

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 THURSDAY 11 DECEMBER 2008, 1.30pm, SKILLSET, LONDON

Present: Jonathan Wardle, Carly Moxey (minutes), Paul Harris, Stephen Jukes (Chair), Luis Carrasquero, Kate O'Conner, Brian Astin, Stephen Heppell

Apologies: David Clews, Murray Weston, Peter Hallard, Nigel Paine

WELCOME AND INTRODUCTIONS

The Chair welcomed colleagues to the meeting and introduced members of the Steering Group.

1 YEAR IN REVIEW 2007/08

JW presented the Year in Review 2007-08 to the group and highlighted the need for sustainability for 2010, the following targets were raised and discussed:

- to launch a range of credit bearing short courses;
- to develop courses with partners (ETMA, SW Screen);
- to generate income from Parashoot, BOB, CASPAR;
- to increase the number of doctoral candidates in the Centre in order to further strengthen research;
- to bid for a KTP and at least 3 research projects;
- to organise and deliver another Media Education Summit;
- to explore launching a Media Education Journal;
- to further engage with BU and Media School staff.

There was much interest in the Credit Bearing Short Courses, SJ mentioned there has not been much interest in short courses in the past but felt CEMP has managed to enthuse people to design the framework and rouse interest – could the screen academy have any involvement?

KO mentioned Skillset could have funding available to them to design and develop short courses and felt CEMP could be the catalyst in moving this forward. A discussion followed regarding the current climate and if there could be more demand for short courses rather than the traditional MA.

2 External Examiner Reports

JW explained that 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).

There were no External Evaluators present at the meeting, so SJ went through key points of the reports and handed them to the board for discussion; the key points were as follows:

“CEMP has established a clear set of priorities as the team starts to develop strategies to ensure sustainability in the post 2010 funding environment”. John Adams, Professor of Film and Screen Media Practice, University of Bristol.

- Jon Drori praised the CEMP process but is interested in how the recent economic downturn will affect recruitment.
- Janet Hanson was very critical, she has covered engagement with Bournemouth University staff and myBU. She raised the question of how CEMP measures the impact of our presence within a professional and academic community and thinks the identifying of CEMP is unclear.
- John Adams feels the curriculum developer could be used more but feels that 3.5 years on, the set up has changed and so perhaps this could now be reviewed. John also highlighted the possibility of CEMP being too industry driven.

Paul Hanson started the discussion by indicating the four tensions highlighted within the External Examiner Reports as being:

- CEMP and it's relationship with the Media School.
- Software development within CEMP seems to be minor but could move on to be a major part of CEMP.
- Technical training and academic integrity.
- Is CEMP's focus on pedagogy or industry training? CEMP may be clear but may not demonstrate this clearly.

Other points raised alongside the above were:

- What is the CEMP Brand?
- Would CEMP create more credit bearing short courses and if so, is CEMP the right housing for such courses?

KO felt all points were useful for moving forward but feels this only highlighted CEMP needing to decide where it fits and set up those divisions and boundaries. KH does not agree with elements of Janet Hanson's report and feels CEMP should decide on what we are and where we are headed.

JW clarified CEMP to be a research centre dedicated to pedagogy, CPD and research.

A conversation followed between JW, SH and BA discussing Bournemouth University staff's impressions and attitudes towards CEMP.

JW highlighted how CEMP funds those within the Media School for a variety of projects/funds and of the 7 members of staff awarded at the Bournemouth University Awards, 5 were funded by CEMP.

BA mentioned there could be tension as those outside CEMP are unsure if CEMP is theoretical enough.

SH added that if CEMP is to continue growing, it needs to be effective and in order to do so people will need to be supportive, as long as we remain innovative, maintain a high profile and good ideas.

As a final note to the discussion, SJ pointed out CEMP has and should maintain changing behaviour and imbed this into the university.

3 PLANS FOR 2008/09

Sustainability

JW presented a financial PowerPoint slide to the board and took them through the figures for 08/09.

- Any existing projects CEMP run but will not fund after HEFCE funding ends in 2010 will be filtered through to the Media School to take over. However, the school will need to decide on specific projects they would like to continue with.
- CEMP are predicted to be under budget and could carry over any additional income to 2010.
- JW added research centres do not contribute as much as academic centres and so CEMP will need to reaffirm its status, KO felt the financial predictions are fair, conservative and a good starting point.
- PO raised the issue of allowing CEMP a period of grace in 2010 with regard to contributions.
- Staff costs within CEMP are low and the key is building and maintaining fractional staff.
- SJ recommended a strategic priority should be to re-work and establish the CEMP brand firmly to the professional and academic communities.
- The CEMP branding was recognised as being an issue amongst the members of the board, it was discussed whether CEMP are to be known as Bournemouth University or otherwise. JW feels CEMP is viewed as being inclusive of Bournemouth University to those who are external, whereas those internally view CEMP to be separate, JW understands the importance of those within the educational world having a clear understanding of CEMP. JW added the difficulty of having control over branding as the Bournemouth University Marketing Department use the CEMP brand without being informed.
- JW concluded this meeting has been useful to see the External Reports and to discuss and compare them. The reports will be re-worked and expanded on and will be added to the 09/10 Annual Review.

Action – will circulate priorities for 08/09 and what actions might be eg. Re-branding.

4 AOB / DATE OF NEXT MEETING

AOB: no any other business.

Date of next meeting: The date of the next meeting is to be confirmed though it is likely to be in December 2009.