



# **Media Communication & Cultural Studies Association**

## **Academic Development Sub-Committee**

### **Report to AGM: January 14<sup>th</sup>. 2006**

The Academic Development Sub-Committee (ADSC) is responsible for over-seeing the Association's concerns with teaching and learning, research, professional education and practice, and employment. Its membership in 2005 has been Peter Golding (Chair), Sue Thornham, Natalie Fenton, Christine Geraghty and Maire Messenger Davies. Much of its work comprises responses and submissions to external bodies (usually posted on the Association web-site), and being central to the Association's external representational role, is discussed and worked on fully at meetings of the Executive Committee.

Among the major areas of work for the sub-committee in the past year has been:

1. Relation with Sector Skills Councils. The role of Skillset, and more recently the Creative and Cultural Skills Council, in seeking to shape Higher Education provision in our field to meet the needs as they see them of their respective sectors, has been a continuing issue for discussion. We had a meeting with the CCSC to pursue our concerns about the potentially damaging impact of 'accreditation' and the very narrow view of education implicit in much that the Councils were saying publicly about 'training'. There were continuing discussions with Skillset both over its general role in relation to HE and about the new screen academies.
2. We have drafted for publication a leaflet setting out the character and benefits of studying in our field in universities and raising questions about the difficulties likely to ensue if 'accreditation' were to enlarge, and explaining the need for diversity of provision and the value of programmes linking both practice and theory
3. HEFCE funding of teaching. The Association continued its discussions with HEFCE over the funding of teaching in the field and we felt satisfied that the field had been protected from a possibly damaging set of proposals for fee banding. This followed the work of the Media Studies Advisory panel HEFCE had established at our request.

4. Research Assessment Exercise. We responded to the draft assessment criteria for both sub-panel and panels relevant to our field [Chair's note: as chair of sub-panel 66 Peter Golding took no part in this aspect of the Sub-Committee's work].
5. We submitted proposals to the QAA in response to their call for advice on the possible re-writing of subject benchmark statements. We took the view that little if any change was needed and would not be beneficial to the field at this time.
6. We continued to be involved with the BFI over discussions about the future of their library holdings.

Peter Golding  
Jan 14<sup>th</sup>. 2006