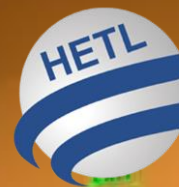


International Higher Education Teaching & Learning Association

Annual Report for 2012-13







International Higher Education
Teaching & Learning Association
Annual Report for 2012-13

“Higher education, given its unique role in society, can be a model for collaboration and a model for a participatory culture of dialogue. Higher education can be a powerful voice for shared values and international cooperation.”

~Patrick Blessinger



About the 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:

- Portal subscribers (52,200)
- LinkedIn members (28,600)
- Twitter followers (1,900)
- Facebook followers (1,500)
- Google+ followers (320)
- YouTube followers (50)

Approximate representation by location:

- North America (34%)
- Europe (26 %)
- Asia (15%)
- South America (13%)
- Africa (8%)
- Oceania (4%)

Approximate representation by function:

- Education faculty, researchers, scholars (80%)
- Education leaders, executives, managers (15%)
- Education staff, e.g., librarians, technologists (5%)
- Education publishing, e.g., editors, authors (<1%)



Contents

7	Foreword
8	Foreword
11	Highlights & Impact
11	Highlights and impact from 2012-13
14	Annual Report for 2012-13
14	Highlights and impacts
14	Value proposition
16	Core competencies
19	Students
20	Faculty
21	Memberships
24	Future plans
25	Governance
26	Summary of financial results for 2012-2013
29	HETL contact details





Foreword



Foreword

This report covers the reporting period for July 1, 2012 through June 30, 2013. Despite financial challenges during this period, the organization held its first annual international conference. The income generated from this conference has put HETL on track to better financial sustainability. HETL also sponsored the publication of several books and assumed the editorship of an international academic journal. These developments put HETL in a good position for future growth and sustainability.

Near the start of this reporting period, we selected a new web development company to provide cutting-edge technology services for HETL. This decision allowed us to improve the HETL Portal and to provide a more engaging experience to the global higher education community. As a result, we launched an upgraded version of our portal, which allowed us to create a more flexible and feature rich architecture which, in turn, better positions HETL for the future.

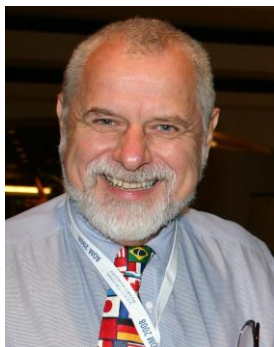
Our strategic focus for this reporting period was to continue developing the HETL infrastructure in all areas, including our e-community platforms, our portal website, and our various boards. Also, work began on different research and publication projects. As in the previous reporting period, given the 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 only realized a very modest positive net income as a result of continued start-up investment costs, this year was still a great success.

Specifically, HETL experienced dramatic growth in the number of new members on its various platforms which provides clear evidence of the value HETL is providing to the global higher education community. But quantity based measures alone are not sufficient measures of success. In addition to these measures, we also aim for the highest standards that are important to the higher education community and we strive to continuously 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 continued implementing its three-year plan which outlined new strategies to take HETL to the next phase in its organizational development.

Along with the improved systems infrastructure, we also continued to improve our branding on our various communication channels. The continual development of our branding is consistent with HETL's mission, vision, and core values.



The main aims of our strategic plan for this period included a continuation of the aims from the last reporting period:

- **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 for this period included a continuation of the goals from the last reporting period:

- **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

Charles Wankel
President and Co-Chair, Board of Directors, 2012-13





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 2012-13

In 2012-13, HETL:

Implemented Portal 3.0 - new features and functions:

- Added HETL News feature
- Added HETL Interviews feature
- Added IHR Editor's Choice feature
- Added HETL video
- Added a Google+ page
- Added new banner images
- Added functionality to improve performance and security features

HETL also:

- Established strategic partnerships with ICIE, EDEN, and RAE.
- In August of 2012, HETL assumed the editorship of the *Journal of Applied Research in Higher Education* (JARHE) in collaboration with Emerald Group Publishing.

Sponsored the publication of a book by Routledge Publishing.

- *Meaning-Centered Education: International Perspectives and Explorations in Higher Education.*

Sponsored the publication of seven books in the Cutting-Edge Technologies in Higher Education series by Emerald Group Publishing.

- *Increasing Student Engagement and Retention using Online Learning Activities: Wikis, Blogs, and WebQuests.*
- *Increasing Student Engagement and Retention using Social Technologies: Facebook, e-portfolios, and other Social Networking Services.*
- *Increasing Student Engagement and Retention Using Immersive Interfaces: Virtual Worlds, Gaming, and Simulation.*
- *Increasing Student Engagement and Retention using Classroom Technologies: Classroom Response Systems and Mediated Discourse Technologies.* London: Emerald.
- *Increasing Student Engagement and Retention in e-Learning Environments: Web 2.0 and Blended Learning Technologies.*
- *Increasing Student Engagement and Retention using Multimedia Technologies: Video Annotation, Multimedia Applications, Videoconferencing and Transmedia Storytelling.*
- *Increasing Student Engagement and Retention using Mobile Applications: Smartphones, Skype and Texting Technologies.*

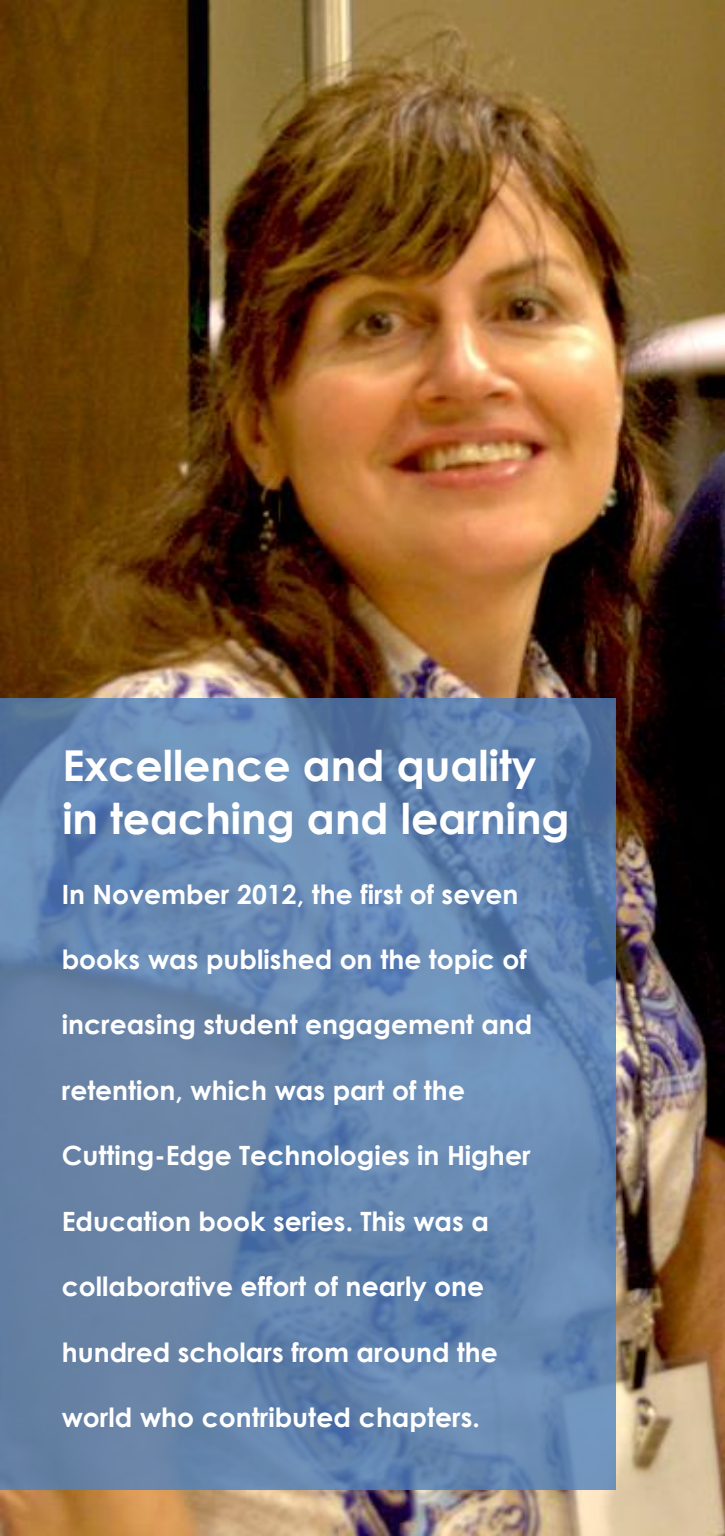




Annual Report for 2012-13

Value Proposition:

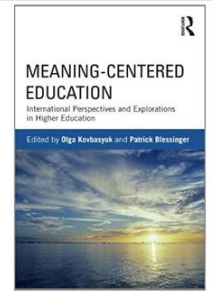
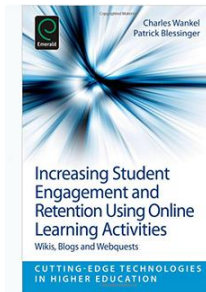
HETL provides the world's largest and most active *global online professional learning community* to enrich the personal and professional lives of higher education professionals by providing them with the means to easily dialogue, network, collaborate, share resources, and disseminate knowledge with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



Excellence and quality in teaching and learning

In November 2012, the first of seven books was published on the topic of increasing student engagement and retention, which was part of the Cutting-Edge Technologies in Higher Education book series. This was a collaborative effort of nearly one hundred scholars from around the world who contributed chapters.

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 sponsored and edited its first book series on the topic of increasing student engagement and retention using cutting-edge technologies. HETL also sponsored and edited a book on the topic of meaning-centered education and learning. The book explores and develops a vision of education where students and instructors engage in open meaning-making processes and self-organizing educational practices. HETL was selected by Emerald Group Publishing to be the editor of the Journal of Applied Research in Higher Education.

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 addresses these challenges collaboratively through transformative dialogue, cutting-edge research, and sharing of best practices. A major strength of HETL is its diverse base of global perspectives that fosters creative thinking, meaningful dialogue and engagement, and purposeful action.

HETL supports the democratization of higher education and aims to create imaginative, vibrant, and participatory spaces for all educators to come together for dialogue and collaboration. Thus, by creating a participatory culture of learning that removes political, social, geographic, and other barriers, HETL aims to give voice to the common needs, concerns, and aspirations shared by the global higher education community.

The shared vision of HETL is to advance the scholarship and practice of teaching and learning in higher education. The focus on teaching and learning is important because the teaching-learning process is the most fundamental process that lies at the core of the educational system, regardless of institutional type or mission.

To achieve its vision, HETL works with and supports individual educators from all institutional types and missions and all types of educational institutions, associations, centers, and other groups committed to improving and transforming teaching and learning, including related areas such as curriculum, assessment, research, service, and community engagement, as well as related leadership areas such as governance, management, policy, strategy, and decision-making at the individual, institutional, national, and international levels.

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

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.

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.

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 improve 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 interactive 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.



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.

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.

HETL continues to cultivate the democratization of higher education by working at the nexus of theory, practice, and policy – that space where transformative action begins.



In January of 2013, the first HETL conference was hosted at the University of Central Florida in Orlando, Florida, USA, with the theme, Exploring Spaces for Learning. The conference was attended by over 400 delegates from 40 countries.

The conference is a first in a series of annual international academic conferences focused on research and innovation in teaching and learning and centered on a cross-disciplinary participatory culture.

Eric Mazur was the first recipient of the Lifetime Achievements in Teaching and Learning Award for 2013.

HETL is an international educational association of educators, by educators, and for educators, based on democratic principles of shared governance and committed to addressing the real needs, concerns, and aspirations of the global education community.

Helping to improve access, participation, and the quality of higher education around the world is an integral part of the HETL mission and vision as well as to facilitate capacity building at all levels.



Partnerships

HETL partners with like-minded organizations around the world to help us fulfil our mission and our vision of advancing the scholarship and practice of teaching and learning in higher education. We work together to improve access, participation, and the quality of higher education around the world.





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 2012 – 2013

Patrick Blessinger	USA	Founder, Co-chair, Executive Director
Charles Wankel	USA	Co-chair and President
John Anchan	Canada	VP
Donizetti Louro	Brazil	Secretary
David Bugay	USA	Treasurer
Olga Kovbasyuk	Russia	
Harriet Shenkman	USA	
Kgomotso Masemola	South Africa	
Deborah Arnold	France	
Denise Stockley	Canada	
Mandla Makhanya	South Africa	
Phil Gravestock	UK	
John Carfora	USA	



Summary financial results for the year ended June 30, 2013

THE HETL ASSOCIATION

SUMMARY OF FINANCIAL RESULTS FOR THE YEAR ENDED

JUNE 30, 2013

INCOME

MEMBERSHIP DUES	\$4,933
FUNDRAISING EVENTS	\$50,000

TOTAL INCOME **\$54,933**

EXPENSES

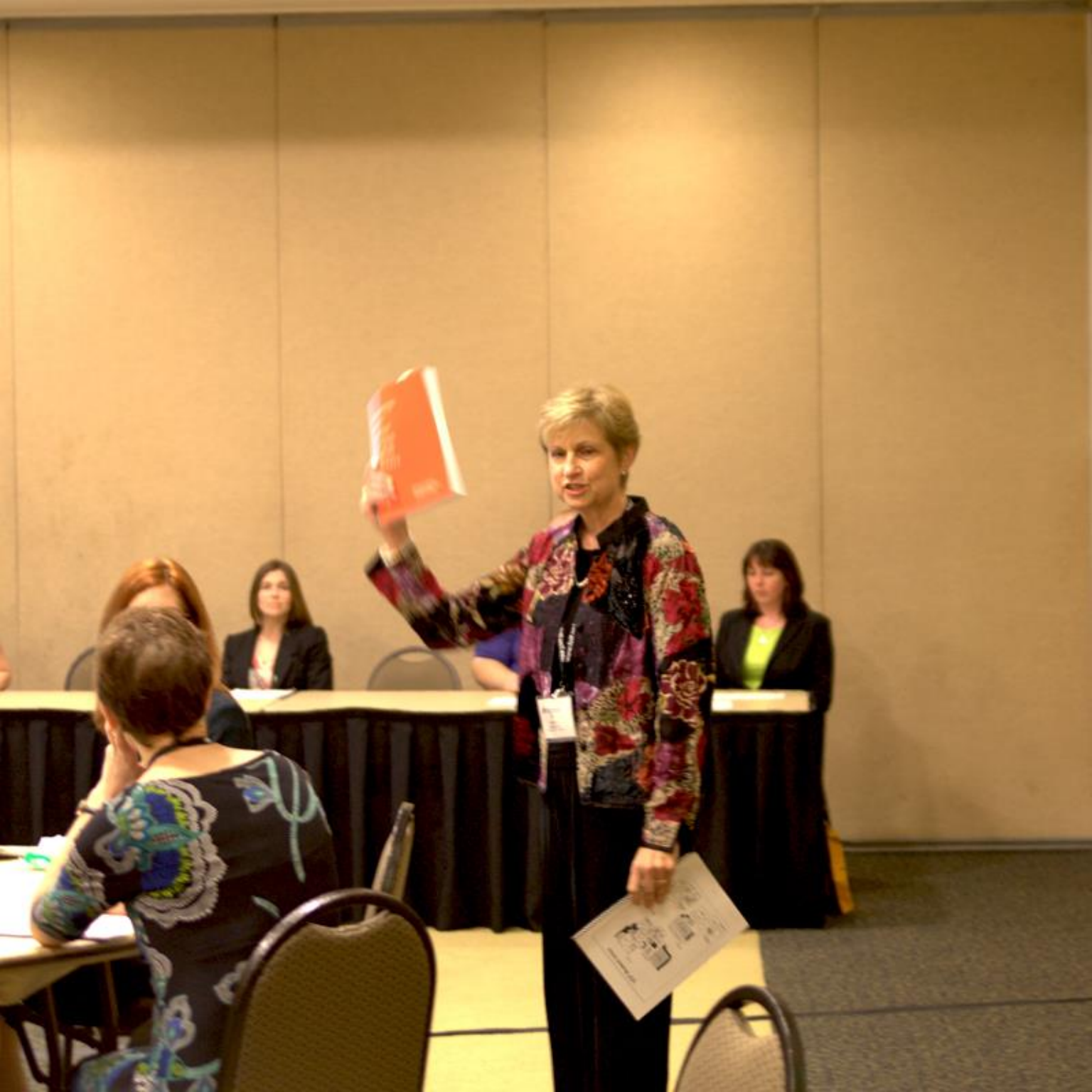
SALARIES AND WAGES	\$5,833
PAYROLL TAXES	\$223
ACCOUNTING	\$300
ADVERTISING AND PROMOTIONS	\$272
OFFICE EXPENSES	\$1,112
TRAVEL	\$7,827
INSURANCE	\$1,026
WEB DEVELOPMENT FEES	\$5,790
CREDIT CARD PROCESSING FEES	\$926
TELEPHONE AND INTERNET	\$918
BANK FEES	\$810
FILING FEES	\$450
MEALS AND ENTERTAINMENT	\$628
CONFERENCE AWARDS	\$750
WEB PLATFORM SERVICE FEES	\$299
PARKING	\$40

TOTAL EXPENSES **\$27,204**

NET REVENUE MINUS EXPENSES **\$27,729**

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

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





“We need to remind ourselves that curiosity, creativity, and meaningful dialogue are vitally important because they form the basis for and the context of our humanity and human learning.”

~ Patrick Blessinger

Contact us

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Kew Gardens, New York 11415

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support@hetl.org

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HETL Platforms

Portal: <https://www.hetl.org>

LinkedIn:

<http://www.linkedin.com/groups?gid=2774663>

Twitter: @HETLPortal

Facebook: <https://www.facebook.com/HETLPORTAL>

No part of this report may be reproduced in any form without the written permission of the Executive Director.

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.