

BAFTSS and the HEA:

Where can Film, Television and Screen Studies make its Pedagogical Mark?

Report on the Higher Education Academy for BAFTSS

April 2012

1: Introduction

The Higher Education Academy (formerly the Institute of Learning and Teaching in Higher Education) has two main presences in UK HEIs: a) the accreditation (sometimes in parallel with SEDA – Staff and Educational Development Association) of PGCHE teaching qualifications and b) funding projects focussed on educational research, particularly pedagogical research. The HEA also has academic advisors (known as Academic Associates) which are Fellows or Senior Fellows within the HEA who are available for curriculum and pedagogy advice to any university. In addition to project funding and formal accreditation, the HEA also operates an International Scholarship Scheme, and has a limited Doctoral Programme (seven scholarships for 2012-13). Finally, and evident in most universities, the HEA is responsible for running the National Teaching Awards (such as the National Teaching Fellowships) and the student-led award schemes (such as Leicester's 'I ♥ My Academic' scheme).

Many universities now favour applicants for promotion to Senior Lecturer who are Fellows which is a higher level than the standard membership (Associate Fellowship, awarded following PGCHE completion) and is based on experience as well as an assessment for those joining the HEA since 2005) but a number are considering making being a Fellow or Senior Fellow of the HEA a promotion requirement.

The Academy has seven key themes it is currently focussing upon:

- Assessment
- Education for Sustainable Development
- Employability
- Internationalisation
- Flexible Learning
- Retention and Success
- Reward and Recognition of Teaching.

The principle area of the HEA practices in which BAFTSS is interested is funding (section 2) but, given the advisory role in quality assurance for new programmes development, and the strength to a discipline having National Teaching Fellows adds (see section 3), BAFTSS should also be seeking a greater presence to promote film, television and screen studies as a teaching discipline which has specific requirements.

2: HEA Funding Competitions

The HEA has 6 current funding streams (a-c plus the International Scholarship Scheme (2.2), Doctoral Programme competition (2.3) and (2.4) UK Travel Fund) but this results in eight variant approaches.

Each year, the HEA identifies a key theme or two, these are reflected in the information on the 2011-12 funding streams:

a) OER3 - PSRBs/Subject Associations Using OER Projects (in association with JISC, funded by HEFCE to £25,000). OER is: Open Education(al) Resources; PSRB is: Professional Regulatory and Statuary Body. For projects that “aim to facilitate a sustainable change in policy to embed open practice at discipline level and use existing discipline-specific UK OER as materials to support education and professional development” (HEA website, April 2012). Deadline was 23rd April.

b) Workshop and Seminar Series (Up to £1000 for workshop/seminar series on teaching or learning in a discipline context plus £500 for speakers expenses). No deadline, ongoing cycle.

c) Teaching Development Grants (£1.5million for individual, department and collaborative grants). This “exists to stimulate evidence-based research and encourage innovations in learning and teaching that have the potential for sector-wide impact” (HEA website, April 2012).

i) Individual Grants: There are two phases, in each £315,000 is available for project with a maximum cost of £7,000. £28,000 is only for HEA Fellows who have never had a grant before. Submission deadline was February 2012 with commencement in May 2012 (rapid turnaround cycle seems to be a common factor in HEA funding)

ii) Departmental Grants: £300,000 for 15 months project with maximum cost of £30,000 per project. Projects will “demonstrate team impact across the department, longitudinal impact and will include evaluation and dissemination criteria. The hosting institution will be expected to contribute funds towards the project” (HEA website, April 2012). Projects are announced in December after application, the 2012-13 deadline is yet to be advertised.

iii) Collaborative Grants: Themed for 2011-12 on internationalisation and employability. £570,000 available with a maximum of £60,000 per project over 18 months. Project lead has to be Fellow of the HEA. Criteria are as for the Departmental Grant. Deadline passed April 22nd 2012, projects commence July 2012. An example of how this can have relevance for Film, Television and Screen Studies can be seen in the idea of a placements related project (as the Departments of Media and Communication and English are doing in conjunction with the Careers Service at the University of Leicester).

Assessment of funding bids is performed by two independent reviewers and judged on the following criteria: student engagement and the benefit of output beyond the applicant(s)' own HEI (higher education institution).

2.2 International Scholarship Scheme (Up to £20,000, deadline was January 2012, recipients were notified in March 2012)

This scheme is “designed to benefit the UK Higher Education (HE) sector by bringing back interesting, challenging and innovative learning and teaching practice to the UK” (HEA website, April 2012). The Academy has seven core themes (see section 1), with which the focus of a study of teaching and learning outside the UK should align but “specific investigations could include research, evaluation, data collection and/or scholarship” (ibid) methodologically. Conference attendance should not be

the objective of such a bid but a conference could be included and dissemination is a fundamental objective of this scheme.

2.3 Doctoral Programme (commensurate to other funded doctoral programmes in value)

The HEA seek to help develop research, knowledge and practice in HE. For 2012-13, they offered seven studentships for research hosted with UK HEIs which were aligned with the seven themes outlined in section 1. Applications closed in February with successful bid being communicated in April 2012.

2.4 UK Travel Funds (no amount stipulated, open running call, applications should be made at least one month prior to the event)

This fund is designed to help staff and students disseminate good practice. "The funding may be used to help the applicant(s) attend conferences, network meetings and special interest groups that are being run in the UK" (HEA website, April 2012). The fund does not pay for international events and the payment is made to the applicant's institution. Again, the key issue is compatibility with the HEA's seven themes but they are also seeking that: the activity has a beneficial impact in the sector in terms of participation, range and aims of the activity; the activity provide opportunities for CPD for the applicant; and that value for money is evident (including an encouragement of matched funding – but not stated whether this is by the applicant's HEI).

3: National Teaching Fellowships (£55,000 in total)

Whilst the NTFS (National Teaching Fellowship Scheme) has been running for some years, commencing from the move from the ILTHE to the HEA, since 2010, the NTFS has been funded by HEFCE, HEFCW (Wales) and the Department for Employment and Learning in Northern Ireland.

£55,000 is distributed annually across up to 55 awards. Applicants must be a Fellow of the HEA and applications are based upon experience, innovation and excellence that impact beyond the home institution. The awards are based upon funding specific projects by the NTFs. 2012 application cycle closed at the end of March 2012. HEIs put their candidates forward, usually following an internal competition in the preceding winter.

4: Conclusions and Recommendations

The HEA is a clear route for supporting our aims for film, television and screen studies as a teaching discipline and provides potential opportunities for new research into issues of screen studies education as well as mechanisms to find funding for events which would further our argument for the specifics of our sector. Given the extent to which the STEM subjects are fighting their corner as educations funding become more limited (including the absurdities of computer science needing to argue its place as a STEM discipline), ensuring that we are visible in staking our educational and not just our research claim to future funding streams is paramount in the current economic-political context. Consequently, there are five key areas where recommendations can be outlined.

- 1) Identify all BAFTSS members who are HEA Fellows at any level, any who have become National Teaching Fellows or who have received a student-led teaching award and those who are Academic Associates. ACTION BY SEPTEMBER 2012
- 2) Apply for HEA funding as BAFTSS for a series of seminars on film, television and screen studies education (for example, perhaps aimed at training-up secondary school educators in discipline specific teaching methods - given the paucity of PGCEs which incorporate film or media despite these being growth areas in secondary education - or at using FTSS teaching methods in other disciplines, building interdisciplinary bridges). DURING 2012-13
- 3) Encourage BAFTSS members to apply for individual funding of pedagogically linked projects (under both individual funding and other funding (see sections 2.2 and 2.4). ONGOING
- 4) Consider how collaborative projects could benefit the discipline (e.g. 'FTSS teaching within a new media context: how media production can be taught collaboratively, online and in the cloud' as an idea). There may be some links to an international project here. DURING 2012-13, 2013-14.
- 5) Encourage BAFTSS members to consider putting themselves forwards or working towards positions where they would be eligible for National Teaching Fellowships or internal Teaching Fellowships which will raise the profile of FTSS teaching and learning.

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