SCHOMS

STRATEGIC PLAN 2016-2020

Introduction

The landscape of Higher Education is changing and being reshaped by globalisation and the digital revolution. There are growing pressures related to declining sources of income and rising costs and yet students have increasing demands and expectations of their pedagogical experience. They have become both consumer and business partners in their education. Universities are responding to this by evolving through innovation and investing to enhance, develop and update services, infrastructure and learning environments. Reasons include improving the student experience, gaining higher National Student Survey scores and re-developing space and technologies which are no longer fit for purpose.

SCHOMS is the professional body for Senior Managers working within UK Higher Education who lead and manage a diverse set of educational, technological, media and institutional development and support services. SCHOMS members design, develop, deliver and support existing and new learning environments and technologies.

Mission

To promote excellence in learning and teaching environments and associated technologies and to ensure that classroom technologies and support services meet the current and future demands of Higher Education.

This will be achieved through provision of strategic direction to support technological trends and their environments through a national community who evaluate emerging technologies, collaborate on pedagogic direction and innovative design of teaching spaces, learning technologies, AV equipment and services to support current and future demands of Higher Education.

Strategic Aim 1

To create a community of practice where specialised and unique roles can gather to exchange ideas, best practice and collaborate on common and emerging themes.
This will be achieved by:

- Continuation of the annual conference which brings together members on an institutional rolling programme to facilitate discussion and share best practice. The quality and content of the conference needs to effectively reflect the evolving needs of the members.

- Continuation of the mail base as an effective mode of communication.

- To increase the opportunity for members to attend learning and development activities, regional seminars, webinars and workshops throughout the year.

- To establish, develop and facilitate interest groups on topics identified by the members.

Performance Indicator: Monitoring attendance and satisfaction of SCHOMS activities which will be reviewed annually at the conference AGM.

Strategic Aim 2

To increase the profile of SCHOMS as a professional organisation both nationally and internationally through engagement, partnership and collaboration. This will be achieved by:

- Maintaining and strengthening collaboration and engagement with other UK associated professional organisational networks including; Association of Learning Technologies (ALT), Association of University Director of Estates (AUDE), Universities and Colleges Information Systems Association (UCISA), Learning and Teaching Spaces Managers Group (LTSMG), Environmental Association for Universities and Colleges (EAUC), Society of College, National and University Libraries (SCONUL) and JISC. Internationally this includes; Consortium of College and University Media Centers (CCUMC) and the Association for Audiovisual & Education Technology Management (AETM).

- Be the representative association for best practice and design of learning spaces and learning technologies to support pedagogy.

- Publish SCHOMS best practise guidelines/ toolkits in the design development, operation and support of learning spaces.

- Promote the reputation and activities of SCHOMS and its members.

Performance Indicator: Monitoring attendance and satisfaction of SCHOMS activities which will be reviewed annually at the conference AGM.

Strategic Aim 3

To maintain and develop membership to ensure financial sustainability to provide outstanding value and benefits to members. This will be achieved by:

- Promoting continuing professional development across the full range of roles, offering leadership and management development in addition to training and certification opportunities for technical staff in partnership with InfoComm.

- Review and develop procurement strategies through approved frameworks and enhancing supplier relationship management for the benefit of the members enabling collaboration with manufacturers to promote and influence Higher Education specific requirements.

- Sponsorship opportunities for members to attend Integrated Systems Europe exhibition to promote innovation and horizon scanning on behalf of the community.

- Re-introduction of the SCHOMS bursary scheme to enable members to research and extend their experiences and knowledge in key strategic areas and to build reference material.

- Review and adjust subscription rates and sponsorship income packages as required.

Performance Indicator: Through financial monitoring and an increase and engagement in membership both nationally and internationally.