



# Becoming a Member

**PROFESSIONALISM** *community*  
*integrity* **VALUES** **influence**  
**NETWORK** *scholarship* **IMPACT**

- ◆ A vibrant professional development community
- ◆ Solutions and resources
- ◆ An opportunity to influence educational development and change

**SEDA Supporting and Leading Educational Change**

# SEDA – Staff and Educational Development Association

SEDA is the professional association for staff and educational developers in Higher Education. We promote innovation and good practice and have shaped values, thought and professional methods in the UK and internationally over the last 20 years.

## 10 Good Reasons to join SEDA

- 1 Become part of a professional community whose values have shaped the growing emphasis on student-centred learning.
- 2 Improve your personal effectiveness and develop your career/good practice.
- 3 Help your institution to understand and apply the latest insights from proven practitioners.
- 4 Gain opportunities to network with like-minded professionals.
- 5 Learn from cutting-edge conferences and events.
- 6 Receive regular and respected publications written by expert practitioners.
- 7 Gain access to SEDA Small Grants for research, development and evaluation.
- 8 Accredited professional development awards.
- 9 Make your voice heard.
- 10 Have fun – our members really say that!

## Values

The needs of the learner are at the heart of everything we do. We can offer you and your university the opportunity to be part of a national network of like-minded practitioners who are shaping the future of educational development for academic staff and learners alike.

## Benefits

We offer you and your institution a valuable support network and a full range of resources to enhance teaching, learning and educational development.

## 10 Benefits of membership

- 1 Belong to a supportive and influential professional community.
- 2 Regular mailings of information about conferences, courses, continuing professional development and publications.
- 3 Personal and institutional copies of Educational Developments, our respected magazine for professionals in your field.
- 4 20% discount when purchasing titles from the Routledge Higher Education, Lifelong Learning and Adult Education catalogue.
- 5 Discount on SEDA-PDF – our Professional Development Framework which offers named awards in leadership and management, researcher development and learning, teaching and assessment.
- 6 Eligibility to apply for the annual round of SEDA Small Grants to assist in research, development and evaluation.
- 7 Obtain substantial discounts on our quarterly refereed journal – Innovations in Education and Teaching International (IETI) – reporting research and development in teaching, learning and assessment.
- 8 Have your say: voting rights at SEDA general meetings. Your opportunity to set the agenda.
- 9 Opportunity to participate in SEDA committees to further your understanding and influence on issues of educational and staff development.
- 10 Receive topical and practical papers – the respected SEDA Papers and SEDA Specials – to enhance your understanding of educational development.

# Impact of Membership

‘SEDA punches above its weight.’

SEDA is well known and respected across the Higher Education sector for framing and establishing core values that are now standard within teaching and learning. Our influence is growing in Further Education too with increasing levels of membership. As both sectors enter a time of increasing change SEDA’s voice and influence is needed more than ever.

SEDA offers both institutional and personal benefits. Membership can enhance and embed good practice and help develop your own academic career and influence.

## Types of membership/ membership packages

There are different categories of membership for individuals and institutions.

### Individual

As an individual member you will benefit from belonging to a genuinely supportive and very welcoming professional community. You will receive regular resources in the form of SEDA publications and discounts on Routledge books. You will be eligible to vote at general meetings and take part in committee business. **Fee: £101**

### Application details

You can find an application form and joining instructions online.

[www.seda.ac.uk/membership.html?p=6\\_5](http://www.seda.ac.uk/membership.html?p=6_5)

### Institutional (Higher Education)

Higher Education institutions receive the same regular mailings as individual members, a copy of each SEDA Paper and Special and 15 copies of Educational Developments. You will also be entitled to discounts on Routledge books and the SEDA-PDF and your staff will be eligible for the annual SEDA Small Grants. Institutions have voting rights at general meetings and can send representatives to committees. In addition, HE institutions receive two copies of SEDA’s quarterly journal IETI and one copy of the International Journal for Academic Development (IJAD). **Fee: £1045**

### Institutional (Further Education)

Further Education colleges and institutions receive the same benefits and services as institutional members in the Higher Education sector – although with five copies of Educational Developments rather than the 15 sent to universities. **Fee: £625**

### Associate

Associate membership is available to people working in places with institutional membership, whether in Further or Higher Education. As an associate member you will receive regular mailings and resources and these will be sent to the institutional contact in named envelopes for distribution through the internal mail system. This is a valuable way to keep departments, faculties and individuals within member institutions informed of SEDA events and activities. **Fee: £66**

### Partner Institution

If you are an institutional member you can apply for partner institution membership for any number of affiliated or associated colleges. As a partner institution you will receive copies of publications, papers and mailings and be eligible for the annual SEDA Small Grants and for discounts on Routledge books and the SEDA-PDF. Partner institutions have voting rights at general meetings and can send representatives to committees. You will receive your mailings direct. **Fee: £149**

## What do I get as a Member?

Benefit	Institutional HE	Institutional FE	Individual	Associate	Partner Institution
Price	£1045	£625	£101	£66	£149
Regular mailings	✓	✓	✓	✓	✓
Educational Developments	✓ x 15	✓ x 5	✓	✓	✓ x 2
20% discount on Routledge books	✓	✓	✓	✓	✓
Discount on SEDA-PDF	✓	✓	✓	✓	✓
SEDA Small Grants	✓	✓	✓	✓	✓
IETI Journal	✓ x 2	✓ x 2	✓		
IJAD Journal	✓	✓			
Voting rights at general meetings	✓	✓	✓	✓	✓
Opportunity to participate in SEDA committees	✓	✓	✓	✓	✓
SEDA Papers and SEDA Specials	✓	✓ x 2			✓(Specials only)

**IETI Journal** Significant discounts are available through institutional membership. An individual annual subscription is £100 and £392 for institutionals, hence the subscription which comes with SEDA membership brings both significant savings and the opportunity for more staff to benefit from the articles and features.

**IJAD Journal** The International Journal of Academic Development (IJAD) is the journal of the International Consortium for Educational Development. It enables academic staff and educational developers to debate and extend the theory and practice of academic development. The Journal is published by Routledge three times a year. IJAD costs £105 for individuals and £443 for institutions, when subscribing direct from the publisher.

## Benefits of SEDA Membership – Help, Support and Resources

*'A genuinely helpful and supportive community'*

Our Members tell us how much they value the friendly and supportive community that SEDA provides. Visitors to conferences and other SEDA events make similar observations. As an individual or institutional SEDA member you will be part of a lively, informed and active academic community.

*'Take just one example... the JISC-mail (a shared email request/discussion service) – I am always amazed at how quickly Members respond to requests and come forward with help and information as soon as a request has been posted.'*

SEDA Member

## Publications

Whatever your level of membership, you will benefit from a range of practical and informative publications.

- **Educational Developments Magazine**  
A respected quarterly magazine packed with topical articles, news and reviews.
- **SEDA Papers and SEDA Specials**  
Occasional papers and monographs which address current issues in educational development.
- **Innovations in Education and Teaching International (IETI)**  
An international journal which concentrates on innovation and good practice in higher education through staff and educational development and related practices. It is essential reading for all practitioners and decision-makers who want to stay informed about the developments in education, teaching and learning.
- **SEDA Routledge Staff and Educational Development Series**  
Written by experienced and well-known practitioners, each book in the series contributes to the development of learning, teaching and training and assists in the professional development of staff. SEDA members are eligible for 20% discounts.

For full details of SEDA publications: [www.seda.ac.uk/publications](http://www.seda.ac.uk/publications)

## SEDA Professional Development Framework

Our Professional Development Framework provides national recognition for higher education professional development programmes and the individuals who complete them. There are currently 18 named awards which can be taken as 'free-standing' units or as part of related suites or 'family groups' to complement your staff development priorities.

For full details: [www.seda.ac.uk/professional-development.html?p=3\\_1](http://www.seda.ac.uk/professional-development.html?p=3_1)

## SEDA Fellowship Schemes

Our Fellowship Schemes offer a range of qualifications and professional development opportunities. They are designed to help you develop and improve your practice and to recognise your achievements at various stages in your career. There are three levels – Associate, Fellowship and Senior Fellowship – and the schemes are suitable for people working in a variety of contexts in tertiary education.

For full details: [www.seda.ac.uk/fellowships](http://www.seda.ac.uk/fellowships)

## Courses in Supporting and Leading Educational Change

SEDA currently offers:

- A three-month professional qualification course (Supporting and Leading Educational Change) which leads to Fellowship of SEDA (FSEDA).
- A four-week online workshop (Online Introduction to Educational Change)
- An annual summer school for educational developers.

For full details: [www.seda.ac.uk/fellowships.html?p=3\\_3](http://www.seda.ac.uk/fellowships.html?p=3_3)

## Research

SEDA promotes research, scholarship and evaluation in staff and educational development in order to deepen understanding and enhance practice. There is a particular focus on events and collaborative activities and writing support to help members prepare papers for publication. There are regular writing workshops and retreats and a Reading Group which shares and evaluates ideas from topical publications. Small grants are available each year to assist with research into educational development.

## SEDA Conferences

We run two residential conferences each year and a suite of one day events and workshops on a wide range of topics including 'hot topics', research and enhancement. We also run an annual summer school, a three-day event focusing on supporting educational change. All events are popular and you are encouraged to book early as places are normally snapped up very quickly!

For full details: [www.seda.ac.uk/events](http://www.seda.ac.uk/events)

# SEDA makes a difference

Julie Hall and Stephen Bostock Co-Chairs

SEDA is well known for the values it embodies and the difference that it makes to professional practice in teaching and learning. You can be part of a warm, welcoming and committed academic community that offers real benefits to institutions, individuals and the learners they serve. As we enter our third decade we can look back on ground taken and victories gained. We also look forward to meeting new opportunities and challenges drawing on the skills, experiences and professionalism of our members.

The impact of educational development on 'the student experience' is now an accepted value across the college and university sectors. SEDA has helped both to table that agenda and to show how it can be achieved. Whether you take Individual or Associate Membership, or are a college or university seeking Institutional Membership or to become a Partner, you will receive outstanding resources from leading practitioners. SEDA's papers and publications are well respected and widely used. You will find SEDA members always willing to provide advice and support both formally and informally. As Co-Chairs we are constantly amazed at the level of response from our Members to requests for help. SEDA is both a champion of educational development and a facilitator of good practice. Institutions which belong to SEDA score consistently highly in measures of student satisfaction. We dare not claim full responsibility for that, but where there is an emphasis on the needs of learners, on inclusivity and the development of people and processes, the results will speak for themselves.

We hope you find this Membership Handbook helpful. Join us and together we can make a difference.

## Our mission and values

For more details of SEDA's underpinning mission and values visit:

[www.seda.ac.uk/about.html?p=2\\_1](http://www.seda.ac.uk/about.html?p=2_1)

All of our activities embody the following core values:

- An **UNDERSTANDING** of how **PEOPLE LEARN**
- scholarship, **PROFESSIONALISM** & ethical practice
- **WORKING & developing LEARNING COMMUNITIES**
- **Working effectively** WITH **diversity** & **PROMOTING INCLUSIVITY**
- **CONTINUING REFLECTION** on **professional practice**
- **DEVELOPING people & processes**

# What our Members say

Ruth Whitfield,

Centre for Educational Development  
at Bradford University:

“I’d really encourage you to join SEDA; it’s a very supportive and helpful organisation and it’s wholly committed to making Higher Education the best it can be.

## Continuing Professional Development

I completed their professional qualification course on Supporting Educational Change. I would recommend it to anyone in a key educational development role.

## Useful Publications

The magazine ‘Educational Developments’ is always relevant to what’s happening in HE and is highly effective at sharing practice/educational research from across the sector. We’ve found it a perfect vehicle for sharing our own findings. I usually distribute copies to Associate Deans Learning and Teaching so that they can also keep up to date with best practice. It’s always good that they see that others are supporting and implementing things we might be suggesting to them.

## Helpful Conferences

I’ve attended the Spring Conference for the last few years and have always found this extremely valuable; they are certainly very friendly and welcome gatherings. My colleagues have attended their Autumn Conference and have similarly reported that it was a very positive experience.

## Community

What strikes me most is the sense of community that SEDA brings; it is firmly grounded at the practitioner level and recognises the challenges, frustrations and joys associated with supporting and leading educational change. Its consultations and responses to White Papers and other key documents affecting HE provides us with a voice that is heard.

## Research and Development Grants

SEDA’s research and development grants provide the means for us to explore and focus on certain aspects of our practice from which we can all learn. As an example, I’ve been drawing on the findings of one such grant and working with colleagues from Sheffield Hallam to look at ways in which we can enhance our academic orientation process. ”

# An international perspective

Dr Moira Lee

(SFSEDA, Director/Learning Academy, Temasek Polytechnic, Singapore)

“Although I am miles away in Singapore, the spirit of SEDA remains an integral part of my journey in academic staff development.

I embarked on the SEDA fellowship journey as an opportunity to “professionalise” my career. It was also to formalise my association with the SEDA community and an embracing of the SEDA values, particularly that of scholarship and professionalism, and working in and developing learning communities. The biennial CPD reports and CPD triads, SEDA and IJAD journals, and the SEDA JISC-mail conversations have continued to enrich my understanding and commitment to the work of academic development.

# More from our Members...

“ I am a member of the most nurturing professional community I have ever met.

Key benefits are the dialogue with peers around my own development and belonging to a community of practice.

**I’ve received accreditation for the knowledge and skills I had gained “on the job” and have something more tangible as a qualification to add to my CV and increase future career prospects.**

I am very confident that what SEDA has endowed me with will help me face the challenges with ease.

Ongoing connections with the SEDA community have shaped my thinking about academic staff development.

**I valued the way I was forced to think in a more scholarly way about my work. ”**

PROFESSIONALISM *community*  
integrity VALUES **influence**  
**NETWORK** scholarship IMPACT

## Membership application details

You can find an application form and joining instructions online.

[www.seda.ac.uk/membership.html?p=6\\_5](http://www.seda.ac.uk/membership.html?p=6_5)

---

### Staff and Educational Development Association

Woburn House, 20-24 Tavistock Square, London WC1H 9HF

Tel 020 7380 6767 Fax 020 7387 2655 E-mail [office@seda.ac.uk](mailto:office@seda.ac.uk) [www.seda.ac.uk](http://www.seda.ac.uk)

A company limited by guarantee and registered in England, registered in England, No.3709481. Registered in England and Wales as a charity, No.1089537

**SEDA** Supporting and Leading Educational Change