

International Higher Education Teaching & Learning Association

Annual Report for 2011-12







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Teaching & Learning Association

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“The global educational landscape is experiencing seismic shifts which are impacting everything we do as educators. However, these changes also provide us with new opportunities to forge new paths to a better future.”

~ Patrick Blessinger



About HETL

The International Higher Education Teaching and Learning Association (HETL) is an independent, nonpartisan, nonsectarian, non-governmental, not-for-profit organization open to all educators from all nationalities, all institutional types, and all functions, levels, and disciplines within the global educational community. HETL advances the scholarship and practice of teaching and learning in higher education by focusing on three core areas: 1) networking and collaboration, 2) research, innovation, and academic publishing, and 3) higher education development and capacity building.

HETL began as a global grassroots effort in January of 2010 when Patrick Blessinger envisioned the idea for HETL with the aim of bringing together education professionals and academic leaders from all levels and functions from around the world to dialogue, network, and collaborate on meaningful and sustainable ways to transform teaching and learning in higher education for a brighter future for all.

The vision of HETL is to advance the scholarship and practice of teaching and learning in education. To this end, HETL works with and supports individual educators as well as all types of educational institutions, associations, centers, and other groups committed to improving teaching and learning. HETL supports diversity in all its forms. Thus, the shared values of HETL (integrity, collegiality, diversity) drive a policy of inclusiveness that supports democratic principles of shared governance, institutional diversification, pedagogical pluralism, learning diversity, and freedom of inquiry.

As a global community for research and innovation in teaching and learning, HETL seeks creative solutions to the toughest challenges confronting higher education and the world. HETL aims to give voice to the common needs, concerns, and aspirations shared by the global higher education community.

HETL members represent:

- over 160 countries from six continents
- all disciplines, functions, and levels within education
- all institutional types and missions within education

Approximate representation by platform:

- Newsletter subscribers (28,700)
- LinkedIn members (21,400)
- Twitter followers (1,100)
- Facebook followers (850)
- Google+ followers (110)
- YouTube followers (35)

Approximate representation by location:

- North America (47%)
- Europe (21%)
- Asia (11%)
- South America (9%)
- Africa (8%)
- Oceania (3%)

Approximate representation by function:

- Education faculty, researchers, scholars (75%)
- Education leaders, executives, managers (17%)
- Education staff, e.g., librarians, technologists (8%)
- Education publishing, e.g., editors, authors (<1%)



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Foreword



Foreword

This report covers the first official reporting period for HETL. During the previous period (January 1, 2010 through June 30, 2011), all organizational expenses were covered by HETL founder, Patrick Blessinger. These expenses were donated by Patrick Blessinger in order to launch and develop HETL. No other funding sources were utilized. Despite financial challenges, a solid and flexible infrastructure was developed and a sound governance and management model was put in place. This has allowed HETL to run the organization prudently and has put HETL in a good position for future growth.

Near the start of this reporting period, HETL was certified as a non-profit organization by the state of New York and as a 501(c)(3) non-profit charitable organization by the US Internal Revenue Service. This certification at both the state and federal levels established HETL as a bona fide non-profit association and increased HETL's reputation as a credible global leader and voice in education. Being a certified non-profit organization also allows HETL to seek government and other funding sources to continue its aims and mission.

Our strategic focus for this reporting period was to continue developing our infrastructure in all areas, including our e-community platforms, our portal website, and our various boards. Also, work began on different research and publication projects. Given the long-term nature of these projects, their completion and implementation dates are expected to occur in the next reporting period.

HETL's mission, vision, and core values drive every activity we engage in. Fulfillment of our mission and vision serves as the ultimate benchmark of our success. Thus, in spite of the fact that HETL incurred a financial loss during this period as a result of start-up investments, this year was a huge success.

Specifically, HETL experienced dramatic growth in the number of members on its various platforms which provides clear evidence of the value we are providing to the global education community. But quantity based measures alone are not sufficient so we also aim for the highest standards and strive to improve quality in every aspect of the organization. To that end, we have a continuous improvement philosophy that guides every aspect of our growth.

As part of that continuous improvement philosophy, we created a new business plan that outlines new strategies to take HETL to the next phase in its organizational development. One key strategy included a major upgrade of the portal website that allowed us to create a more flexible and feature rich architecture which better positions HETL for the future.

Along with the improved systems infrastructure, HETL also improved its branding with a new logo and tagline which allows the public to more readily identify HETL and it better communicates what HETL is all about. The improved branding is consistent with HETL's mission, vision, and core values and provides HETL with a more refreshing visual identity.



The main aims of our strategic plan for this period included:

- **Aim One:** expanded service offerings to our members that will further leverage HETL's core competencies,
- **Aim Two:** new revenue models that will allow HETL to operate as a self-sustaining organization, as well as a financial budget that will allow HETL to manage its resources more effectively and provide better tracking of those resources, and
- **Aim Three:** a detailed project plan that will allow HETL to stay on the right track and better manage its strategic plan.

To achieve these aims, our goals included:

- **Goal One:** expand the HETL Portal and the HETL Association services to include revenue-producing models and do it in such a way that is unique and that complements HETL Web 2.0 services.
- **Goal Two:** establish the HETL Portal as a trusted and respected digital gateway to multi-media resources on higher education teaching and learning and as the world's most viewed and used site on teaching and learning in higher education.
- **Goal Three:** establish the *HETL Review* as a trusted and respected e-journal and as the most read and most useful interdisciplinary e-journal on the topic of teaching and learning in higher education.

To achieve these goals, HETL will:

- **Members:** offer two types of memberships: non-fee based and fee based, as well as individual and institutional members.
- **Partners:** work with individual scholars and institutions to collaborate on mutually beneficial activities, including joint grant applications, joint research projects, and joint symposia and conferences.
- **Sponsors:** seek sponsors who are willing to contribute financially (or in-kind) to support our mission.

HETL's strategic focus points will be to:

- continue to analyze the higher education environment for emerging trends
- continue to identify needs and gaps within the higher education community to better serve the community
- refine the organizational structure and controls as needed
- refine the policies, rules, and processes as needed
- continue to publicize the group to invite others to join our effort to improve educational outcomes
- continue to explore new ways to expand the scope and influence of the group for the betterment of the higher education community

Patrick Blessinger
Founder and Executive Director
Standing Co-Chair, Board of Directors

Olga Kovbasyuk
President and Co-Chair, Board of Directors, 2011-12





Highlights and impacts

HETL will provide on-going opportunities for educators around the world to participate in and present research at meetings (conferences, seminars, symposia, etc.) organized by HETL as well as opportunities to publish their research in high quality refereed journals, books, and other academic outlets.



Highlights and impacts from 2011-12

In 2011-12, HETL:

Implemented Portal 2.0 - new features and functions:

- Added slideshows and videos
- Added calendar and events
- Improved the data taxonomy for better organization of and access to information (internal and external)
- Added automated download of articles and other types of submissions
- Added full membership functionality
- Added payment processing functionality

Entered into an agreement with Emerald Group Publishing to sponsor a new line of books in the Cutting-Edge Technologies in Higher Education series.

HETL also:

- Achieved a 501(c)(3) non-profit status from the State of New York and the US Internal Revenue Service
- Created new Liaison group - added over 100 Liaisons from all six continents
- Established publishing partnership with Emerald Group Publishing for HETL to be the editor of the *Journal of Applied Research in Higher Education* (JARHE)
- Established a strategic partnership with STLHE Association from Canada
- Expanded the editorial and review boards - added over 100 new editors and reviewers to the *International HETL Review* (IHR) and JARHE boards





Annual Report for 2011-2012

Value Proposition:

HETL provides the world's largest and most active *global online professional learning community* to enrich the personal and professional lives of higher education professionals by providing them with the means to easily dialogue, network, collaborate, share resources, and disseminate knowledge with each other.



Excellence and quality in teaching and learning

In September 2011, HETL launched a major book project that developed a new learning-centered approach to education: *meaning-centered education and learning*. This groundbreaking project was the effort of a dozen pioneering scholars and two years of research.

HETL believes that high quality **learning-centered education** should be at the heart of the student and teacher experience, including learning-centered instruction, learning-centered curricular and learning centered assessment. To that end, HETL engages directly with education professionals at every level and function to advance the scholarship and practice of teaching and learning around the world.

HETL members represent a broad cross-section of professionals in higher education across the globe. This diversity allows HETL to create a global perspective on teaching and learning and stay attuned to the changing needs of the global education community.

HETL uses mainly Web-based technologies to dialogue, network, collaborate, share resources, and disseminate knowledge related to teaching and learning.

One of the benefits of using these platforms is the Web 2.0/3.0 features and functions inherent in these platforms that allow these platforms to be semi-integrated via cross-platform sharing of content.

Also, the user friendly nature of these platforms as well as the zero-cost impact to our members makes using these platforms nearly effortless for anyone with a computer and internet connection.

Today's higher education professionals are faced with a variety of challenges that their predecessors did not have to grapple with a few generations ago. Rapid globalization has impacted the higher education community in complex and often unforeseen ways.

These broad forces have, to a large degree, acted as catalysts for many changes occurring in higher education. The evolution of these changes has resulted in a higher education landscape that not only looks much different than it did a few generations ago but has also resulted in some long-term structural changes in how the higher education ecosystem behaves.

These changes, in turn, are creating unique challenges for higher education professionals. In summary, macro-level catalysts are causing permanent changes to the higher education landscape resulting in many challenges for educators, all of which are occurring within the broad context of the three-pronged mission of higher education institutions: teaching-learning, research-scholarship, and public service.

Research and analysis conducted by founder Patrick Blessinger in January 2010 revealed a need for a global networking group dedicated specifically to advancing the scholarship and practice of teaching and learning in higher education.

The findings of this research study were used to develop a strategy that identified HETL's core competencies and developed an action plan for creating a semi-integrated set of Web 2.0 platforms.

These platforms allowed HETL to create a community well suited for professional development in the 21st century, which focused on five core activities identified as most important to educators: dialogue, networking, collaboration, research and publishing, and knowledge generation.

HETL Core Competencies

A core competency can be defined as a unique ability that an organization possesses. It is an organizational ability that usually cannot be found or cannot be easily duplicated in other organizations.

These abilities represent the main strengths inherent within HETL as a result of HETL's collective learning over time. HETL's core competencies allow it to provide benefits to the global higher education community in unique ways. HETL believes it has achieved the following core competencies:

Shared Values and Vision

- Integrity
- Collegiality
- Diversity

Inclusive and Collaborative Culture

- International Scope
- Intercultural Sensitivity
- Diversity of Leadership
- Global Network

Innovative and Forward Thinking Mindset

- Cutting Edge Technology
- Cutting Edge Research
- Cutting Edge Publishing
- Unique Organizational Models
- Pioneering Learning Models



Creating sustainable and meaningful models of education and learning for a fast changing world

Educators, institutions, governments, employers, and societies seek models of education and learning that are sustainable and effective. HETL is engaged in pioneering research and professional community development to create models suited for the modern era.

The HETL strategic plan serves as a high level road map that allows HETL to chart a course for how it wants to achieve its vision and fulfill its mission within the context of the current and expected needs of the global education community.

The increasing changes brought about by increasing globalization and internationalization have both created new and exciting opportunities for both educators and institutions as well as new challenges about how best to respond to these changes relative to their own contexts and local customs.

This requires that higher education continually innovate and push towards greater standards of quality and excellence. It also means adopting an inclusive policy where everyone has the opportunity to participate.

Thus, higher education in the future will require more collaborative solutions that not only draw on the knowledge and talents of individual educators but also on the strengths of a diverse set of institutions and sectors. This undoubtedly will require creative ideas, innovative methods, and the courage to experiment with cutting-edge and promising new teaching and learning approaches. This courage comes by way of transformative leadership and the participation of all educators.

The pace of change in the global community has precipitated complexities and conflicts among people and countries. HETL therefore serves as a vehicle for educators to connect and learn from each other to better deal with this changing landscape.

There has been a growing need in recent years to transform teaching and learning in higher education. This need is exemplified by the recent growth in the number of teaching and learning centers, as well as other similar types of centers, institutes, and academies. There are also a rapidly growing numbers of conferences and journals devoted to teaching and learning.

HETL is a non-partisan group. HETL is open to higher education professionals from all institutional types and missions. HETL members represent a broad cross-section of professionals in higher education across the globe. This diversity allows HETL to create a global perspective on teaching and learning.

From the beginning, HETL desired to create a model that was forward-thinking, holistic, interdisciplinary, universally applicable, and strategic in its view, rather than a model based only on short-term and discipline specific needs.

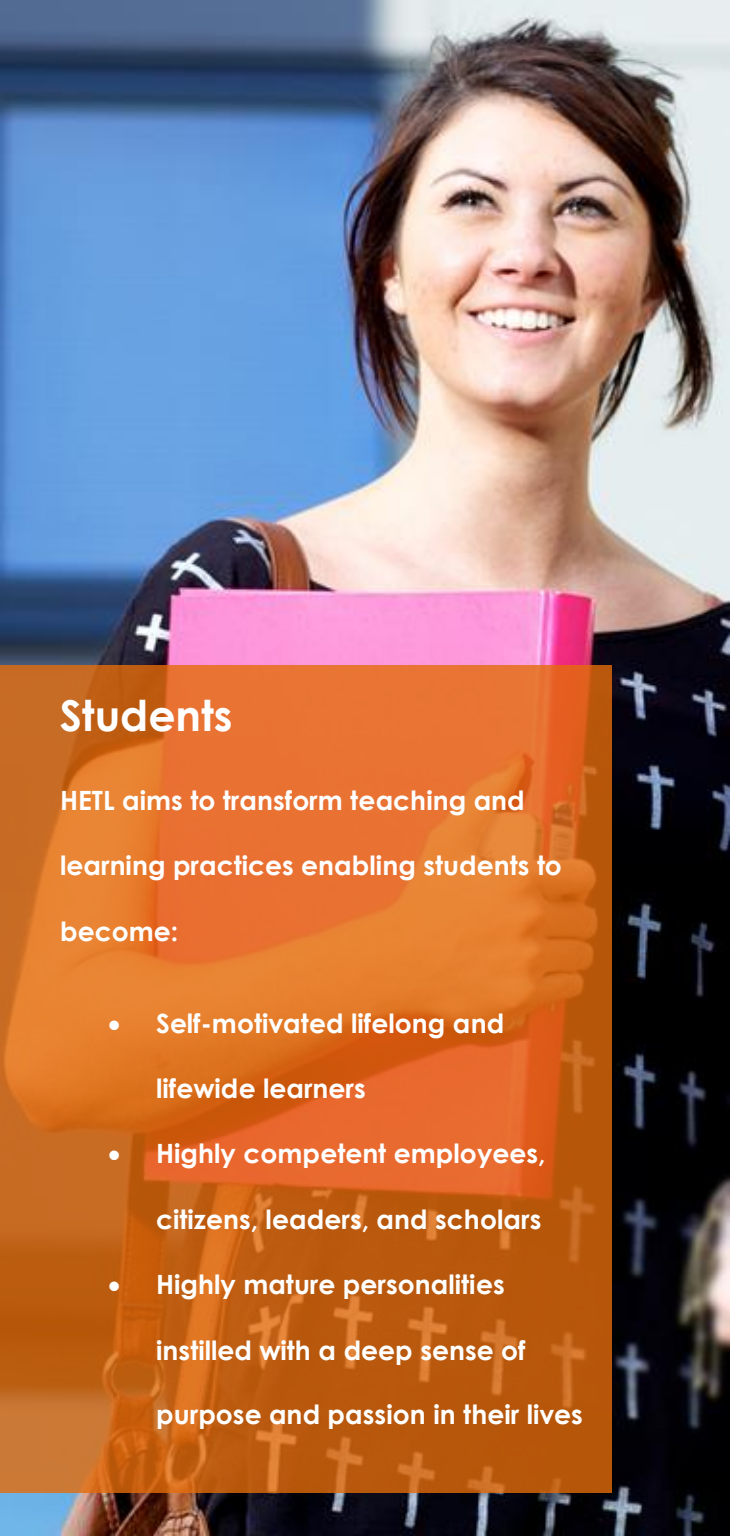
To that end, HETL developed an organizational model that is based on core values important to all educators, the core activities (mission) most important to educators, and the key outcomes most important to them (vision).

These three pillars (core values, mission, vision) therefore serve as the foundation stones upon which the entire association rests. They are complementary and reinforce each other, as do all the components that rest on each pillar.



A global professional learning community

Although HETL is but one small part in the higher education ecosystem small parts of diverse, complex systems can still be influential and have the potential for self and community transformation. Higher education has become increasingly important to our individual and collective survival as well as to the overall quality of life on this planet.



Students

HETL aims to transform teaching and learning practices enabling students to become:

- Self-motivated lifelong and lifewide learners
- Highly competent employees, citizens, leaders, and scholars
- Highly mature personalities instilled with a deep sense of purpose and passion in their lives

Learning does not stop upon graduation. In today's world, learning is a lifelong process. Thus, formal education must provide a meaningful space that educates the whole person and cultivates the seeds that allows one to grow into the person he/she wishes to become.

HETL has identified three core values most important to educators: academic integrity, collegiality, and diversity. In talking with thousands of educators from all over the world, in examining a broad cross-section of online educational groups, and in looking at the mission and value statements of hundreds of educational institutions across the globe, these three values came up again and again as being most important and universally applicable.

HETL defines diversity as the inclusion and acceptance of differences among colleagues. Diversity helps to create an association where the whole is greater than and different from the sum of its parts.

HETL defines academic integrity as an ethical code that guides the behavior of learning communities. The Center of Academic Integrity at Clemson University identifies several characteristics of academic integrity: honesty, responsibility, trust, respect, and fairness.

Collegiality is characterized by mutual trust in each other, and a mutual respect for others' talents, roles, and responsibilities. Collegiality recognizes that each individual contributes in his or her own unique way based on his or her own unique talents, interests, and preferences.



Faculty

HETL provides on-going opportunities for educators to present their research at meetings (conferences, symposia, etc.) organized by HETL as well as opportunities to publish their research in high quality refereed journals, books, and other academic outlets.

HETL connects and empowers a global community of educational leaders to transform higher education for a brighter future. HETL platforms provide the highest quality of inter-active dialog and exchange of ideas and knowledge. HETL provides a collegial and supportive environment for educators from many different cultures to collaborate with each other.


Joining HETL makes you part of a vibrant, global community of educators dedicated to the vision of advancing the scholarship and practice of teaching and learning in higher education.

HETL includes faculty, scholars, researchers, administrators, staff, and other thought leaders from colleges, universities, government agencies, and non-governmental organizations from around the world who share this common vision.

HETL enhances your career as you dialogue and network with other educators from around the globe. HETL full members represent all institutional types and all academic disciplines.

HETL members get involved for many reasons. They get involved to be part of a vibrant, global community of educational professionals, to network and collaborate with colleagues from around the world, to develop professionally and institutionally, and to support the mission and vision of HETL.

Some of our members get involved actively while others are quiet supporters. Members get involved in a variety of ways that best fit their individual needs and preferences. Get involved in any way you like but get involved to explore new opportunities and to enhance your professional development.



Becoming a member supports the HETL mission and activities that provide the global higher education community with the research, publishing, and resources needed to improve teaching and learning in the 21st century.

Becoming a member supports the HETL mission and activities that provide the global higher education community with research, publishing, and resources needed to improve teaching and learning in the 21st century.

Individual Members

- Opportunities to dialogue and network with colleagues
- Opportunities to collaborate on research and publishing projects
- Access to select publications as they become available
- Discounts on select partner events as they become available
- Free monthly newsletters and special announcements
- Free notification of published articles in the HETL Review

Institutional Members

In addition to the above benefits, your membership in the International HETL Association reflects your commitment to advancing the scholarship and practice of teaching and learning in higher education.

Your membership demonstrates to the public and to the international higher education community that your institution is committed to continually developing a positive and nurturing environment that fosters the highest quality teaching and learning practices. Together, we can move higher education towards a brighter future.

Membership

HETL members generate innovative ideas and contribute to the growing knowledge base on teaching and learning. HETL engages in activities that have a significant impact on improving teaching excellence and learning outcomes.





Future Plans

The future of HETL is very promising. HETL will continue to expand its current activities and continue to explore innovative ways to better serve the education community. HETL will continue to reach out to bring all educators to together. HETL will focus on activities that are in line with our core competencies.



Future Plans

HETL has taken advantage of select social media platforms and other digital technologies to establish a global presence and to connect and collaborate with educators across traditional boundaries and barriers. HETL will continue to leverage these global technologies to expand its global network of educational professionals.

In addition to refining and improving its existing suite of electronic platforms, HETL will also establish a presence on the following electronic platforms:

- YouTube
- Google+
- SlideShare

Publishing: HETL will continue to work with individual scholars and institutions to:

- sponsor the publication of teaching and learning journals, books, and other media that are in alignment with HETL's mission

Events: HETL will continue to work with individual scholars and institutions to:

- organize additional conferences and meetings that are in alignment with HETL's mission

Partners: HETL will continue to work with individual scholars and institutions to collaborate.

- joint grant applications
- joint research projects
- joint conferences and meetings

Sponsors: HETL will continue to seek sponsors who to support our mission.

- Conference sponsors
- Strategic sponsors

We invite you to get involved in our many activities.

We invite your college or university to become an institutional member.

We invite you to become a HETL strategic partner or sponsor.



HETL Board of Directors for 2011 – 2012

Patrick Blessinger	USA	Founder, Co-chair, Executive Director
Olga Kovbasyuk	Russia	Co-chair and President
Charles Wankel	USA	VP
Donizetti Louro	Brazil	Secretary
David Bugay	USA	Treasurer
John Anchan	Canada	
Harriet Shenkman	USA	
Kgomotso Masemola	South Africa	
Deborah Arnold	France	
K. Prabhakar	India	
Yianna Vovides	USA	
Thomas Luxon	USA	
Bianka Lichtenberger	Switzerland	



Summary financial results for the year ended June 30, 2012

THE HETL ASSOCIATION

SUMMARY OF FINANCIAL RESULTS FOR THE YEAR ENDED

JUNE 30, 2012

INCOME

MEMBERSHIP DUES	\$3,600
TOTAL INCOME	\$3,600

EXPENSES

LEGAL AND PROFESSIONAL FEES	\$1,800
OFFICE EXPENSES	\$1,228
TRAVEL	\$950
DEPRECIATION	\$28
WEB DEVELOPMENT FEES	\$4,100
WEB PLATFORM SERVICE FEES	\$550
TELEPHONE AND INTERNET	\$1,200
FILING FEES	\$800
TOTAL EXPENSES	\$10,656

OPERATING LOSS **-\$7,056**

Tax forms prepared by Pessin Tax Service, New York
Financial audit conducted by Pessin Tax Service, New York

Prepared by the Office of Executive Director
Approved by HETL Board of Directors, August 2013





“The human experience is all about learning. And education is the primary means by which we as a global society facilitate that learning. Thus, our focus on transforming teaching and learning is not only at the core of the educational process but also at the core of the human experience.”

~ Patrick Blessinger

Contact us

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HETL Platforms

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LinkedIn: <http://www.linkedin.com/groups?gid=2774663>
Twitter: @HETLPortal
Facebook: <https://www.facebook.com/HETLPORTAL>

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HETL is headquartered in New York City and is a legally certified not-for-profit organization in the State of New York (USA) and certified as a 501(c)(3) public charity by the Internal Revenue Service (IRS, USA).

HETL activities focus on recognizing and supporting learning-centered instruction, curricula, and assessment and all stakeholders (faculty, students, administration) involved in the educational process. HETL brings together a diverse set of people and resources to dialogue, research, and share best practices in order to improve educational and learning outcomes.