

## **BOURNEMOUTH UNIVERSITY**

### **THE CENTRE FOR EXCELLENCE IN MEDIA PRACTICE (CEMP), THE MEDIA SCHOOL**

#### **NOTES OF A MEETING OF THE CEMP STEERING GROUP COMMITTEE HELD ON TUESDAY 10 OCTOBER 2006, 1.00 PM, SOAS, LONDON**

Present: Stephen Jukes (chair), Chris Wensley, Rosemary Pope, Kate O'Connor, Murray Weston.

In attendance: Jonathan Wardle, Laura Hampshaw (minutes), Jonathan Drori (External Evaluator)

Apologies: David Clews, Nigel Paine, Prof Stephen Heppell, student representative, John Adams, Janet Hanson

## **1 WELCOME AND INTRODUCTIONS**

The Chair welcomed colleagues to the meeting and gave an overview of the meeting agenda. Attendees introduced themselves.

Stephen Jukes (chair) – Head of The Media School

Chris Wensley – Director, CEMP

Rosemary Pope - Pro-Vice Chancellor (Education), Bournemouth University

Kate O'Connor – Deputy CEO, Skillset

Murray Weston – Director, British Universities Film and Video Council (BUFVC)

Jonathan Drori – Director, Changing Media Ltd

Jon Wardle – Deputy Director, CEMP

Laura Hampshaw – Administrator, CEMP

## **2 YEAR IN REVIEW AND PLANS FOR 2006/07**

C Wensley and J Wardle presented a summary of activities of CEMP over the past year, focusing on the three CEMP themes of flexible, experiential and Professional; issues identified – particularly by the external evaluators; and CEMP plans for the forthcoming year.

### **YEAR IN REVIEW**

#### **Flexible**

- Programme portfolio review;
- MA Creative Media Practice (MACMP) – delivered mainly online with telephone tutorials, has recruited 12 industry professionals from a mixture of backgrounds;
- BoB – an online recording system, piloted within The Media School and to be rolled out across the School and hopefully the University, and perhaps to other HEIs though there are copyright / licensing issues;
- Web Portals such as 'The Resource' enabling cross discipline and degree communication.

#### **Experiential**

- Learning With – a learning resource in which final year students deconstruct and reflect upon their degree projects;

- Lego Serious Play;
- Interactive Electronic Handsets – 220 handsets enabling interaction in lectures, seminars etc;
- The Wire – CEMP provided the funds and technical skills to develop an online version of the Student Press with support from the CEMP funded Online Journalist in Residence, part of the Practitioners in Residence;
- Workshops and publications by Dr Jenny Moon in areas such as reflective writing, and critical thinking.

## **Professional**

- Apple accreditation – will enable our students to validate their skills in the areas of post production sound and editing. We will also be able to offer reduced rate training for our graduates over the summer;
- Review of Skillset Accreditation Schemes in HE;
- Good practice guidelines with the National Council for Work Experience;
- Creative Archive Licence Group (CALG) – our students and CALG working together on exemplars of what can be done with the archive.

## **Issues**

- Lack of research leadership – a new reader will be appointed in the new year;
- Staff perceptions – since CEMP was appointed as a catalyst for change, this can create anxieties for some staff. However, this attitude has shifted and changes are now being adopted;
- Number of constituencies – CEMP is a relatively small team of people dealing with a large number of constituencies including other HEIs and members of the media industry;
- The evaluation of projects undertaken, such as Peer Assisted Learning (PAL);
- Capital expenditure – HEFCE states that all capital funding be spent or committed by July 06, and no further capital funding is to follow.

## **PLANS FOR 2006/07**

- To develop international partnerships and relationships – as a member of Carnegie Academy for the Scholarship of Teaching and Learning (CASTL), CEMP will work in collaboration with other institutions and organisations in USA, Canada and Australia, developing pedagogy in HE;
- Programme Development – continuing the review of the type of courses we should be offering especially at postgraduate level;
- Curriculum Developers – set up Curriculum Developers in other schools within the University, and in each of the academic groups in the Media School;
- Events - L&T events, and University wide lectures given by people such as Jonathan Drori, Stephen Heppell and Nigel Paine;
- Joint projects with other funding networks – develop more projects with external partners, i.e. a video conferencing project with UKERNA

## **3 EXTERNAL EVALUATION**

### **Key Issues**

- Loss of key staff – is CEMP sustainable with such a small team? Suggest a need to expand and double the size of the team in the next year;
- The degree to which CEMP can involve other institutions but remain independent and self sustaining. CEMP is sharing credit and has identified itself as a collaborator rather than a competitor, i.e. with the Curriculum Developers, and has broken down barriers;

- CEMP must have a clear identity yet remains integrated with the Media School;
- Relationship with facilitators i.e. the Estates department at the University in terms of capital purchases;
- Need to lead best practice in teaching and learning, not in terms of technology but in how to teach media at HE level;
- CEMP is committed to openness and honesty – a positive and constructive approach;
- CEMP is working practically and politically i.e. with the Curriculum Developers;
- Lifelong Learning Network – an example of other groups and projects with whom CEMP should be working;
- The Steering Group – the role of the Group is not clear, i.e. whose responsibility is it to report back to HEFCE regarding the issue of capital spending. The Group is rather narrow, and would benefit from an entrepreneur or financier to lobby government and attract funding;
- Sustainability – consider possible scenarios if more funding was available; consider other sources of funding; making CEMP indispensable; ensuring CEMP continues to add value.

## 4 SUSTAINABILITY

Issues to consider:

- The core funding is currently direct funding from HEFCE. However, without HEFCE funding, CEMP still needs to be an integral part of the Media School and the University;
- As entrepreneurs what would CEMP be developing?;
- Consider the relationship with the Art, Design & Media Subject Centre. The ADM-HEA might focus mainly on Art and Design, using CEMP for Media;
- CEMP currently has the benefit of being an independent / neutral organisation which is not commercially based and has status in official circles. This could be undermined if CEMP received commercial funding so there is a need to consider other possible business models;
- There is a need to be proactive where HEFCE is concerned, to articulate our vision and influence HEFCE's decision regarding further funding. Consider how we report back to them. Consider the possibility of inviting a representative, possibly Liz Beattie, to attend a Steering Group meeting;
- If CEMP is to expand its team, it will require funding from the University for staff;
- What is the future for Centres for Excellence in government terms?

## 6 AOB

### **The appointment of another member onto the Steering Group**

It was agreed that the Steering Group members propose names for another external member. The appointment would need to be senior enough to be of use and influence.

## 7 DATE OF NEXT MEETING

The date of the next meeting is to be confirmed.