



LIFEWIDE EDUCATION & CREATIVE ACADEMIC PROGRESS REPORT

December 2015

Mission & Activities

The Lifewide Education Community Interest Company was registered at Companies House in August 2011. The company's articles state.. *The company's activities will provide benefit to education professionals who are interested in helping students to develop in a holistic way through the whole of their life (lifewide) experiences. In higher education some 60 universities offer co- or extra-curricular awards and in the first instance this the professional group that form our community. Other [relevant] professional communities include the Personal Development & Planning Network and the Imaginative Curriculum Network. The intention is to grow the community beyond higher education and eventually embrace all phases of formal education.*

The main activities of Lifewide Education are:

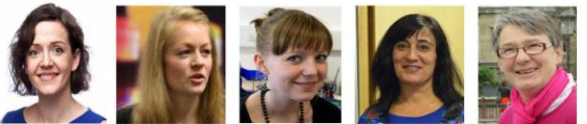
- 1 Publication and dissemination of information relevant to lifewide learning, education and personal development
- 2 Research and scholarship related to these ideas
- 3 Support for professional development eg by contributing to CPD programmes of education professionals
- 4 Organising and contributing to events relevant to our mission
- 5 Advocacy - championing and encouraging a lifewide view of learning and personal development

In January 2015 Creative Academic was launched as a separate but related educational enterprise to encourage and support the further development of creativity in higher education.

Leadership and Organisation - Lifewide Education



Prof Norman Jackson Founder & Leader
 Jenny Willis, Magazine Editor & Researcher
 Russ Law School Education
 Brian Cooper e-book Editor
 Prof. Ronald Barnett



Sarah Jeffries Watts HE Skills Awards & Careers Education
 Vicky Mann HE Skills Awards & Careers Education
 Charlotte Betts Careers & Skills Education
 Chrissi Nerantzi Academic Developer Social Media
 Prof. Lorraine Stefani - Leadership



Dr Sarah Campbell Psychology
 Prof Paul Kleiman Creativity
 Roger Greenhalgh ICT
 Melissa Shaw Volunteering
 Alison James Creativity



Yalda Tomlinson Pg student
 Navid Tomlinson Pg stu. & Tech Support
 Maria-Rafaela Tziouvara Pg student & teacher
 Nikos Mouratoglou Pg student & teacher
 Kiboko Hachiyon-illustrator



Sue Beckingham Academic Developer Social Media
 Andrew Middleton Academic Developer Social Media
 Steve Outram Higher Education
 Prof. John Cowan Honorary Fellow

Lifewide Education and Creative Academic are led by the Founder, Professor Norman Jackson and supported by a small core team of volunteers. Twenty three volunteers make up the core team that supports both enterprises. Neither the Founder or team members receive financial remuneration for their work.

Lifewide Education Community of Interest

Lifewide Education was launched in August 2011. Community building began in January 2011. People join the Lifewide Education Community of Interest by registering their interest on the Community website. There is no membership fee and most services are free to members. In December 2015 we had 560 subscribers. We also have a small linked-in group of 30 members and 250 followers on twitter (compared to 125 in 2014). Membership is predominantly drawn from the UK but we are delighted that our community includes members living in Arab Emirates, Australia, Canada, China, Finland, Germany, Greece, Holland, Ireland, Kuwait, Malaya, New Zealand, Portugal, Saudi Arabia, South Africa, Switzerland, Turkey and USA.

Income

Membership of the community is free. Income is from either donations by the founder derived from public speaking and other activities undertaken on behalf of Lifewide Education

and Creative Academic. Neither the Director or members of the core team receive any salary, dividends or other

remuneration for the time and service they give to the two community's of interest. Expenses incurred through services to the community are reimbursed against receipts.

Core Activities August 2015 - December 2015

- 1 Ongoing support for a community of interest. We have now adopted the Mail Chimp mail list management tool which makes administration much easier.
- 2 Maintaining a small team of volunteers to support the enterprise - during the last six months four new members were added to the team (see below)
- 3 **Maintaining an on-line presence through a community website <http://www.lifewideeducation.uk/>, and family of service websites with dedicated domain names to distribute information.**
- 4 **More effort was expended in developing our presence on Twitter @lifewider.** We have 210 followers and made 400 tweets. Twitter has proved useful in finding people to contribute to our magazine and also in promotional activities relating to our magazine, blogs and surveys.
- 4 **Maintaining Lifewide Magazine. <http://www.lifewidemagazine.co.uk/> Each issue explores a theme that is relevant to Lifewide Education and three issues are published this year.** A total of 15 Issues published upto December 2015 and there have been nearly **6000** page loads on the website. In December we experimented with crowd sourcing the content for the magazine using a google+ community writing page. It was partly successful with about half the content produced in this way.
- 5 **Conducting a programme of research and scholarship** - research is through interview and surveys. Much of our research is geared to the production of the magazine. The main effort has been to develop the idea of learning ecologies through a book. Draft chapters were posted on-line and feedback sought through social media. The book will be published in February or March 2016. We have continued to explore the idea of the Social Age and seek to understand the consequences of the use of social media and other web 2.0 technologies on lifewide learning.
- 6 **Editing and publishing the on-line Lifewide Learning, Education and Personal Development e-book to disseminate the results of research <http://www.lifewideebook.co.uk/> (1500 page loads to date).** No chapters have been published this year due to the development of other aspects of our work - notably the start-up of Creative Academic that also has a significant publication output and work on the Learning Ecologies book.
- 7 **Our other e-book publication 'Lifewide Learning and Education in Universities and Colleges', the product of our March 2014 conference has received nearly 1500 page loads to date. The conference website we created to host the resources has received over 3000 hits <http://www.learninglives.co.uk/>**
- 8 Maintaining the guidance and infrastructure to support the Lifewide Development Award. <http://www.lifewideaward.com/> Little development work undertaken this year although we have received a small number of inquiries about participating in the award.
- 9 **Participating in a number of events in the UK and overseas** to promote the work of the community - during the year members of the team contributed to or facilitated events in Saudi Arabia, Ireland, Spain, Mexico and the UK



Creative Academic

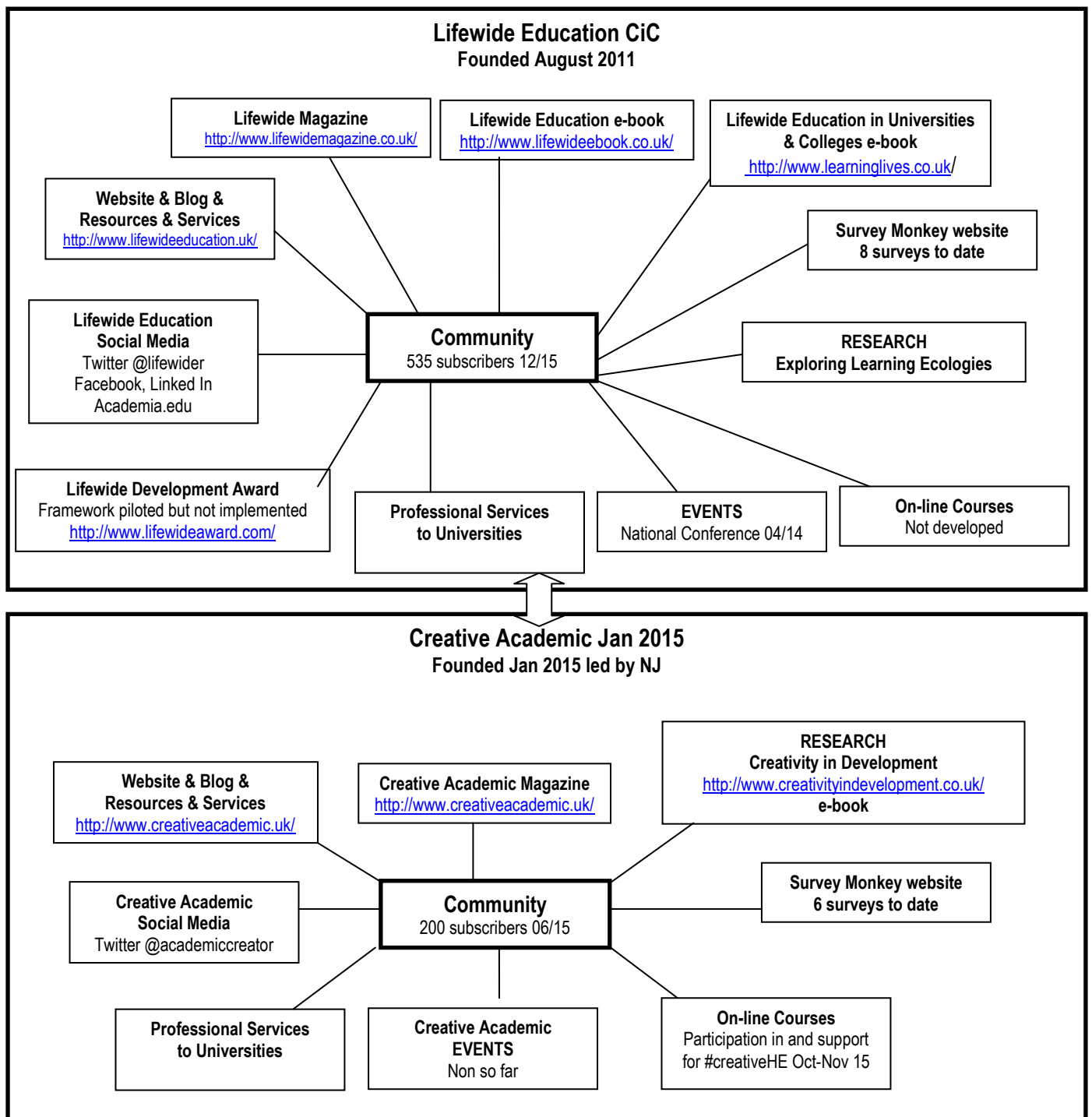
In January 2015 a new initiative began with the birth of 'Creative Academic' - an educational social enterprise whose purpose is to champion students' creative development in higher education. The idea that students are often creative in aspects of their lives that lie outside formal education is a fundamental belief that underlies this enterprise.

The main activities undertaken during 2015 were:



- 1 Maintaining the new website and blog <http://www.creativeacademic.uk/>
- 2 Growing the community at the end of our first year 250 people have joined the community.
- 3 Publication of two issues of Creative Academic Magazine and the preparation of a third issue to be published in January 2016. The magazine has received nearly 3000 page loads which shows that there is interest in our contribution.
- 4 Establishing a Twitter presence (250 tweets and a following of 245)
- 5 Preparing a Guide to Creativity in Higher Education to be published in 2016
- 6 Participating in and helping to facilitate Chrissi Nerantzi's Creativity for Learning in Higher Education #creativeHE open on-line course. This was particularly useful because it opened up new possibilities for our work and led to our third magazine and three new members of our Lifewide/Creative Academic team
- 7 Exploring the idea of creativity in development - which will be the theme of the April Creative Academic magazine and chapters for 'Creativity in Development' e-books . <http://www.creativityindevelopment.co.uk/> . .

Figure 1 Organisation & infrastructure for the Lifewide Education and Creative Academic Educational Social Enterprises



Main Challenges

- 1 Sustaining what we have established with the resources we have
- 2 Maintaining the infrastructure (websites / blog & social networks)
- 3 Growing our communities
- 4 Involving the community in productive and meaningful activity and interaction
- 5 Attracting participants to the Lifewide Development Award and piloting/evaluating the Award
- 6 Adapting the Lifewide Development Award Framework to other contexts
- 7 Sustaining and developing the programme of research and scholarship
- 8 Influencing others - campaigning to encourage change
- 9 Gaining revenue to support activities
- 10 Finding patrons who can help the enterprise extend its influence

Goals August 2015-16 Consolidate, Sustain, Explore, Develop, Engage and Expand

Lifewide Education

Sustain and build on what we are already doing including:

- Publish at least 2 issues of Lifewide Magazine each exploring a new theme (Nb reduced from 4)
- Publish at least 2 chapters of Lifewide Learning, Education & Pers. Dev. e book
- Write and publish a new book 'Exploring Learning Ecologies'
- Maintain the Community Blog (at least one substantial post each month)
- Encourage/facilitate discussion and enquiry through surveys using LE Survey Monkey website
- Maintain and develop our presence through social media (Facebook, Linked in, Twitter, Academia.edu other)
- Promote LWE through conferences in the UK and overseas
- Contribute to the CPD activities of teachers and universities
- Research & Development priorities - 1) Continue our exploration of the dimensions of lifewide learning through our magazines 2) examine the relevance and potential application of Lifewide Development Award to settings outside formal education
- Develop revenue streams - examine feasibility of self-published Publish on Demand publications

Creative Academic

Sustain and build on what we are already doing including:

- Publish at least 2 issues of Creative Academic Magazine each exploring a new theme
- Publish at least 2 chapters of Creativity in Development e-books
- Publish a Guide to Creativity in Higher Education
- Encourage/facilitate discussion and enquiry through surveys using LWE Survey Monkey website
- Maintain and develop our presence through social media (Facebook, Linked in, Academic.edu, Twitter, other)
- Promote Creative Academic through conferences in the UK and overseas
- Contribute to the CPD activities of teachers in universities
- Research & Development priorities - Continue exploration of creativity through our magazine
- Contribute to World Creativity and Innovation Week April 2016

Appreciation of Team Members

The Director would like to sincerely thank all the members of the core team who have generously given their time, creativity and expertise to support our Lifewide Education and Creative Academic educational enterprises. Without you these enterprises would not be able to exist.

Norman Jackson,
Founder Lifewide Education CIC,
Co-Founder Creative Academic
December 2015