



# **CHEAD**

**(Council for Higher Education in Art & Design)**

**Summary review of the Year 2014/15**

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## **The Council for Higher Education in Art & Design (CHEAD)**

CHEAD is the association of educational institutions with degree or postgraduate provision in art and design, represented by their most senior academic concerned with art and design.

CHEAD provides leadership and an inclusive, cohesive body for and on behalf of Art and Design higher education in the UK four nations, advancing knowledge and understanding in the sector and promoting the sector's interests to others.

CHEAD focuses on art and design subjects; these subjects relate closely to other subjects – for example: media, performing arts, architecture, and art and design history – CHEAD welcomes interaction with and between these subjects. CHEAD Executive members and officers, in carrying out the business of the organisation, place the wider interests of the sector first. CHEAD shares with its members the objective of enhancing the student experience of HE in Art and Design, and respects the independent and diverse approaches adopted by members in this regard.

CHEAD has an Executive Committee of elected officers and members, which meets 5 times a year. Council (the full membership) meets three times a year, including a two/three day residential conference each Spring at various venues throughout the UK. Membership and Networking meetings are held in London in November and May.

## Key Achievements 2014/15

### General

The following regional seminars were delivered:

**Nottingham** Trent University, 20 February 2014.

Seminar theme: Design and Personalisation.

**Glasgow** School of Art

Seminar theme: The Role of Critical and Contextual Studies in Art School Education

### Scholarly activity & knowledge development

The following Leadership Development Programme Seminars were delivered:

**Sheffield**, 23 May: Creating a Strategic Advantage in Teaching & Learning; 15 delegates.

Speakers: Professor Linda Drew, Deputy Director, Glasgow School of Art & Chair, CHEAD, Judy Glasman, Dean of School of Creative Arts, University of Hertfordshire Professor Sally Wade, Director, Sheffield Institute of Arts & Chair, Group for Learning in Art & Design (GLAD), Professor Susan Orr, Dean of Learning, Teaching & Enhancement, University of the Arts, London.

**Brighton**, 31 October: Leading and Managing Research and Research Development in A&D, Seminar sold out with 20 delegates.

Speakers: Dr Bryony Conway, Former Dean of School of Art & Design, University of Wolverhampton & former CHEAD Executive; Judy Glasman; Professor Anne Boddington, Dean of the College of Arts & Humanities, University of Brighton; Professor Jonathan Woodham, Director of the Centre for Research and Development, University of Brighton; Professor Karen Fleming, Director of the Art and Design Research Institute, University of Ulster; Dr. Anne Galliot, Research Development Adviser, University of Brighton.

**Hertfordshire**, 4 December:

Leading & Managing Institutional Change

Following debate at Membership meeting, May 2014, CHEAD members expressed their support for the continuation of the LDP as a valuable resource for aspiring leaders.

### CHEAD Website

The CHEAD website launched in summer 2014. Initially, it has offered our membership enhanced communications and public profiles including a membership directory, galleries, bulletins and events publicity. Additional elements are being currently

developed to enhance effective information giving include pages for subject associations, and facility for an external examiners register.

### **Joint seminar with the Crafts Council**

Studying Craft: Trends, Technology and Education, Manchester Metropolitan University, 18 March. Seminar was fully booked with some 90 delegates registering for the event.

### **Research**

Annual Conference 2015 to focus on communicating insights: how to communicate impact from research, including impact that may be generated outside strict research.

New Research Alliance launched at Membership & Networking meeting, 20 November 2014.

PhD students' seminar at Brighton, 20 March, as an attempt to form a network for exchange and mutual support for doctoral researchers across all aspects of Art and Design education: pedagogic research in A&D and media and architecture, or more widely on progression / access.

### **Learning & Teaching**

A meeting of subject associations was held at Membership & Networking meeting, 20 November 2014.

Staffing developments and funding cuts at HEA caused a cessation of the network of subject leads and meant that Carolyn Bew, formerly Subject Lead for Art and Design, is no longer at the HEA.

The development of a CHEAD Learning and Teaching Award was launched at Membership and Networking meeting, 20 Nov 2014, but has not progressed.

CHEAD supported Will Hunt in his survey of A&D internship experiences. Will Hunt gave update at Membership meeting, Nov 2014.

### **Engagement & Advocacy**

APDIG

Christoph Raatz attended associate meeting on 24 September 2014. CHEAD hosted table at APDIG summer lunch, 1 July.

Christoph Raatz prepared a briefing paper on HE Art and Design for Earl of Clancarty, Cross bench, for House of Lord debate on higher education, April 2014.

CHEAD asked to contribute to another briefing note from APPG to Earl of Clancarty for

the House of Lords debate on Arts Education held on 27 November 2014.

### **Craft Industry Board**

Christoph Raatz attended meeting of the Craft Industry Board 20 May and 29 September. The CIB was convened by Creative & Cultural Skills in early summer 2013.

### **Arts Council England**

On behalf of CHEAD, Christoph Raatz attended events of the Cultural Knowledge Ecology project (now renamed HEI / Culture Forum), led by ACE North, to investigate partnerships between HEIs and arts organisations at Dewsbury, 28 March, 14 October 2014.

CHEAD participated in a meeting organised by HEAD Trust to develop advocacy work for the sector along with Art, Design and Media subject associations.

CHEAD has collaborated with the HEAD Trust to promote better cohesion of lobbying and advocacy across the sector. This includes bringing together the Sector's policy organisations and regenerating the CHEAD Links Network with more focused aims and activities.

## **Operations**

### **Administrative Services Review**

CHEAD commissioned ASR to examine CHEAD administration structures in the face of a significantly evolved context. Final report submitted to CHEAD Executive Committee in July 2014.

### **Charitable Incorporated Organisation**

A draft constitution for new CIO status was drawn up by solicitors but is awaiting further review before proceeding.

### **CHEAD website and governance**

Together with the new website, CHEAD has been developing digital interactive resources to improve sector communications including CoP mailing lists, social media, Eventbrite, Mailchimp, etc to improve efficiency of event registration and communication with CHEAD.

## CHEAD Strategic Plan 2012-2015

### **Strategic Aim for 2012 -2015**

CHEAD's aim for the period of 2014 - 2015 is to contribute to the development of the A&D community, its standing and stature as well as its engagement with the outside world.

### **About CHEAD**

CHEAD provides leadership and an inclusive, cohesive body for and on behalf of Art and Design higher education in the UK four nations, advancing knowledge and understanding in the sector and promoting the sector's interests to others.

CHEAD focuses on art and design subjects; these subjects relate closely to other subjects – for example: media, performing arts, architecture, and art and design history – CHEAD welcomes interaction with and between these subjects. CHEAD Executive members and officers, in carrying out the business of the organisation, place the wider interests of the sector first. CHEAD shares with its members the objective of enhancing the student experience of HE in Art and Design, and respects the independent and diverse approaches adopted by members in this regard.

In order to engage effectively with the related communities both within and outside of higher education, CHEAD articulates its values and positions itself and its activities in relation to a range of themes, which derived from the six major societal and economic challenge themes that span the Research Councils, as identified by Research Councils UK (RCUK) in its Strategic Vision 2011.-15. This approach shall give CHEAD's activities relevance and allow it to engage in debates about CHEAD outside its discipline.

The overarching themes are:

- Business, Economy, Innovation
- Health & Wellbeing
- Environment and Sustainability
- Identity & Security
- Education, Scholarship, Research

Led by CHEAD members, CHEAD's position shall be reviewed and refined continuously.

The following are CHEAD's strategic objectives:

Objective	Activity	Target for 13/14
<b>Curriculum</b> ( <i>The content of art and design education</i> )		
To promote the currency of the art and design curriculum in the 21 <sup>st</sup> century.	To organise joint CHEAD / AAH / DHS symposium on curriculum	Executive Lead: Jenny Walden To propose hosting an invitational scoping seminar, "What's the point of teaching A&DH?"
	To lead dialogue with groups around issues that influence the art and design curriculum.	To contact MeCCSA and SCHOSA for exploration of joint agendas Delivered through regional seminars
	To link with 1 to 2 other discipline groups.	
	To describe the core values of art and design education	
	To draft position papers	To draft paper on "Research agenda for HE A&D and CHEAD between now and REF2018"

<b>Scholarly activity &amp; knowledge development</b> (keeping up with knowledge, debates with practice)		Executive Lead: David Crow
To provide for sector leadership and staff development in art and design	The publication of a "Art & Design and..." pamphlet series, specifically:	
	Art & Design and ... Craft	
	Art & Design and ... building	To draft paper
	To organise a series of seminars for the 3rd cohort of the Leadership Development Programme	Finance seminar, September '13 Introductory seminar, October '13 Prepare 2-year plan
	To develop the CHEAD website as a resource for CHEAD members and the wider sector	To agree on a way forward for new website
	To organise a national themed seminar programme on Craft	To launch programme and link with NSEAD and CCSkills Craft Industry Board

Objective	Activity	Target for 13/14
<p><b>Research</b> (how to influence research funding, international influence of CHEAD) Boddington</p>		Executive    Lead:    Anne
<p>To strengthen our sector's power to influence research</p> <p>To support the development of a cohesive sector infrastructure across research, research training and research methods</p>	<p>To give a voice to research group active in the sector through events and seminars</p> <p>To engage with key international research networks</p> <p>To organise meetings and activities for the Gallery Network</p> <p>The engagement with research assessment and government consultations related to wider issues of research funding.</p> <p>To provide training to help improve the quality of research funding bids from the sector</p> <p>To convene a CHEAD Research Leaders Group</p>	<p>To approach Cumulus for exploration of joint agendas</p> <p>To develop case studies on issues not well publicised</p> <p>To keep watching brief</p> <p>To take stock of sector's needs</p> <p>To launch group and define ToR</p>

<p><b>Learning &amp; Teaching</b> (life cycle pedagogies, the diversity of both staff and students) Susan Orr, Sally Wade</p>		Executive    Lead:    Carolyn    Bew,
<p>To promote a greater understanding and appreciation</p>	<p>To work with GLAD and HEA and give voice to innovative L&amp;T practices.</p>	

Objective	Activity	Target for 13/14
of the diversity of the HE A&D staff and student bodies and the constituent elements of life cycle pedagogies and external communities	To maintain the Subject Associations Links Group and to improve their efficacy in meeting shared objective	To convene SALG meeting To invite NTF to speak at CHEAD Business / Forum meeting
	To provide CHEAD A&D Teaching Fellowships	To invite other organisations to co-fund To launch scheme
	To explore destination of A&D graduates post-08 recession	Scoping meeting to evaluate feasibility and demand. To apply for HEA funding

<b>Engagement &amp; advocacy</b> (influencing the influencers and lobbying in new contexts)		Executive Lead: Linda Drew
To anticipate and influence current policy debates and issues relevant to the sector	To contribute to current issues, e.g. the debate of the national curriculum in England and the UK	To attend NSEAD Council meetings To respond to NC Consultations
To articulate and promote the value of higher education in art and design, specifically the value of the beneficial economic and social impact, to the wider world	To invite key influencers from relevant bodies (TSB, DfE, etc) to meet with colleagues and speak at CHEAD events	To engage with representatives from NSEAD, Craft Industry Board, Cultural Capital Exchange
To project externally the important contribution of HE in Art and Design to the creative economy in the UK and beyond	To lobby and to contribute to lobbying groups, such as APDIG, APPG and Visual Arts UK	To attend meetings of various groups and report to CHEAD membership

Objective	Activity	Target for 13/14
<p><b><u>Operations</u></b>            To run CHEAD as a professional and efficient organisation</p>	<p>To clarify CHEAD's legal status            To confirm CHEAD memberships              To prepare annual accounts in co-operation with the accountant            To introduce banking services (online banking, card payment, company debit card)            To develop the CHEAD website</p>	<p>Executive Lead: Christoph Raatz            To confirm incorporation of CIO            To send out renewal forms            To secure payments            To prepare accounts              To introduce facilities</p>

## **CHEAD Structure**

The Executive Committee ensures that CHEAD operates in accordance with the objects enshrined in its constitution. Members of the Executive Committee, including the officers of Chair, Vice Chair and Treasurer, are elected by the registered representatives of CHEAD member institutions. The Executive Committee comprises the Chair, who is therefore also the Chair of CHEAD, the Vice Chair, the Honorary Treasurer, the Executive Secretary ex officio, six elected members and up to four co-opted members, plus the Chair of the Group for Learning in Art & Design (GLAD) and the Higher Education Academy Division Lead for Art & Design ex officio. The terms of appointment for officers and members of the Executive Committee is normally for three years.

In order to ensure continuity, it is the aim to arrange elections and terms of office of the elected officers in each year, so that only one elected officer shall stand for election. Retiring members of the Executive Committee are eligible for re-election but should not normally serve for more than two terms of appointment consecutively.

The Executive Committee has the power to co-opt a maximum of four Ordinary Members to full Committee membership to serve for a term of up to 3 years. This power is normally used to ensure that work on key issues for CHEAD can be effectively and efficiently carried out by the Executive.

## **CHEAD Executive 2014/15**

### **Chair**

Professor Linda Drew  
Deputy Director, Glasgow School of Art

### **Vice Chair**

Judy Glasman  
Dean of School of Creative Arts, University of Hertfordshire

### **Treasurer**

Dr. Jenny Walden  
Associate Dean Research, Faculty of Creative and Cultural Industries,  
University of Portsmouth

### **Executive Secretary**

Christoph Raatz (until Spring 2015)

### **Executive**

Dr Jill Fernie-Clarke, Vice Principal, Cleveland College of Art and Design

Professor Kerstin Mey, Pro-Vice Chancellor and Dean, Westminster School of Media, Arts and Design

Professor Susan Orr, Dean of Learning, Teaching and Enhancement / Professor in Creative Practice Pedagogy, University of Arts, London

Angela Partington, Associate Dean, Faculty of Art, Design & Architecture, Kingston University

Professor Karen Fleming, Director of the Art and Design Research Institute, Ulster University

Gill Sandford, Dean of Faculty of Creative Industries, University of South Wales

Professor Sally Wade, Director of Sheffield Institute of Arts, Faculty of Arts, Computing, Engineering and Sciences & Chair of GLAD (co-opted)

*Outgoing members:*

Jenny Walden

David Crow

Gill Sandford

Linda Drew