



## **ANNUAL GENERAL MEETING**

**16th April 2019**

**Exeter University**

### **Report of the Communications and Membership Working Group**

#### **1. Summary**

This year the working group adopted the co-chair model, and so we welcomed Jacqui Bartram of the University of Hull as co-chair joining Tim Hinchcliffe of Advance HE. We also welcomed Ella Turner of the University of Chester to the group. We also thank Katharine Stapleford for her work with the group now that she is stepping down to concentrate on her role as Secretary.

This year we absorbed the Learning Development in Higher Education Network (LDHEN) into our work. The group has focused its energies into three platforms; the newly re-designed website, Twitter, and LDHEN. The website now presents a professional face for the Association, our presence on Twitter continues to grow at a pleasing rate, and LDHEN is thriving.

The year has been a successful one and the coming year looks exciting too. We will be migrating, adapting and creating content on the new website, continuing to enhance the voice of our community in the sector, and launching an award scheme to recognise the great work that LDers such as yourselves do.

#### **2. Group Membership**

<b>Name (position)</b>	<b>Institution</b>
Tim Hinchcliffe (Working Group Co-Chair)	AdvanceHE

Jacqui Bartram (Working Group Co-Chair)	University of Hull
Heather Barker	University of Surrey
Carina Buckley (Association Co-Chair)	Southampton Solent University
Sonia Hood	University of Reading
Katharine Stapleford (Association Secretary) Stepping down for the coming year.	Leeds University
Zey Suka-Bill	University of the Arts London
Ella Turner	University of Chester

### 3. Key points from past year

- **Learning Development in Higher Education Network (LDHEN)** – This year we agreed to absorb LDHEN directly into the work of ALDinHE. Many members may not have drawn a distinction between the two organisations and we have no immediate plans to change what is a vibrant, member-driven forum for practice-based dialogue. The Network currently numbers 1374 individual subscribers (as of 20/3/19), a modest rise in the past 6 months. We would like to thank John Hilsdon (Plymouth University) and Sandra Sinfield (London Metropolitan University) amongst others for their custodianship of the Network for 15 years.
- **Social Media** – Our Twitter following continues to go from strength to strength. Our followers are up 40% over the 18 months since we have revived the account. Our impressions regularly top 20,000 a month, up 130%. We aspire to reach four-figure followers soon and conference is the busiest time for new followers, so if you don't already follow us then please do so @aldinhe\_LD.
- **Website** – We launched 'phase one' of the redesigned the Association website ([www.aldinhe.ac.uk](http://www.aldinhe.ac.uk)). The aim is to make our offer of services to the membership clearer, bring our image in line with modern aesthetics, and to promote a professional outlook for the Association. We recognise that some features from the previous website (such as conference papers from previous years) are not currently present on the new website but there is a plan to re-introduce these very soon. In the meantime, all past features can be accessed using the Wayback Machine (<http://web.archive.org/>).

- **Engaging our community** – Keep an eye out for the key notes, which will be live-streamed via *Periscope*, and recorded in higher-quality for viewing post-conference. We will be running a workshop on the Monday of conference around ‘raising your profile in the LD community’. Throughout the conference we will be asking you for feedback on our ideas for an annual awards ceremony to recognise learning developers. We will ensure that there are opportunities for those not at conference to be involved as well. We are also investigating the idea of adding a blog space to our website, and intend to pick up on some of the issues raised on the LDHEN email that have engaged the community.

#### **4. Priorities for the coming year**

1. Build a strong communications presence by focusing on our three main platforms: Twitter, LDHEN, and the website.
2. Launch an annual awards ceremony to recognise learning developers, pending feedback from the membership.
3. Increase the number of institutional members of ALDinHE by re-engaging with lapsed members and approaching institutions that have not yet taken up membership.

#### **5. Other Business**

Other matters concerning membership are included in the Association Secretary’s report and as such are not reproduced here.

Finally, please follow us @aldinhe\_LD .

**Tim Hinchcliffe, Co-Chair**  
**29th March 2019**