

NEW THINKING ON THE PATH TO STUDENT ENGAGEMENT

Sean Mackney

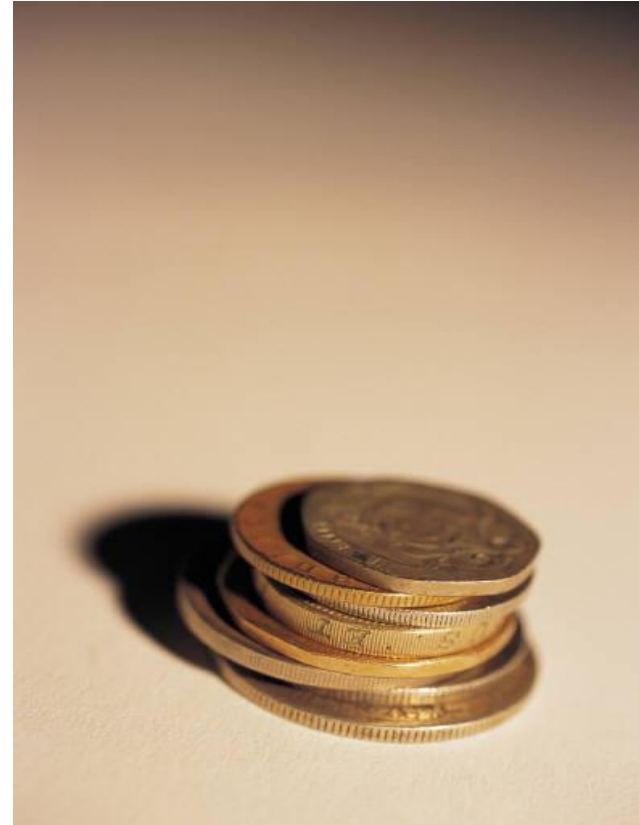
Senior Deputy Chief Executive
The Higher Education Academy
15 November 2011



THE CHALLENGE OF CONSUMERISM

- A challenge to power
- A challenge to culture
- A challenge to higher level learning

How to respond?



TWO PATHS TO STUDENT ENGAGEMENT

- The Customer Know Best
- The Student as Partner



WHERE DO THE TWO PATHS LEAD US?

- Contractual mindset
- Complaint culture
- Courts and litigation



WHERE DO THE TWO PATHS LEAD US?

- Shared ethos and values
- Ownership of enhancement
- A vibrant learning community



WHY IS THIS IMPORTANT?



- Student engagement at the heart of the HEA's work
- Students learn better
 - Research
 - NSS
 - Students say so

WHO IS FOLLOWING THE 'STUDENTS AS PARTNERS' PATH?

- Institutions across the sector
- Birmingham City University:
'Students as Partners' initiative
- Edinburgh University/Edinburgh Napier
University: 'Sharing Control' project



HOW DOES THE HEA HELP?

- Funding, facilitation and resources
- Student-led teaching awards
- A strategic partnership for change with the NUS



FELLOW TRAVELLERS?

- On this path?
- Get in touch

www.heacademy.ac.uk

Enquiries@heacademy.ac.uk

We want to hear from you.

