



<http://lifewideeducation.co.uk/>

# LIFEWIDE EDUCATION COMMUNITY ANNUAL REPORT 2012

## Background

The Lifewide Education Community Interest Company was registered at Companies House in August 2011 and launched in public in November 2011. Following the development of a brand/logo and community website, the small core team of volunteers began raising awareness in late January. In the first year the community has grown to **266** registered members including many from overseas. The main achievements, challenges and priorities for 2013 are listed below. All work has been completed on a voluntary basis.

## Main Achievements 2012

- 1 Establishing a community of interest and raising awareness of the enterprise in the UK and internationally
- 2 Building the team to support the enterprise
- 3 Creating the infrastructure (websites/social network sites) to support the enterprise
- 4 Establishing Lifewide Magazine
- 5 Establishing the Lifewide Education e-book
- 6 Developing and launching the Lifewide Development Award
- 7 Initiating relevant research and scholarship

## Main Challenges 2013

- 1 Sustaining what we have established
- 2 Maintaining the infrastructure (websites & social networks)
- 3 Growing the community
- 4 Involving the community in activity and interaction
- 5 Attracting participants to the award
- 6 Piloting and evaluating the award
- 7 Developing a programme of research
- 8 Influencing others - formal education, policy makers
- 9 Gaining revenue to support activities
- 10 Finding patrons who can help us extend our influence

## Main Goals 2013 - Consolidate, Sustain, Explore & Develop

- 1) **Sustain what we are already doing** including:
  - production of 4 issues of Lifewide Magazine
  - production of at least six chapters of lifewide e book
  - maintain the website with regular discussion items
  - encourage/facilitate discussion in community forum
  - maintain our presence through social media (Facebook, Linked in, Twitter, RSA Fellowship)
  - promote LWE through conferences in the UK and overseas (LWE to participate in at least two international conferences and one UK conference)
- 2) **Continue with Lifewide Development Award pilot** supporting at least 20 participants with an appropriate number of mentors. Identify potential organisational partners.
- 3) **Plan and organise one or more first face to face events (seminars or conferences)**
- 4) **Engage institutions/organisations/ possibly politicians and their policy advisers**
- 5) **Research & Development** - to examine the relevance and potential application of LWL/E to a) identity b) 'wellbeing' and c) 'sustainability' d) frameworks for connecting, integrating and reflecting on co- and extra-curricular experiences and development 16-19.

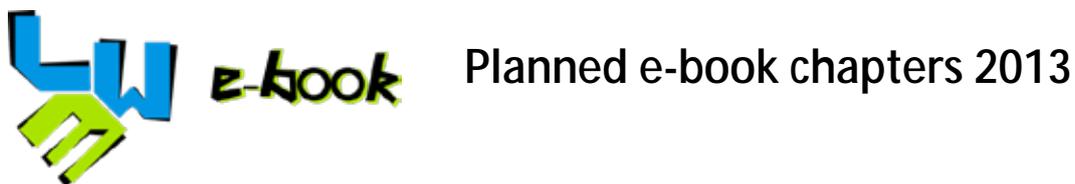


Winter (February) 'Becoming a Person, Creating Identity and Authoring Our Lives'

Spring (May) 'Wellbeing and lifewide living'

Summer (August) 'How should we measure our life?'

Autumn (November) to be identified



**CONCEPTUAL**

1) Notion's of self : implications for lifewide development <i>Eleanor Valerie Mannix, Waterford Institute of Technology</i>	Agreed
2) Developing Personal Creativity through Lifewide Education <i>Norman Jackson</i>	Completed
Other possible chapters relating to wellbeing	

**BIOGRAPHY/AUTOBIOGRAPHY**

Individual to be identified	
Individual to be identified	

**RESEARCH**

Survey of Everyday Learning <i>Jenny Willis</i>	In progress
A Scale for Evaluating Students' Lifewide Development <i>Buket Aslandag</i>	Agreed

**PRACTICE**

Dave Croot University of Portsmouth Plymouth Award	Being written For January 2013
Sarah Jeffries University of Birmingham	Agreed

## Activity/Achievements 2012 & Goals 2013

THEMES	ACHIEVEMENTS & COMMENTARY	GOALS
Core Team	<p>There are four active members of the core team and six people who contribute to varying degrees. Some members of the team have yet to contribute.</p> <p>Involvement is voluntary and depends on the good will and time individuals can spend. LWE is grateful for any contributions and is appreciative of the time individuals have given to support its activities.</p>	<p><b>GOAL</b> To continue to expand the core team of active helpers.</p>
Registered Members	260 registered members growing steadily. A considerable achievement in the first year.	<p><b>GOAL</b> To increase registered members to 350 and attract more international members.</p>
<b>PROMOTION AND MARKETING</b>		
Branding & Marketing 	Nathan Clough designed our LWE logo and the logo has now been used on our websites, magazine and e-book. Promotional CARD and poster produced. NC is providing marketing/promotional advice.	<p><b>GOAL</b> To continue to market ourselves in numerous ways - websites, social media, emails, leaflets and cards. In particular we need to improve our use of social media (see below).</p>
<b>COMMUNICATION TOOLS &amp; STRUCTURES</b>		
Community Website	<p>This provides a portal to our activities and publications and hosts our membership database.</p> <p><b>ADDITIONAL TO WORK PLAN</b> Website was updated in November to ensure that the front page acted as an effective portal.</p>	<p><b>GOAL</b> To ensure at least one new featured post every 10 days. To encourage more people to post on the website.</p>
Companion websites LWE e-Book LWE Magazine LWE Scrapbook LWE Forum	<p><b>ADDITIONAL TO WORK PLAN</b> A number of home grown websites have been created to provide more capability to engage the community and wider world. Each website has its own URL and all are embedded in the LWE front page. All websites have their own tracking devices. It's easier to maintain these than the main site.</p>	<p><b>GOAL</b> To continue to provide content and publicise these sites.</p>
Social/Professional Networking	<p><b>ADDITIONAL TO WORK PLAN</b> Facebook <a href="http://www.facebook.com/LifewideEducation">http://www.facebook.com/LifewideEducation</a> Linked in Twitter</p> <p>We conducted some discussion experiments with twitter which generated some interest but we have not been very successful in generating a following. Linked in seems to be the most useful social networking tool at the moment.</p>	<p><b>GOAL</b> To maintain a presence in each social network. To reuse what we develop by posting notices in our social media. We also need to be more active in following others and build up our following.</p> <p>Core team members with an interest need to take a lead. JW - Facebook NJ - Linked -in NB - Twitter</p>
Lifewide Magazine <a href="http://www.lifewidemagazine.co.uk/">http://www.lifewidemagazine.co.uk/</a>	<p>Lifewide Magazine has established itself as a very useful vehicle for both exploring LWE and promoting LWE.</p> <p>In January 2012 we reshaped the first Newsletter into a Magazine with four issues a year. Jenny Willis kindly agreed to</p>	<p><b>GOAL</b> - to maintain the standard we have established and produce 4 issues in 2013.</p>

	<p>edit it and a distinctive format was developed using the LWE colours. As the year progressed we began to see the value of using the Magazine to explore a theme or dimension of LWE. Finding materials and people to write for it proved to be relatively straight forward. Four issues were published. In November a new website was created and a URL purchased to facilitate marketing. The Magazine provides a good vehicle for promoting LWE.</p> <p>One of the features of the Magazine is our use of artists and illustrators. This provides us with an opportunity to employ young talented people.</p>	
<b>Lifewide e-book</b>	<p>Lifewide e-book has established itself as a very useful vehicle for developing and disseminating knowledge about LWE.</p> <p>In May 2012 we launched our e-book with Norman as Commissioning Editor and Brian as Technical and Production editor (Brian has extensive professional publishing experience). By January we will have published six chapters (our target). In November a new website was created and a URL purchased to facilitate marketing.</p>	<p><b>GOAL</b> - to maintain the standard and produce upto six chapters in 2013.</p> <p>To attract good writers.</p>
<b>Lifewider Forum</b> <a href="http://www.lifewider.com">http://www.lifewider.com</a>	<p><b>ADDITIONAL TO WORK PLAN</b></p> <p>The Forum was originally established to support the idea of a learning community amongst the people involved in the award both participants and mentors. In November the website was embedded in the portal and opened to all members of the community to encourage the open exchange of perspectives and experiences. There is also a video conference chat room on the site so that participants can talk to each other and mentors can talk to mentees. Members of the lifewide education community are invited to contribute posts to the Forums which include News, Sharing Experiences and Thought for the Day.</p>	<p><b>GOAL</b> - to encourage members to use the Forum</p>
<b>Conferences</b>	<p>In June the Director presented a paper on Lifewide Education and personal creativity in Chengdu China.</p> <p>In September the Director contributed to an AGCAS online SKILLS AWARDS conference involving descriptions of award schemes in three universities. The recording can be accessed at: <a href="https://connect.le.ac.uk/p6w4nmrnf4/">https://connect.le.ac.uk/p6w4nmrnf4/</a></p> <p>In October JW participated in a WEBINAR on University Skills Awards</p> <p>CRA RESIDENTIAL Director facilitated a workshop at the at the Centre for Recording Achievement residential meeting in November meeting. Also marketed LWE</p>	<p><b>GOAL</b> : to continue to participate in and contribute to UK &amp; International conferences.</p>
<b>SUPPORT FOR LEFWIDE LEARNING</b>		
<b>Lifewide Development Award</b>	<p>Initially modelled on the Surrey Lifewide Learning Award but adapted for a different audience. Tools refined and websites infrastructure created, and mentoring and community forum added.</p> <p>Launched at a workshop in September with three MSc students from Solent University. Has proved difficult to engage. Two other people involved Y1 Nottingham Uni students and someone who is working in HR.</p> <p>A disappointing start to implementation but should not get disheartened. Still looking for more people to be involved in pilot. Needs to be actively marketed.</p>	<p><b>GOAL</b> - to continue to pilot the Award and find organisational partners who are willing to adapt our ideas and tools to their situations.</p> <p>Main challenges 1) recruit participants 2) build mentoring capacity 3) find organisational partners</p>

<b>RESEARCH &amp; DEVELOPMENT</b>		
<b>Lifewide Activity &amp; Learning Exercise</b>	We began a process of evaluating everyday activity and learning through a survey. The results are now being written up by JW with a view to an e-book chapter.	<b>GOAL</b> Magazine article and e-book chapter and incorporate this tool & approach into the LWE award. Possible extension of the survey
<b>New areas for exploration in 2013</b>	We planned to examine several new themes in 2013 to examine the relevance and potential application of LWL/E to a) identity b) 'wellbeing' and c) 'sustainability'. These will be reflected in our Magazine and e-Book output.	
<b>New researchers /scholars</b>	Identify researchers to share their research and or work with the core team.	
<b>BE RESPONSIVE TO NEW OPPORTUNITIES</b>	So much emerges in life that we need to be watchful for new opportunities as they present themselves. An important measure of success is the extent to which this aspect of our plan is realised.	

## Finances

Lifewide Education CIC is supported donations from Chalk Mountain Education and Media Services Ltd. All the start up costs including the building, maintenance and hosting of the website are covered by Chalk Mountain. Between August 2011 and 12 there was no income and no costs incurred by LWE CIC. In August 2012 Chalk Mountain made a £4000 donation and LWE began to pay for the services it is receiving.

## Grateful Appreciation of Team Members

The Director would like to sincerely thank all the members of the core team who have generously given their time and expertise to support the Lifewide Education Community.

### Core Team

Norman Jackson (Director & E-Book Editor)  
 Jenny Willis (Magazine Editor)  
 Brian Cooper (e-Book Editor)  
 Russ Law (School Education Lead)  
 John Cowan  
 Nick Bowskill  
 Vicky Mann  
 Dave Croot  
 Osama Khan  
 Sarah Campbell (student)  
 Yalda Tomlinson (student)

*Norman Jackson*  
*Founder Lifewide Education CIC*  
*January 2013*