

# REACH



## Researching and Evaluating Academic CPD in HE



# Some trends that affected business organisations at the end of the 20th century

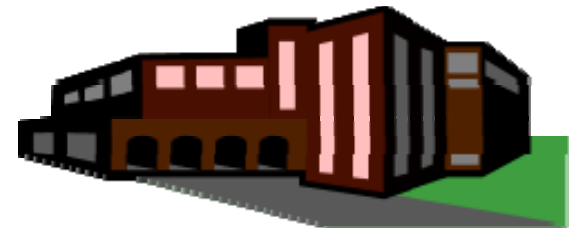
- Accelerating pace of change – esp. technological
- Globalisation
- Structural change
- Cost based job migration
- Technology, automation, expert systems
- Global markets, global competition
- Downsizing, delayering: responses by business to need for cost savings
- Displacement of people and skills
- Flexible labour force - place, contract, time
- Re-engineering, core processes

# What's happened to universities and the university sector?

- In what ways have changes in the above factors impacted on you in your professional context in the last 5, 10 or 15 years? Don't just think about your own University – what other contexts have you worked in or do you work in? How are they the same or different?
- Changes in work organisation, organisation structures and processes
- Globalisation, economic and technological change
- Flexible working, work-life-balance issues

# Pause for reflection:

- The big picture – PEST factors and the context in which we operate
- As an institution
- As professionals (collectively – but more on that later)
- As individuals



# We suggest...

- For individuals looking at a career in Higher Education over a 10-20 (or more) years timeframe, CPD becomes even more of an essential survival tool than it is now
- Many of our colleagues don't see this – Our research over the last 12 months has revealed that some engage in CPD if they are committed professionals, some do but don't really think about it (just part of the job), and probably some don't do much CPD at all.
- So, CPD in relation to employability?

# As researchers and educational developers...

- Our future work will seek to connect **CPD** (our own) with **employability** (our own)
- Could individual employability be a motivational driver for CPD engagement?
- If universities can't provide career progression or job security in the future, can we work with a psychological contract based on employability through personal and professional development?

# Internal and External employability

