The challenge: the digital empowerment of academic staff in a multi-disciplinary school, by a process of research, developing, implementing and assessing the integration of technology in the School.

The Research: this poster presents a cyclical process of an action research being carried out in the School of Arts, Media and Education (AME) 2008-2011, exploring the effective integration of technology used by academic staff, within three different subject groups. The study involves 85 members of staff that have been exposed to new scalable policy-based digital multimedia to enhance their teaching and learning experience. eTools like Turnitin, Online Bristol Surveys, e-PDP, intensive and varied usage of the UoB virtual learning environment and mobile technology applications were introduced and supported with school’s run staff development sessions in collaboration with cross-school eChampions; school’s own developed and University’s eResources; and cross-disciple eWorking group.

So far...
The eCulture in the school has evolved steadily in the past three years due to the school’s and staffs’ commitment to eLearning, despite limited IT infrastructure, early Resistance and slow engagement (Entry and Adoption) from some academic staff. In the past 18 months, results of IT applications based on Institutional and Schools ePolicies, show that staff have become more comfortable ( Appropriation and Lower Resistance) with the use of technology, and some (25%) have even moved to discreet new uses of eTools for their teaching and learning (Invention). The challenge is to maintain academic staff within the 3rd (Adoption), 4th ( Appropriation) and 5th (Invention) levels, with a view to progress to a steady 4th and 5th levels for all academic staff, ensuring correct, collaborative and timely eSupport to keep progressing to a sustainable eTool development, supporting implementation and review ownership by all academic staff.

Key References:
• AME e-Strategic Plan 2008-2010