



Strategy 2014–2017



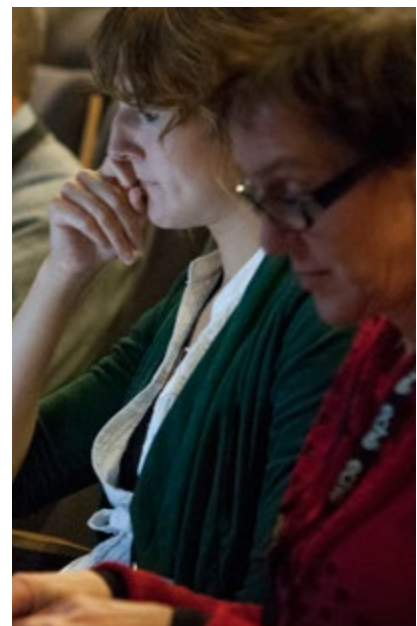
About the strategy

The Association for Learning Technology (ALT) is an independent educational charity. Our object is

to advance education through increasing, exploring and disseminating knowledge in the field of Learning Technology for the benefit of the general public.

We define learning technology as the broad range of communication, information and related technologies that can be used to support learning, teaching and assessment. Our community is made up of people who are actively involved in understanding, managing, researching, supporting or enabling learning with the use of learning technology. The fundamental strength of ALT is based on the experience and wisdom of our community of members.

This strategy sets out our key aims for the coming three years, together with our values and the context in which we operate. We aim to build on our strengths and tackle weaknesses. In order to make best use of our resources Trustees and staff will do so by actively working with members and partners, avoiding duplication of effort and using technology intelligently.



Our aims

In line with our charitable object, our aims are:

- 1 **Intelligent use of learning technology** – promoting the intelligent use of learning technology, informed by pedagogy and evidence across learning contexts
- 2 **Research and practice** – strengthening learning technology research and practice through collaboration, sharing and networking, nationally and internationally
- 3 **Strategy and policy** – providing authoritative input to education leaders to help shape the development and use of learning technology
- 4 **Representing members** – listening to and representing our members as the authoritative voice on learning technology's central role in learning
- 5 **Leadership and professional development** – creating and supporting leadership and professional development in learning technology
- 6 **Communicating** – providing clear information for members, partners, agencies, politicians and the public about ALT's aims and activities

Our values

Our values inform all aspects of our activities and services, being:

- ◇ participative, working with and for our members and encouraging them to take active roles in the Association
- ◇ open to all learning and training contexts across the UK and internationally
- ◇ collaborative and supportive
- ◇ innovative, agile and responsive
- ◇ welcoming and inclusive
- ◇ independent and self-funded
- ◇ transparent, democratic and fair

Our context

ALT works in a changing environment alongside a wide range of organisations across the UK and internationally. Within this changing landscape ALT's independence makes it well-placed to provide a stable, consistent, and integrative voice. Global developments in social, technological, political and economic terms shape the role of learning technology and make the need for collaboration and knowledge exchange more urgent. With the increasing importance of learning technology the role of ALT and its community changes as our engagement with research, practice and policy extends.

What we do

Overview of activities and services

This overview provides a sense of our activities and services and gives practical examples of how we can achieve our aims.

Aim 1: Intelligent use of learning technology

- ◇ Lead by example through ALT's own intelligent use of technology
- ◇ Emphasise the key role of pedagogy

Aim 2: Research and practice

- ◇ Develop the annual conference for researchers and practitioners
- ◇ Develop improved ways for the community to network, share and collaborate
- ◇ Exploit the collective wisdom of members through knowledge curation

Aim 3: Strategy and Policy

- ◇ Engage with policy makers and leaders in education across sectors
- ◇ Draw on membership expertise to respond to policy consultations
- ◇ Provide strategic information for member organisations

Aim 4: Representing members

- ◇ Actively engage with policy makers and stakeholders to represent members
- ◇ Strengthen the membership base by reaching out to all sectors

Aim 5: Leadership and professional development

- ◇ Develop the CMALT accreditation scheme and support its community
- ◇ Continue to develop ocTEL, the Open Course in Technology Enhanced Learning
- ◇ Work in partnership with national and international organisations to support and develop leadership
- ◇ Integrate ALT's professional development activities and the accreditation schemes of partner bodies

Aim 6: Communicating

- ◇ Review, rationalise and strengthen the range of ALT publications and communications
- ◇ Define key messages for stakeholders

Setting priorities

ALT is a small organisation with limited resources. We have no core funding from central agencies. All our resources are derived from our own activities and membership. To develop our strategy we need to ensure viability. Alongside this overall strategy ALT develops an annual operational and financial plan with this aim in mind.



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