentoring partnerships involving 6 mentees and 6 mentors.

One online synchronous session was held in 2013 for the participants and a symposium will again be held at the 2013 ascilite conference. The symposium will allow mentees and mentors to discuss their projects as well as participate in a panel discussion with the audience. Again in 2013, the program owes its success to the outstanding and ongoing contributions of many ascilite members who voluntarily offer to mentor and support their peers. This year discounts for the annual conference registration have been offered to both mentors (25%) and mentees (50%).

Mentees	Mentors	Focus
Mark Bassett, New Zealand Tertiary College	Oriell Kelly, New Zealand Tertiary College	To explore the affordances of the iPad for postgraduate international student learning and its impact on digital literacy skills
Steven Kickbusch, QUT	Rob Phillips	Collaborate to write and publish an academic paper focusing on elearning and mobile technology
Therese Keane, Swinburne	A/P Boris Handal, Notre Dame	To convert a conference paper to a journal paper. Career mentoring to prepare for applying for a continuing position in the tertiary sector
Dr Carina Bossu, UTAS	Dr Trish Andrews, University of Queensland	Develop 2 journal articles from mentee's PhD (one on methodology, one on staff development issues related to learning technologies); Develop paper for ascilite conference
Christine Newman, QUT	Dr Helen Farley, USQ	Work collaboratively to write an academic paper for publication – topic – why the drop in interest in virtual worlds?
Rhian Salmon, VUW, NZ	Dr Jennie Swann, AUT University	Development of a learning design and analysis of data from a course: Contemporary Issues in Science & Society
Dr Angela Murphy, USQ	Prof Jan Herrington, Murdoch University	To mentor professional practice in the writing and development of journal articles in high quality refereed journals.
Associate Professor Michael Griffith, ACU	Dr Matt Bower, Macquarie University	To increase awareness of potential pedagogical and technological innovations.

Table 5: 2013 ascilite Mentees and Mentors

REGIONAL EVENTS

A new initiative to provide some level of sponsorship of regional events was launched in 2013 as part of ascilite's strategic objective to create opportunities for members to connect

and share professional knowledge, expertise and practice and to network in relevant communities of practice. As a result of this initiative, ascilite sponsored two events.

Singapore Technology-enhanced Learning 2013 Symposium

This event took place on 7 and 8 October 2013 in Singapore and was organized by the National University of Singapore (NUS). ascilite provided a budget of AUD\$2,000 toward travel expenses of a workshop facilitator. The workshop, titled 'Researching Educational Technology in Higher Education' was conducted by Associate Professor Sue Bennett (one of the lead editors of AJET) and attended by 46 participants. The organizer thanked ascilite for the sponsorship during the opening address of the symposium and at the start of the workshop conducted by Associate Professor Bennett. A total of 230 participants attended the symposium.

The 6th Annual NZ Shar-E-Fest

The 6th Annual New Zealand Shar-E-Fest was held on 10-11 October 2013 at Waikato Institute of Technology, Hamilton. ascilite was a Gold Sponsor as it contributed AUD\$1,000. The event was well attended by 80 delegates from around the country and ascilite was acknowledged at each session. Two flyers – one about joining ascilite and another about the 2013 ascilite conference were distributed to delegates. Feedback from delegates was excellent and the Keynote, Professor Grainne Conole (ascilite Fellow) was very well received. In conjunction with the main event, symposia were held in several other centres around New Zealand at which ascilite was again acknowledged as a sponsor. The total number of attendees for all centres was 491.

CHAMPIONS (CAMPUS REPS)

As ascilite develops a new digital approach to engaging with its members it is planned that all our enthusiastic and helpful members who have nominated to be campus reps in the past will be invited to be active participants in our revamped online community. To begin with we encourage you to 'like' the ascilite Facebook page and in the near future we will encourage you to contribute to our social media presence.

We know it is still important to have individuals working for ascilite at an institutional level so we plan to replace the reps with "ascilite contacts" with a person or group of ascilite members at each institution nominated. Existing reps may simply renominate. These members will become the ascilite 'champion' or contact as the point of local connection for anything pertaining to ascilite. We will be sending all ascilite contacts relevant information,

including conference material. We will also propose and support some "on the ground" activities that members may want to lead; including local events, supporting early career researchers, or activities that promote ascilite membership.

In 2014 we will be systematically contacting our existing Champions and identifying where we don't have one, and we will then create a new updated list of ascilite Champions. Once that is done, we will begin using our new communication tools available through our website to invite you to connect and contribute to the ongoing vibrancy of ascilite.

ASCILITE AWARDS

The ascilite awards continue to grow in prestige and the 2012 recipients reflect positively on the quality of teaching and research within our community. We wish to congratulate the following awardees.

- ***ascilite Fellow Award***: Professor Gráinne Conole (Leicester University)

Awarded in recognition of Gráinne's outstanding contribution to the ascilite community for her professional leadership and quality research.

- ***ascilite Innovation and Excellence Awards***: Professor Mile Keppell, Associate Professor Marilyn Childs & Carol Hunter (Flexible Learning Institute, Charles Sturt University) & Dr Sandi Shillington, Andrea Mackay, Dr Shelley Paewai & Professor Mark Brown (Distance Education and Learning Futures Alliance, Massey University)

The title of the CSU project was '**The Flexible Learning Institute Teaching Fellowship Scheme**' and for the Massey project '**A Student Success Framework: Tools for Distance Learners Over Initial Stages of the Study Lifecycle**'. These two teams were joint recipients of the 2012 Innovation and Excellence Award which recognises outstanding innovation and excellence in promoting the exemplary and research informed use of technologies for teaching and learning in tertiary education.

SPECIAL INTEREST GROUPS

As part of our new community-building approach and focus on member engagement, Caroline Steel and Liz Greener have been considering ways to connect members meaningfully, purposefully and productively throughout the year, not just during the conference. We know that there are a lot of ascilite members with similar research and practice interests who might benefit from forming Special Interest Groups (SIGS) supported

by ascilite. After investigating approaches in similar organisations, in particular those of ALT in the UK, we are proud to announce a SIG (Special Interest Group) initiative for the ascilite community. From the beginning of 2014, ascilite will provide some financial support to an initial number of SIGS and will also facilitate members who wish to join existing ALT SIGS <http://www.alt.ac.uk/get-involved/special-interest-groups>.

The ascilite SIG will be proposed and led by ascilite members but can involve non-members in their SIG activities – who will be encouraged to join. ascilite will provide access to networking technologies and ascilite web space and social media, publicity and some financial support for SIG activities. SIGS will need to have a clear need and purpose that is broadly aligned with the ascilite Strategic Plan as well as clearly defined annual activities and outcomes. SIGS will be encouraged to generate interest and activity and report on activities using ascilite social media, webinars, conference sessions and web tools. A more formal annual report will also be submitted to the Executive. An ascilite SIG policy is under development that will clearly outline the requirements, processes and entitlements of ascilite SIGs. Stay tuned for more information about this timely and exciting initiative.

STRATEGIC ALLIANCES

In July 2013, Caroline Steel visited with ALT (Association of Learning Technologies) in the UK and met with Martin Oliver (ALT President) and Lesley Gourlay (Editor for Research in Learning Technologies – ALT journal) as well as the team out at Oxford Brookes – Maren Deepwell (ALT Chief Executive) and John Slater (Director of Development). Ascilite signed an MOU with ALT back in 2008 and will be updating this in 2014. In July we identified a number of activities where we could collaborate, and share resources and practices. For example, we agreed to another joint Special Issue between AJET and Research in Learning Technologies (Editors are taking this forward). This provides a wonderful opportunity for our researchers to gain wider dissemination and impact. We also spoke about the ALT MOOC experience and lessons learned from this experience. We discussed the possibility of some future collaboration in the MOOC space, especially around developing more capacity across our sector for peer review (of conference and journal articles). We also discussed the operational aspects of ALT SIGs with a view to both starting our own ascilite SIGs as well as connecting our members to some of the existing ALT SIGs.

Ascilite also has an MOU with ACODE and has continued to work closely with them this year through the NATA project (Network of Australasian Tertiary Associations). NATA has also provided the opportunity for stronger relations with other Associations such as HERDSA, ODIAA, CADAD and also AARNET and Netspot. Whilst ascilite has been working toward its

own NATA project it has also contributed to the broader NATA project on Network leadership and to the HERDSA guide on leading academic networks.

Ascilite endorsed the EduTECH conference this year and has been invited to partner with them again in 2014. Discussions are also underway with DEANZ with regard to a future MOU.

Research

STRATEGIC GOAL

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

STRATEGIC OBJECTIVES

1. Extend research capability across and beyond the ascilite research community.
2. Ensure a globally recognized journal of educational technology research in tertiary education.
3. Maintain an annual conference of high international standing.

AJET

Leadership

In December 2012 the appointment of a new leadership team for AJET was announced, following interim arrangements involving two different leadership structures in earlier 2012. The new team consists of: three Lead Editors, Associate Professor Sue Bennett of the University of Wollongong, Associate Professor Barney Dalgarno from Charles Sturt University and Associate Professor Gregor Kennedy of the University of Melbourne; together with six Associate Editors, Professor Lori Lockyer of Macquarie University, Dr Helen Farley of the University of Southern Queensland, Professor Robert Fitzgerald of the University of Canberra, Dr Michael Henderson of Monash University, Dr Lina Markauskaite of the University of Sydney, and Dr Terry Judd of the University of Melbourne. Following a call for expressions of interest, three additional Associate Editors joined the team in the second half of 2013, Dr Shirley Agostinho of the University of Wollongong, Associate Professor Timothy Teo of the University of Auckland and Associate Professor Eva Heinrich of Massey University.

Consistent with the recommendations of the review of the journal conducted by Professor Paul Bacsich in 2012, a new management committee was established in early 2012 consisting of ascilite president Caroline Steel, ascilite treasurer Mark Brown, and the three lead editors. Associate Professor Sue Bennett also took on a role representing the journal management committee on ascilite executive. Finally, a process was put in place to renew

the membership of the AJET Editorial Board leading to a call for existing members to indicate their preference for remaining on the board and a call for expressions of interest from prospective Editorial Board members. The makeup of the new Editorial Board will be announced before the end of this year.

Other changes following the review

From the beginning of 2013 the focus and scope of the journal were updated to reflect the recommendation from the review that the journal re-focus on post school settings and no longer publish articles focussed solely on school settings. Articles already accepted for publication or already under review at this point will still be processed, but new submissions not meeting the new focus and scope definition are being declined during editorial screening.

Consistent with recommendations emerging from the review, a process has been established by the lead editors to refresh the reviewer database. Firstly, an invitation was sent to 106 potential reviewers identified through their publication history and online profile, as well as through recommendations of a network assembled by the editors. Secondly, a reviewer rating process has been put in place to allow for further refinement of the reviewer database in the future based on the quality of reviews received. Lead and Associate Editors record the quality of each review received in the Open Journal System software and this information is used to determine which reviewers to assign to later submissions.

Also consistent with the AJET review, a new approach has been adopted by the editorial team to the use of editorials for each issue of the journal. Editorials from the beginning of 2013 consist of a summary of the key contributions made by the articles along with perspectives from the Lead Editors on educational technology research and publishing issues.

Other changes put in place

During the interim period following transition from the previous editorial team at the beginning of 2012, the submission and publication process for AJET was moved from the use of email and a manually edited website to the use of a publishing system (Open Journal Systems). From the beginning of 2012 all submissions and all aspects of the review process have been managed through this system and from the beginning of 2013 all issues of the journal have been published through this system. The editorial team have embarked on a process to bring all articles published prior to 2013 into the OJS system and it is expected that the archived issues will be accessible from early 2014. A process has also been put in

place to add Digital Object Identifiers (DOIs) to all AJET articles, which will ensure that any future changes in the hosting arrangements of publishing system used will be seamlessly handled (that is, because all articles will be accessible through the DOI URL). AJET bibliometrics for 2012 are summarised in Table 6.

2012 AJET Bibliometrics		
Total submissions	380	
Declined at editorial screening	162	43%
Peer reviewed	218	57%
Declined at peer review (as percentage of peer reviewed)	143	66%
Accepted (as percentage of peer reviewed)	75	34%
Declined*	305	80%
Accepted (as percentage of total submissions)	75	20%
2012 JCR 3 year Impact Factor		1.363
2012 JCR journal ranking in Education category		33/216

Table 6: AJET Bibliometrics

*includes at editorial screening and peer review as % of total submissions.

ASCILITE CONFERENCES

Ascilite 2012

The 2012 conference in Wellington attracted 400 delegates. Although the venue at Te Papa was stretched to capacity, the conference was highly successful. It provided a stimulating event to maintain the vibrancy of our community and returned a healthy profit of NZ \$59 259.05 which equated to AUD \$50,208.

The conference began with a challenging keynote presentation from Professor Neil Selwyn, entitled 'The Future is New? The Future is Now!', in which he reflected on the elephant in the room and the cycle of hype and hope associated with previous claims about educational technology. On day two the keynote by Dale Stephens, entitled 'The End of the University',

generated an interesting response with considerable follow up discussion as delegates challenged some of his fairly radical deschooling views about the future of universities. The final keynote at the end of the conference by Professor Beverley Oliver, entitled 'An Unexpected Journey: Changing Hearts and Minds in the Cloud', achieved the objective of pulling together many of the conference themes as it explored how to build the university (or institution) of the future. Professor Oliver did a great job of reflecting—in the language of optimism and opportunity—on a number of serious challenges facing institutions, teachers and learners as we look to the future. The keynotes were supported by three excellent invited speaker presentations from Professor Gráinne Conole, Professor Norm Vaughan and Simon McIntyre and Karin Watson. A real highlight of the 2012 conference was the visual depiction of the main presentations by the artist in residence.

Another highlight was 'The Great Debate' on the value of MOOCs. The 'local' New Zealand team (Bill Anderson, Maggie Hartnett and Mark Nichols) defeated the 'internationals' by successfully arguing the negative position in response to the moot that MOOCs are a real game changer which seriously challenges traditional models of tertiary education.

The following awards were also presented for outstanding papers and posters:

- *Best Full Paper Award*: Gregor Kennedy, Ioanna Ioannou, Yun Zhou, James Bailey & Stephen O'Leary (University of Melbourne). Title - Data mining interactions in a 3D immersive environment for real-time feedback during simulated surgery
- *Best Concise Paper Award*: Jason Lodge (Griffith University) and Melinda Lewis (University of Sydney). Title - Pigeon pecks and mouse clicks: Putting the learning back into learning
- *Best Poster Award*: Daniel Wagner (UNITEC). Title - Mobile In Global Out – International Collaboration in Wireless Moviemaking
- *Most Innovative Poster Award*: Ina Te Wiata & Feona Sayles (Massey University). Title - An exploration in the inclusive teaching practices within a New Zealand university – Part One: Inclusive Assessments
- *Best Pecha Kucha Presentation*: Nigel Parsons and Scott Symonds (Massey University). Title - From shed to head: A conceptual toolkit for social sciences

Over the duration of the conference, there was an active back channel discussion with approximately 3000 tweets. Finally, we would like to acknowledge the work of our exceptionally talented Convenor, Professor Mark Brown, the Conference Committee, Sarah Siebert and her Conference Services team at Massey University and our family of sponsors for helping to ensure this year's conference was such a great success.

Ascilite 2013

The 30th ascilite conference – Electric Dreams, will soon be upon us, and we have an exciting range of presenters lined up. The calibre of papers this year is very high, bolstered by stringent acceptance criteria, and we are looking forward to a high-quality program.

The **Conference Organising Committee members** are as follows: Helen Carter, Conference Co - Convener; John Hedberg, Conference Co - Convener; Dominique Parrish; ascilite Executive liaison, Elaine Huber, Workshops Coordinator; Andrew Burrell, Symposia Coordinator; Darren Johnson, Technical Coordinator; Maree Gosper, Paper Coordinator; Natalie Spence, Digital Posters Coordinator; Deborah Richards, Committee Member; Matt Bower, Social Organiser; Philip Betts, Conference Administrator.

Paper Submissions

A summary of paper submissions and acceptances can be found in Table 7. Consistent with sector-wide trends, the number of full papers submitted this year has declined (2012: 70). This decline however has been offset by an increase in the number of concise papers (2012: 70). More papers have been rejected this year than in previous years, with up to 1 in 5 papers falling short of the ascilite standard. Nonetheless, the total paper count is actually higher than the 2012 count (160). Fewer full papers and some rescheduling, e.g. hosting the posters out of session, have enabled us to reduce the program down to six parallel streams over three days (2012 & 2011: seven streams.) This should be advantageous for both delegates and presenters.

Type	Slots	Submit	Accept	Reject	Notes
Full	45	62	45	17	1 changed to invited concise, 10 to concise, 1 to poster (withdrawn)
Concise	94	123	94	29	2 to poster (withdrawn)
Poster	27	28	26	2	
Symposium	8	12	8	4	2 accepted as 45mins instead of 1 hour
Workshops	9	15	9	6	Plus 2x 90min (keynote, OLT) and 2x 45min (sponsor)
TOTALS	177	225	173	51	

Table 7: summary of paper submissions and acceptances

We are pleased with the diversity of papers received and accepted into the conference, and feel the program should be of great interest to the ascilite's membership. Table 8 summaries the paper themes and Table 9 shows the poster themes.

Theme	Concise Papers	Full Papers	Total
Assessment	8	6	14
e-Learning	31	15	46
Learning Analytics	2	-	2
Learning Design	21	7	27
Literacies (TPACK)	7 (1)	4 (1)	9
Mobile Learning	5	3	9
MOOCs/Open Education	6	1	7
Professional Learning	7	5	12
Virtual Worlds	7	4	11
TOTALS	94	45	135

Table 8: summary of paper themes

Theme	Digital Posters
Spaces, policies and planning for the future	9
Professional Development and Community	8
Student learning, experiences and expectations	9
TOTAL	26

Table 9: summary of poster themes

Sponsors

Sponsorship has been largely organised by conference managers Leishman & Associates, in collaboration with the ascilite executive and the 2013 conference organising committee. Over 50 relevant education and technology organisations have been approached for sponsorship, though the bulk of funding has come from continuing ascilite sponsors returning for 2013. Several companies have opted for non-traditional sponsorship forms, including running workshops, the design and provision of a conference app, and the addition of a fourth keynote speaker through the sponsorship of flights and accommodation.

In addition, we are pleased to be engaged in a partnership with the SoLAR, and look forward to hosting their inaugural A-LASI (Australian Learning Analytics Summer Institute) at our conference.

Sponsorship & Advertising Secured	\$36,300
Exhibition Confirmed	\$7,000
Total Secured	\$43,300

Confirmed Sponsors & Exhibitors

LAMS International	Platinum Sponsor
Echo 360	Barista Cart Sponsor
Desire2Learn	Workshop Sponsor
Epigeum	Workshop Sponsor
Office of Learning & Teaching	Concurrent Session Sponsor (Agreed in Principal)
Pearson (Equella)	Trade Exhibitor
NetSpot / Blackboard	Trade Exhibitor
PebblePad	Trade Exhibitor
Apple	Keynote Speaker Sponsor (In Kind)
Blackboard	App Sponsor (In kind)

Registration

Registration has been slow this year, with just under 200 registrations received as at October 15. It is expected registrations will pick up from next week when the full program is announced, following a strong marketing push.

Budget

The budget is currently on schedule, other than the slow start to registrations. A major concern is the late imposition of room hire and audiovisual charges, which will substantially impact on the overall profitability of the conference.

ASCILITE 2014

Preparations for the 31st ascilite conference in Dunedin, NZ are well underway. Jointly hosted by the University of Otago and Otago Polytechnic, the event will take place from 23 – 26 November 2014. Planning is well advanced, in brief:

- The confirmed theme is, 'Rhetoric and reality' and the visual theme has been created
- A conference manager has been appointed (Sally Boulton, Events 4 You)
- Venue booked, University of Otago, St David Theatre complex including 550 seat theatre and 6 seminar rooms
- Conference dinner venue booked (Dunedin Town Hall)
- Budget drafted
- 2 keynote speakers confirmed

Decades of research and development work in educational technology has revealed gaps between the promises of digital technologies and the concrete impact on teaching and learning practices. Our conference theme, 'Rhetoric and Reality: critical perspectives on educational technology use', offers a timely forum for leaders, practitioners, and researchers to reflect on and discuss the state-of-the-art and the state-of-the-actual, exploring the visionary rhetoric on educational technology and debating the imperfect reality of current educational practices.

The St David Theatre complex venue offers full AV and projection facilities, including the option for live streaming. The University of Otago is now a participant in Eduroam making access to our wireless network straightforward. The conference dinner will be held at the Dunedin Town Hall, perhaps the only substantial Victorian municipal building in NZ which is

still used for its original purpose. It has recently been extensively modernised inside and is a superb venue. The Town Hall is just a few minutes walk from the University and Polytechnic. A range of accommodation options will be offered from lower cost halls of residence through local motels and a 4 star hotel. Block place-holdings have been made with several residential halls.

Sustainability

STRATEGIC GOAL

- Ensure ascilite's future sustainability.

STRATEGIC OBJECTIVES

1. Maintain best practices and procedures in the area of financial and administrative management of the Society.
2. Maintain a strong financial position and outlook for the Society.
3. Maintain transparent financial records.
4. Conduct the business of the Society in accordance with the ascilite Constitution.

FINANCIAL POSITION

In the financial year 1 July 2012 to 30 June 2013, ascilite operated with a loss of \$348 on an income of \$74,756. This is in comparison to the previous years result when ascilite had an operating profit of \$29,593 on income of \$128,118. This difference can be explained in part by the final payment for the profit from the 2012 conference (\$33,273) not being paid until after the end of financial year.

ascilite's total net assets (or accumulated funds) at 30 June 2013 was \$206,110, up from \$204,753 the previous year. The actual loss was less than that allowed for in the 2012-2013 budget forecast which projected an operating loss of -\$7,200. This difference can be partly explained by the expenses associated with Special Projects (ICT) carrying over into the 2013 - 2014 financial year.

The decrease of income in membership fees (currently \$51,561) is partly the result of a substantial increase in the number of institutional memberships the previous year. These are sometimes subscriptions which cover several years.

The net surplus of \$16,935 from the 2012 Annual Conference at Wellington, hosted by Massey University also contributed to ascilite's 2012-2013 income (with an additional \$33,273 carried over to the 2013/1014 financial year). The remainder of ascilite income was derived from interest earnings of \$5,817.

Major core expenditure items in the 2012-2013 financial year included the actual costs of running ascilite including the Secretariat (\$49,850), executive meeting expenses (\$8,851) and the costs of publishing AJET (\$6,580). The secretariat continues to provide financial efficiencies for the association, which is monitored by the monthly reports produced for the executive. The costs associated with AJET reflect the changes under the new editors and work associated with archiving old issues.

The accounts have been audited, and the audit documents are available for member viewing. A copy of the auditor's report is distributed to all members along with this report.

Mark Brown

Ascilite Treasurer 2013

REVIEW OF FINANCIAL PRACTICES & PROCEDURES

The Sustainability team (Dominique Parrish, Mark Brown and Allan Christie) together with the President (Caroline Steel) reviewed some of the financial practices and procedures associated with the management of ascilite in late 2013. The major income and expenditure items of the society including membership, conference, AJET and secretariat have been appraised to identify efficiencies that could be adopted or streamlined to enhance the financial status of the Society. The ongoing administrative requirements of the Society have been reviewed and new and emerging tasks and activities associated with social media have been identified.

The logistics and feasibility of moving the ascilite planning budget to a calendar year and keeping the financial reporting budget aligned to the fiscal year was explored and has been supported by the accountant and auditors. This proposal will be discussed with members at the 2013 AGM. A review of the current ascilite membership fees including benchmarking ascilite's membership fees against other Australian and international tertiary associations has been undertaken. In light of this review, an increase in ascilite membership fees of at least 10% is proposed. This proposal and a timeline for implementation will be discussed with members at the 2013 AGM.

A set of principles to guide and inform future membership fee increases and an associated review cycle to provide a framework for future fee setting has been developed. Additionally, a set of principles to guide the sponsorship and endorsement by ascilite of external events and initiatives has been developed. These sets of principles will undergo more extensive consultation before being ratified.

SECRETARIAT ACTIVITIES

The Executive Officer oversees the work of the ascilite Secretariat and the current Secretariat, Andre Colbert has worked with the Executive Officer, Dominique Parrish since she assumed the role of Executive Officer in December 2012. Dominique and Andre met in December 2012 to review the Secretariat's priorities and activities and to identify ways to streamline the role. The result was a progressive decrease in Secretariat hours throughout the later half of 2013 without compromising the effectiveness of the role.

In May 2013, the Executive made a decision to look closely at redefining the role of the Secretariat in order to achieve further improvements in 2014 and to align aspects of the role with our current directions, particularly around communication and member activities.

Throughout 2013, Andre undertook the following activities which continue to form the Secretariat's core priorities:

- Implemented a no cost cloud based data storage system
- Improved the administrative systems used to manage ascilite webinars
- 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 accordingly.
- Managed and reconciled the ascilite accounts in MYOB and produced BAS statements and financial reports
- Managed ascilite budget related reporting through monthly updates of ascilite's Profit & Loss statements.
- Supported the ascilite Executive Committee by administering and coordinating online executive and senior executive meetings
- Organized documentation and distributed executive and senior executive meeting agendas and pre-meeting documentation.
- Produced reports and minutes for the Executive and supported the various executive portfolios and introduced an improved action list system.
- Produced and disseminated ascilite fortnightly bulletins and special announcements.
- Worked collaboratively with the Executive to implement strategic and operational plans.

- 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 in responding to author and reviewer enquiries and to resolve technical issues.

KEY PRIORITIES 2014

As we continue to work toward our objectives as outlined in our strategic plan (see Appendix 1), some of our key priorities for 2014 are as follows:

- Finalise and enact our Communication and Social Media strategies and monitor and evaluate these with a view to further refinement
- Review the back-end infrastructure (hosting, databases etc.) of all ascilite websites including the hosting of AJET
- Conduct, analyse and report on our biannual membership survey
- Promote, monitor and evaluate our CMALT Australasia Accreditation Scheme
- Invite the formation of several ascilite SIGs and the participation of ascilite members in existing ALT SIGs
- Continue to implement the recommendations of the AJET review
- Align aspects of the Secretariat role with our current directions, particularly around communication and member activities
- Continue development of the ascilite website
- Work with the ascilite 2014 and 2015 conference teams toward high quality and financially viable ascilite conferences
- Continue to consider and review the methods by which ascilite can remain as a sustainable Society

Appendix 1: ascilite strategic plan 2012-2015

VISION STATEMENT

ascilite's vision is to be a globally recognised, professionally connected and vibrant community enhancing learning and teaching through the educational use of technologies in the tertiary sector.

MISSION

ascilite's mission is 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.

STRATEGIC GOALS

Community & Practice

- Create community-building opportunities that enable ascilite members to lead, connect, and collaborate across a productive professional network.
- 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 the future sustainability of ascilite.

COMMUNITY & PRACTICE

Strategic Goals

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

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

Strategic Objectives

1. Invite ascilite members to suggest, lead, contribute to, and participate in ascilite initiatives.
2. Create opportunities for members to connect and share professional knowledge, expertise and practice and network in relevant communities of practice.
3. Develop strong mechanisms for communication across the community.
4. Promote professional recognition of members working in the field of educational technologies across Australasia and internationally.
5. Invite highly esteemed practitioners to stimulate ideas, discussion and community knowledge with regards to trends and uses of educational technologies in tertiary education.

RESEARCH

Strategic Goal

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

Strategic Objectives

1. Extend research capability across and beyond the ascilite research community.
2. Ensure a globally recognized journal of educational technology research in tertiary education.
3. Maintain an annual conference of high international standing.

4. Determine and articulate an ascilite research impact position statement.

SUSTAINABILITY

Strategic Goal

Ensure the future sustainability of ascilite.

Strategic Objectives

1. Maintain best practices and procedures in the area of financial and administrative management of the Society.
2. Maintain a strong financial position and outlook for the Society.
3. Maintain transparent financial records.
4. Conduct the business of the Society in accordance with the ascilite Constitution.