



December 2010

Dear Organisational and Sponsoring Members,

I am writing to you about your organisation's membership of ALT and its renewal, which will fall due on 1 February 2011.

2010 has been a year filled with challenges and change and the Association has been working hard to address the needs of our community and to "up our game" generally.

We know that ALT Membership must provide value for our members. Hence we have:

- held our membership fees unchanged for the last two years, with no change to organisational and sponsoring membership fees for 2011/2012;
- added new benefits, for example all employees of organisational and sponsoring members of ALT are entitled as individuals to free Associate Membership of ALT, ensuring that they can participate in the ALT community generally;
- widened the aims and scope of our journal (which will be renamed "Research in Learning Technology" from 1 January 2011), and improved its relevance – for example with the current special issue on the transformational impact of learning technology guest edited by John Bourne Executive Director of the Sloan Consortium; Martin Hall, Vice-Chancellor of the University of Salford, and Mike Keppell, from our sister Australasian organisation ascilite.

In 2011, we will further improve our services, including:

- launching the new ALT website in January, which will allow members to manage their membership online;
- hosting the ICT Research Network, which we have had transferred to us by Becta;
- offering a wider range of events, workshops, and webinars;
- introducing a new focus at our annual conference, ALT-C, on using learning technology to solve the practical challenges faced by organisations in the current funding and policy climate;
- strengthening our engagement with Government.

Over the last two years our individual and organisational membership has continued to grow. This has served to increase the knowledge and experience that can be shared between our members, and thus the overall value of membership, as well as the overall impact of ALT.

We look forward to your organisation renewing its 2011/2012 membership early in 2011, and to your continued support. In the meantime, if you have issues to discuss, please feel free to contact Maren Deepwell (Membership Services Manager) and we will do our best to assist.

Registered Charity No: 1063519

Central Executive Committee: *Liz Bennett, Haydn Blackey, John Cook, Linda Creanor, David Dyet, Carol Higginson, Liz Masterman, Dick Moore, Martin Oliver, Fred Pickering, Vanessa Pittard, Gilly Salmon Nicola Whitton.*

ALT Ambassadors*: *Dame Wendy Hall DBE FREng FRS, Professor of Computer Science at the University of Southampton; Terry Mayes, Emeritus Professor at Glasgow Caledonian University; John Taylor, past member of JISC and past Chair of the Becta Board.*

* Ambassadors provide informal advice to ALT on matters within their area of interest, and act as advocates for ALT.

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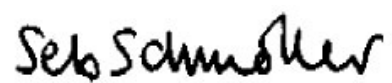
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Thank you for your continuing support, and with very best wishes for 2011 from the staff and Trustees of ALT.

A handwritten signature in black ink that reads "Seb Schmöller". The script is cursive and somewhat stylized, with the 'S' and 'M' being particularly prominent.

Seb Schmöller