

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 FRIDAY 30 NOVEMBER 2007, 1.00 PM, SOAS, LONDON

Present: David Clews, Jon Drori, Peter Hallard, Laura Hampshaw (minutes), Paul Harris, Stephen Jukes (chair), Rosemary Pope, Kate O'Connor, Jonathan Wardle, Chris Wensley, Murray Weston,

Apologies: Nigel Paine

1 WELCOME AND INTRODUCTIONS

The Chair welcomed colleagues to the meeting, and introduced members of the Steering Group for the benefit of the new members, explaining that one of the action points from the previous meeting was to appoint new Steering Group Members

Stephen Jukes (chair) – Head of The Media School
Chris Wensley – Director, CEMP
Jonathan Wardle – Head of Projects, CEMP
Laura Hampshaw (minutes) – Administrator, CEMP
Rosemary Pope - Pro-Vice Chancellor Learning & Teaching, Bournemouth University
Paul Harris – Professor of Screen Media University of Abertay Dundee
David Clews – Subject Centre Manager, ADM-HEA
Karen Langston - Skillset (representing Kate O'Connor)
Peter Hallard – Director of HR Commercial & Learning & Development
ITV (representing Fran Merrylees)

CW provided background information on the CETL initiative and explained that this particular meeting of the Steering Group had a sustainability agenda, and the purpose was to advise CEMP on initiatives it should be exploring.

2 YEAR IN REVIEW 2006/07

CW explained that, in its first year, CEMP appointed three External Evaluators to review and evaluate the Centre's work in the areas of The Media School / Bournemouth University; the wider HE environment (UK); creative industry partners. Respectively the Evaluators are Janet Hanson (Bournemouth University), John Adams (University of Bristol) and Jon Drori (Director, Changing Media). Jon Drori was present at the meeting to represent the External Evaluators and to highlight key priorities for CEMP in forthcoming years.

Feedback from the External Evaluation, as well as self evaluation, makes up the annual Year in Review. The first for 2005/06 was published in October 2006 and the 2006/07 review will be published by Christmas. Issues identified by the External Evaluators in 2005/06 and how these issues have been addressed by the Centre include:

- Working with more HEIs – approximately 40 workshops and seminars have been delivered at HEIs not previously involved with CEMP including Glamorgan and Southampton Solent. The Curriculum Developers network has also been extended.
- CEMP's relationship with The Media School – as Director for the Centre, CW is part of a small management team within the School, enabling CEMP to constantly feed into School discussions and decisions being made by the Deputy Dean Education. CEMP is regarded to be a catalyst for change within the School, the University and other HEIs.

- Development of University profile – CEMP has worked/shared developments with other Schools within the University, especially where the work has had a generic value making it suitable for other disciplines. The Centre has also presented to other Schools, building relationships with the newly appointed Deputy Deans and showcasing work at two CEMP Show & Tell Days.
- Resources / Staff – the CEMP offers has recently been extended. Prof Stephen Heppell has been appointed on a fractional basis; we have also appointed a new doctoral researcher and are hoping to appoint a Reader in 2008 to drive the Centre's research agenda.
- Short course provision – this will be developed during 2007/08. The Centre is an Accredited Final Cut Pro trainer and accreditation has been awarded to MA Editing students. We will be running training courses for Media School students and alumni in 2008/09.
- Consultancy / external relationships – see 'Professional'

Priorities identified as a result of CEMP's self evaluation included:

- Joint projects with industry – during 2006/07, CEMP developed projects with Endemol and Reuters, and is currently negotiating a project with Ofcom.
- Network of Industry Associates – it is intended that Prof Heppell will take the lead in establishing this network in the forthcoming year.
- Capital funding – the capital allocation awarded by HEFCE was to be spent within a certain time frame, and no further funding was to follow. Due to the Centre's reliance on other departments within the University, there have been a number of delays with the completion of facilities. It is hoped that by the end of the year all capital monies will be spent and facilities in place.
- Pedagogic research – the Centre has introduced 'CEMP Research Papers' giving typically non-research staff the opportunity to publish short research papers internally. Other shared research projects with School and CEMP staff have been developed, including the nature of PDP in HE. The Centre's doctoral researchers are working on PhDs in the area of 9/11 and broadcasting, and assessing creativity.

Projects underpinning CEMP's activities include:

- Doctoral research;
- CEMP Research Papers;
- Pedagogic Innovation Fund whereby the Centre invites bids for funding for projects to improve the student learning experience;
- 3 members of the CEMP team have been invited to lead 3 of the 7 BU Releasing Potential projects, a university-wide initiative;
- the Curriculum Developers network consisting of 'developers' from 13 other HEIs who are paid a small honorarium and seed funding to develop collaborative projects;
- CASTL (Carnegie Academy for the Scholarship of Teaching & Learning) membership collaborating with partner international HEIs across the world.

CEMP activities within the themes of Flexible, Experiential and Professional include:

- Flexible – development of two flexible online programmes (MACMP and MACME); working with other HEIs on developing a flexible portfolio of programmes; resources developed to support flexible learning including CASPAR (distributed to 45 other HEIs), BoB, AdReview and Encyclomedia
- Experiential – developing the relationship between theory and practice with projects such as PAL, PDP and e-portfolios, Production Analysis, and Online Communities of Practice
- Professional – CEMP continues to work with Skillset and other industry partners such as the National Council for Work Experience; development of MACMP for media professionals; short courses; industry e-learning resources; student exposure to high profile media professionals through Media Masterclasses.

Verbal report by Jon Drori:

JD received no negative feedback and a key strength of the Centre is its openness to take on board suggestions, though this is a risk if existing team members leave and new members do not have the same open attitude. Issues identified by JD include:

- MA Creative Media Practice – a major main achievement, developing relationships with industry, which has been undersold
- MA Creative & Media Education – response positive
- The breakdown of competitive nature of relationships between HEIs is well recognised
- Branding issues faced by CEMP in order to distance themselves from the BU brand
- Scope for more and different short courses
- Size of CEMP team – need to establish the critical mass, as a great proportion of value comes from a limited number of people
- Kit still lying idle (Living Room of the Future) – in such scenarios good will is diminished and the impact is limited
- Industry relationships are strong and should be given higher profile
- Digital Academies - an opportunity of raising the standing of CEMP

3 PLANS FOR 2007/08

Sustainability

- SJ recognised that the Media School has gained from CEMP's investments but that there has been little investment the other way. The Centre is not currently receiving income for courses, for example, which needs to be addressed.
- CEMP should be supported by University core funding and is working to be recognised as a University 'Centre of Excellence' as well as a HEFCE Centre for Excellence.
- CEMP needs to look towards external funding.
- DC advised that some HEFCE continuation funding was available and was linked to plans for sustainability.
- There are benefits for industry if employers invest in education and there is a business case for other sources of initiative funding. There is a recognised need for flexible and accessible CPD in the audio-visual industry. It is necessary to convince industry that what universities are teaching is valuable to them – i.e. relevant credit bearing short courses.
- Sponsored events
- It is recognised that CEMP is having an impact and that impact could be greater if the size of CEMP was increased, i.e. by embedding other people in CEMP activities.

Action – to draw up a business plan for the next three years (particularly addressing sustainability and identifying IP that can be exploited.)

4 AOB / DATE OF NEXT MEETING

AOB: Need to establish an electronic forum for the Steering Group to continue discussions

Date of next meeting: The date of the next meeting is to be confirmed though it is likely to be in October or November 2008.

