

Membership Consultation: CPD and professional status for teaching faculty

We are consulting with members on proposals to provide a CPD scheme and professional status for business school teaching faculty. The scheme has the working title of the Certified Management Educator (CME). We welcome your views which will help inform if and how we can proceed.

What is the CME?

The Certified Management Educator (CME) (working title) is a professional status awarded to teaching staff in business schools who undertake continuous professional development to help them stay at the forefront of teaching practice within the field of business and management education.

CME would provide professional recognition and ongoing support to develop teaching skills.

Why are we proposing a CPD scheme and professional status for teaching faculty?

This proposal is in response to the following:

1. To support teaching staff develop their practice in the context of the professionalisation of university teaching, the emphasis on student experience, and the rising pressure to raise the quality of teaching.
2. To support institutions to deliver and evidence the highest possible standards of teaching, to demonstrate quality to students and prospective students, and to support submissions to the Teaching Excellence Framework. Subject level TEF will place greater scrutiny on school level teaching 'quality'.
3. Whilst the PGCertHE and HEA Fellowship are important, there isn't any recognised continuous professional development provision for HE teaching staff, nor any explicitly for those teaching in business & management fields. The development of one's teaching practice should be ongoing and further training needs may be identified later in careers.

Models of provision

We welcome your views on the models of delivery currently proposed. Following initial consultation with the Chartered ABS Council and our Learning, Teaching & Student Experience committee, we have developed three approaches through which we could provide the Certified Management Educator.

1. CPD Points Based Scheme

Role and benefits for individuals

In order to become a Certified Management Educator (CME), individuals make a commitment to undertake CPD on an annual basis. CMEs provide evidence to the Chartered ABS of training or

professional development they have undertaken in order to meet this ongoing commitment. Chartered ABS will audit a sample of the evidence on an annual basis.

Benefits for business schools

- Business schools have staff within their faculty committed to undertaking CPD to develop their practice which in turn raises the quality of teaching
- Helps provide evidence for TEF submissions
- Helps meet accreditation standards and maintenance which require ongoing improvement in teaching practice
- Good PR for student recruitment
- Would also help to identify 'quality' part-time staff, if they held a CME

Indicative Subscription Fees

£75 per CME per year (Any costs for training undertaken would be separate)

2. CPD Points plus optional Chartered ABS Provision

Role and benefits for individuals

In order to become a Certified Management Educator (CME), individuals make a commitment to undertake CPD on an annual basis. Chartered ABS will offer professional development training and workshops, unique to the business school context, as an option to CMEs. CMEs can also undertake training, or other CPD activities, through other providers or within their institutions. In order to meet their ongoing commitment, CME's provide evidence to the Chartered ABS of training or professional development they have undertaken. Chartered ABS will audit a sample of the evidence on an annual basis.

Benefits for business schools

- CPD provision from the Chartered ABS is tailored specifically to business and management education, and designed to align with career pathways within the sector
- Business schools have staff within their faculty committed to undertaking CPD to develop their practice which in turn raises the quality of teaching
- Helps provide evidence for TEF submissions
- Helps meet accreditation standards and maintenance which require ongoing improvement in teaching practice
- Good PR for student recruitment
- Would also help to identify 'quality' part-time staff, if they held a CME

Chartered ABS provision could include workshops, events and training activities on:

- Areas of frontline teaching practice, with a focus on emerging and innovative best practice, such as: giving feedback, assessment, using technology, new methods, classroom management, the changing demands of business students
- Areas of managing in teaching, learning and student experience, such as: course design, programme management, student engagement and support
- Pedagogic research

Indicative Subscription Fees

£75 per CME per year (Any costs for CPD training undertaken would be separate)

3. Business School Champions Model

This approach puts the ownership of a commitment to develop teaching practice in the hands of both institutions and staff, supported by the Chartered ABS.

Members put forward 'teaching Champions' from their institution. These Champions undertake a 'Train the Trainer' programme provided by the Chartered ABS. Upon completion these individuals become CME Champions and are able to lead the integration and implementation of CME CPD programmes within their institutions.

As part of the 'Train the Trainer' programme, the Champions, working with their institutions' L&D managers and in line with their institutions KPIs and career pathways, will develop an in-house teacher CPD programme for their business school staff. The Champion and their institution will be responsible for ensuring that the CPD programme is implemented and staff engage.

Staff that commit to the institution's CPD programme and participate in modules, or undertake a number of hours, will be registered with the Chartered ABS by their institution.

The institution must record attendance of staff participating on the programme and report it at the end of the year in its annual CME submission. Chartered ABS will award those participating members of staff with Chartered Management Educator status. They must continue to participate in the programme each year to maintain their CME status.

Chartered ABS will audit submissions and assess institutions programmes.

Delivery would require a network of assessors. These could be the champions – which would allow them to form a support network of Champions through which they could share best practice on successful elements of their CPD and carry out quality control concurrently.

An institution's development programme could consist of a mix of in-house and external provision including:

- A community of practice formed internally
- Workshops on elements of teaching practice
- Workshops on emerging trends and pedagogic research
- Guest speakers attending from other institutions
- Attending Chartered ABS conferences and workshops in the LTSE space

For institutions that would prefer not to appoint Champions, but have faculty that would like to attain CME status, the Chartered ABS may still be able to provide a CPD scheme for individuals as set out in models 1 and 2.

Indicative Fees

Champions' fee - £5,000 per person for year one Champion's programme and on-boarding
Champions' maintenance - £1,000 per year (could cover costs of administering assessment, auditing and managing the Champions' network; includes an annual two day Champions' meeting)

CMEs - £20 per year to cover subscription admin and maintenance.

Any costs for CPD training undertaken would be separate.

Consultation contact

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