



From the President's Desk

by Dave Marr

The President's Update

I've just completed two and a half weeks supervising examinations for the University of Newcastle at its Ourimbah campus on the Central Coast, and after having worked in planning and statistics roles for most of my career—although I started at Newcastle managing admissions and enrolments at different times—I found it interesting to be able to interact with students, albeit in whispers and hushed tones. In my planning roles, students were often just seen as numbers on the balance sheet, irritants in the cafeteria queues, or those lost souls wandering across campus from one lecture hall to another. And don't mention parking! I'd often forget that one of the core business activities of the university was to assist students with their learning, and as a planner it was my role to enable senior management to make sound, evidence-based decisions that enhanced that student learning experience.

So it's been a nice change to see real people setting their sights on achieving success—some more so than others I must confess—but none-the-less, pursuing their goals. And that's gratifying to watch. So if you don't often get the opportunity to interact with students, I suggest you'll gain much from the experience and it may just help you to put into practice that student-centred approach we so often talk about but which

may seem a bit esoteric in the fields in which we work.

Of course I should return to all things AAIR-related, and where better to start than the 2016 SIG Forum held in Adelaide on 16 and 17 June. By all accounts it was a great success; a full house! Special thanks must go to the Social Research Centre for incorporating their sessions on QILT, and for the participation of members from the Council of Private Higher Education (COPHE). This Forum continues to meet the needs of new and diverse audiences, and we can see it continuing to grow into the future. Of course thanks must also go to the three Adelaide universities for their effort in putting this event together; it is a lot of hard work with sleepless nights, but it is worth it to see the success on the day. I'd also like to give a big 'thank you' to Victoria Chapman and Leishman Associates who assisted in staging this event for the first time.

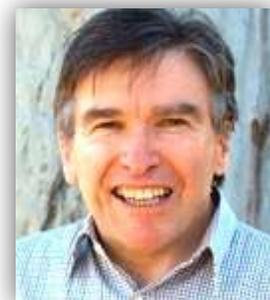
And now on to Sydney and the Forum to be held on 15 and 16 November at the Crowne Plaza Coogee (see advertisement on page 2). You only have until 6pm on 30 June to get your abstract in, so put your research caps on and take the opportunity to present

your findings. You'll be surprised how much you get out of it.

We are still looking for a new Newsletter Editor to commence in January 2017 for a 2 year period. See our advertisement on page 7 in this newsletter.



I'm always pleased to hear your views so feel free to drop me a line at president@aaair.org.au, or via our Secretary, Andrea, at secretary@aaair.org.au.



Dave Marr, President



WELCOME

Welcome to the 2016 Annual AAIR Forum which is being held in beautiful beachside Coogee, NSW, Australia. The 2016 Forum: Bridging Data and Decisions, is being held over two days on the 15th and 16th of November, with a welcome reception, pre-forum workshops and special interest groups to be run on Monday, 14th November 2016. Only 20 minutes from the Sydney CBD and Sydney airport, Crowne Plaza Coogee is a convenient and ideal location for this year's event where AAIR guests will enjoy a beautiful beach side setting away from the hustle of the city.

We will hear from specialists across Australasia who will focus on the various topics that fall under the banner of institutional research including: business intelligence and analytics; compliance and government reporting; informing learning and teaching through evaluation and surveys; planning, policy and positioning plus many more sub themes.

This year's special interest groups will be run on the day prior to the forum, in addition to workshops so that those with a particular interest in these topics can elect to attend an extra day.

We look forward to welcoming our valued sponsors who continue to support the event, many of whom continue to participate in sessions and really are part of the fabric of the AAIR Fora. Over many years, these sponsors have been assisting IR staff to develop their services through technological solutions or other forms of assistance. Take the opportunity to speak with these vendors as often they're working closely with many of your colleagues in other institutions. Now in its 27th year, the Forum is the leading event for those working in institutional research and we anticipate a fantastic program which will be supported by the many institutions across Australasia. Join us in Coogee where we'll be Bridging Data and Decisions at the AAIR Annual Forum!

Dave Marr
President, AAIR.

Submit Your Abstract

You are invited to submit an abstract for consideration in the Forum program under one of the forum themes. Abstracts are peer reviewed and will be presented within the program and published on the AAIR website along with the full papers from the participants who wish to submit under the "full paper" guidelines.

Abstract Deadline 6pm AEST 30 June 2016.

Themes

- Benchmarking for Continuous Quality Improvement
- Informing Learning and Teaching through Evaluation and Surveys
- Closing the Loop – Putting Evidence into Practice
- Influencing Change through Information and Evaluation
- Modelling the Implications of Change
- Looking forward, looking back, new horizons
- Compliance and Government Reporting
- Planning, Policy and Positioning
- Business Intelligence and Analytics

Registration is now open

Early bird registration before **16 August, 2016.**

The Welcome Reception

The Welcome Reception will be a great opportunity for all delegates to meet. **14 November, 2016.**

Forum Dinner

The Forum dinner is the social highlight of the program and should not be missed. **15 November, 2016.**

Accommodation: Crowne Plaza Coogee



With its commanding position on Sydney's iconic coastline, the hotel offers a stimulating environment for connections. Guests enjoy rubbing shoulders with locals at Oceans dining & drinks, networking in the open air with business colleagues on one of the hotel's terraces, or simply taking pleasure in a quiet moment of personal reflection on an ocean view balcony.

Our Sponsor:



eXplorance is a Learning Experience Management (LEM) solutions provider that empowers institutions in making the right decisions with fact-based learning analytics. Their offerings Blue® and Bluepulse® help instill a culture of continuous improvement by analyzing needs, expectations, skills, knowledge, and competencies.

Founded in 2003, eXplorance is headquartered in Montreal, Canada with offices worldwide. Some of eXplorance's clients include Auckland University of Technology, James Cook University, RMIT University, the University of Melbourne, and the University of New South Wales.

Higher Education@home

by Louise Hargreaves

Higher Education Reform

1. [Professor Alison Wolf decries universities' open door policy.](#) Alison Wolf, a British economist and life peer, holds some very unfashionable views. For nearly 15 years she has been railing about the massification of higher education, horrified by the uncapping of university places and the subsequent debt burden being shunted on to students who may not stand to benefit from a degree. "The Australian experience confirms the madness of the removal of caps (on enrolments).
2. [How the two major parties shape up on debate around student loan reform.](#) Whichever party wins the 2 July election, changes to the [Higher Education Loan Programme \(HELP\) scheme](#) are on their way. Both parties support lowering the threshold for starting repayment, although by different amounts. Both would abolish HELP debt reductions for some teaching and nursing graduates. But the Liberals are floating more radical ideas for fixing HELP's financial problems.

Policy & Regulation Watch

3. [Implications of the Trans-Pacific Partnership Agreement for Australian higher education providers.](#) The globalisation of higher education brings providers in direct contact with the complex network of rules governing international trade in services and foreign investment, including multilateral, plurilateral and bilateral free trade agreements and investment treaties. One such agreement is the recently signed Trans-Pacific Partnership Agreement (TPP) is highly relevant to Australian higher education providers considering operating overseas, particularly in key South East Asian markets such as Vietnam, Malaysia and Singapore.
4. [Explainer: what is the Office for Learning and Teaching – and why does it matter?](#) The Coalition announced in the budget that it would [stop funding](#) the Office for Learning and Teaching (OLT) – an organisation that has

helped to enhance learning and teaching in universities. This means that from 30 June, the organisation will cease to run, and from July there will be no more grants and fellowships.

5. [Knowing the value, but not the cost.](#) The Coalition Government may have dropped its plans to deregulate university fees, but the question over how much government and students should pay for a degree remains a live issue in this year's Federal Election. The problem is, no one has a firm idea of what a quality degree should cost anyway.
6. [Demand-driven university funding fails in mission to lift equity.](#) The demand-driven system is a distorted funding model that has failed to achieve its fundamental mission to improve equity and which has kept many tens of thousands of students out of more - appropriate education pathways, says the Group of Eight. In a [policy directions paper](#) released on June 15, the Go8 says the first step for any government must be to determine the actual cost of teaching a student, and then redetermine discipline cluster funding on the basis of clear evidence.
7. [Elite universities break away by calling for cap on student places.](#) The nation's elite Group of Eight universities have proposed that the federal government reintroduce limits on how many students each university can enrol, a suggestion slammed by other vice-chancellors as "cancerous" and "selfish".
8. [Labor pledges \\$430 million for a new type of higher education.](#) Labor will add a new tier to tertiary education if it wins the federal election, promising to establish 10 Commonwealth institutes of higher education to offer diploma and associate degree courses to 10,000 students. Labor's higher education spokesman, Kim Carr, said the new institutes would be partnerships between universities and TAFEs and be set up in areas of low educational achievement and high unemployment to help young people get "tradeable, high-skill" qualifications that would lead to a job.
9. [Is Labor's plan to create ten Institutes of Higher Education a good idea?](#) Labor's announcement essentially creates a new layer of tertiary education. Students could study a two year sub-bachelor, higher education course at one of these institutions, then if they wish to complete a full degree they would receive credit for study to date. At that stage they would go on to a normal HECS place at a university, which would be 100% funded during the final year.
10. [IRU Responds to Labor's Plan for Budget Repair.](#) The Labor 'Plan for Budget Repair' maintains Labor's pledge to reverse any reductions to the base Commonwealth Grant Scheme crucial to universities' education and research delivery. This will maintain base funding at the 2012 levels indexed. This commitment is fundamental to Labor's argument that Government should be the major funder of universities.
11. [Slides and video now available from recent TEQSA provider briefings.](#) TEQSA recently conducted meetings around Australia to brief providers and experts on the transition to the new *Higher Education Standards Framework (Threshold Standards) 2015*. A [video and slide set of the presentation](#) given at the sessions are now available.
12. [TEQSA signs letter of intent to finalise Memorandum of Cooperation with HEEC.](#) On Friday 3 June 2016 TEQSA and the Higher Education Evaluation Centre of the Ministry of Education, P.R. China (HEEC) signed their letter of intent to finalise their Memorandum of Cooperation (MoC). The MoC has been developed designed to reflect greater cooperation between the HEEC and TEQSA. As the MoC cannot be finalised until after the Federal Election 2016, the



letter of intent is available for download from the [International Quality Assurance Agency agreements page](#).

13. [Grattan Institute: - Orange Book 2016, Priorities for the next Commonwealth Government](#). Australia faces many domestic policy challenges as it enters the last weeks of an election campaign. Yet a government that is prepared to forcefully articulate the public interest could stare down interest groups and win public support for a brave and powerful reform agenda. Surveying seven years of Grattan Institute reports in health, school and higher education, energy, cities, transport, tax and other policy areas, *Orange Book 2016* identifies numerous reforms to increase economic growth.
14. [Putting students 'front and centre' in university admissions information](#). The needs of students must be 'front and centre' as further steps are taken to improve the level of transparency in university admissions processes, Universities Australia said. In its [submission to the Higher Education Standards Panel](#), the sector's peak body has proposed that all universities agree to publish clearer descriptions about how the entry processes work.

Sector News and Views

15. [Globalisation of Higher Education - The rise of Australian providers operating overseas](#). This article is part I of II on the globalisation of higher education and is focussed on the regulatory issues that may arise when Australian universities and other higher education providers operate overseas.
16. [OECD figures are not what they seem in higher education](#). Often, our sector recycles simple OECD metrics. These suggest we are [badly under-funded](#) compared with universities elsewhere. "Australian universities are public institutions in which we significantly under invest ... for the latest available figures Australia finished 27 out of 32 countries for public investment in tertiary education at 0.9% of GDP. This is only three-quarters of the OECD average of 1.2% of GDP and has us trailing the Slovak Republic, Mexico and Spain."
17. [ILSC launches Melbourne campus](#). ILSC Education Group has launched its third Australian language school located in Melbourne. The centre began trading

this week, offering English courses initially to students on visitor and working holiday visas. "We are pursuing our CRICOS accreditation to expand our language study and vocational education and training offerings to the Melbourne Campus," the company said in a statement.

18. [Victorian Universities: 2015 audit snapshot](#). The university sector, comprised of the eight Victorian universities, generated a net surplus of \$509.1 million for the year to 31 December 2015. This continues a strong financial result for the sector, which has generated similar surpluses in each of the past five years. The sector has been assessed as a low financial sustainability risk. However, our financial sustainability review noted that the sector has emerging issues regarding longer-term capital renewal, which need to be reviewed and addressed by the universities.
19. [University of Sydney's medical school in second cheating controversy](#). Doctors, registrars and psychiatrists at some of Sydney's top hospitals have cheated in their medical exams through collusion and sharing illicit photos of examination papers, Fairfax Media can reveal. Documents obtained by Fairfax Media show that some former students of the University of Sydney's medical program have been colluding since at least 2009, with illicit materials such as photographs of examination papers still being shared with current students in the psychiatry, paediatrics and community departments of Sydney's most prestigious medical school.

Big Data, Analytics & Technology

20. [Facebook and Netflix are our Shadow Learning Management System](#). Digital multitasking is the [new drunk](#). Technology-enhanced learning is [vapid](#). [New media hoarding](#) is now a thing. Writing is [deep](#). Each of these findings might be valid individually, but as to whether they support the comprehensive conclusion [Manfred Spitzer](#) draws that 'digital media pose serious risks and side effects in educational settings' is another thing altogether.
21. [University admin digital services not up to scratch for students](#). Many of Australia's university students are dissatisfied with university admin digital

services, believing that compared to the other services they can do online, student administration is extremely difficult to manage digitally and there is too much paperwork involved.

22. [Bored with study? The new wave of edubots](#) will find a way to spark your interest. An online learning program which can tell when a student is becoming bored and inattentive is one of the key developments forecast to reshape university education in Australia in the next five years, according to a new report. The [2016 NMC Technology Outlook for Australian Tertiary Education](#) says that so-called "affective computing", which is able to use video imagery of facial expressions to discern human emotions, will soon be coupled with online learning platforms to encourage students to keep their minds on their work.

Corporatisation of Higher Education

23. [PwC invests in TOP Education to enhance focus on Australian Education sector](#). PwC Australia has acquired a 15 per cent stake in TOP Education, a Sydney-based private higher education provider, in a move that will strengthen the firm's focus on Australia's third largest export - international education. PwC and TOP Education have also entered into a long-term alliance agreement. Under the alliance, PwC will work closely with TOP to deliver initiatives including tertiary student career development and executive education programs, as well as designing 'smart campus'.

Graduate Outcomes

24. [Employers keen on 21st-century skills. A degree](#) is a powerful signal to employers that an applicant is motivated and invested, and has a swag of technical skills. However, the current pathway from degree to job in the competitive graduate employment market has two main problems.
25. [Law graduates not keeping up with the modern world](#). University law schools are not adequately preparing students for the realities of the modern legal profession, with graduates holding distorted expectations about job prospects and the contemporary role of lawyers, industry leaders say. Speaking

at a round table for the launch of The Australian's inaugural Legal Week, the heads of some of Australia's biggest law firms have warned that the explosion in the number of law schools across the country has led to a glut in graduates.

International Education

26. [International Students: A Guide for Australian Employers](#). IEAA has released a [new guide](#) for Australian employers who wish to provide work opportunities or employment for international students. "Australia is home to more than half a million international students. These students are a valuable, and largely untapped, resource for Australian employers," said Phil Honeywood, Chief Executive Officer at IEAA.

Rankings and Ratings & Benchmarking

27. [Global rankings keep Australia in top 10](#). Australia has remained stable in 10th position in a global ranking of university systems illustrating the strength and health of the overall system. Ross Williams, project leader of the [U21 Ranking of National Systems of Higher Education](#), said Australia's position was pulled down by the low ranking (37th out of 50 nations) for government expenditure. However, with high private contributions, Australia ranked 20th for overall expenditure and 15th for per-student spending.
28. [Why you shouldn't believe the university rankings](#). People now care more than ever about the quality of university education. At The Australian Financial Review we see how popular stories about university rankings are. Parents, students and alumni all want to see how the university they (or their offspring) are going to, are thinking of going to, or have been to, is rating. But my advice, which may be hard to accept, is STOP.

Research

29. [Expert Teams for the 2016 National Research Infrastructure Roadmap](#). Six teams of respected and eminent researchers have been announced that will assist in identifying Australian research infrastructure capability by assessing what we have and what the

nation might need in the future. The teams of experts will examine the areas of: health, physics, environment, culture, national security and underpinning research.

30. [Federal election 2016: Greens raise R&D target to \\$5bn](#). The Greens have upped the ante in a bidding war over research and development funding, with a \$5 - billion package aimed at making Australia one of the world's highest spenders. Supporters say the Greens' R&D road map is a beacon for other parties to follow. But critics say it prescribes fanciful mechanisms for reaching an unrealistic target.
31. [Alan Pettigrew: overhaul block grants to improve research](#). The decades-old system of awarding research block grants on the basis of competitive neutrality needs to be overhauled to address poor quality research that does not meet international benchmarks, according to a new paper. [An analysis](#) of research block grant funding and Excellence in Research for Australia results reveals while a large number of universities excel at medical and clinical research, there is a long tail of universities that perform at below world standard across a range of disciplines

Student Recruitment & Mobility

32. [After years of strong growth, demand for university education levels off](#). The era of strong government-subsidised growth for universities appears to have ended with new figures showing the number of offers to students to enrol in undergraduate courses grew by only 1.2 per cent in 2016.
33. [How Australian Universities Edge Out Ivy League](#). Students of Asia: Australia wants you. An Aussie government plan to boost the already significant role of international education in Australia's economy makes that message crystal clear. Today, Australia educates nearly 500,000 international students in everything from the English language to vocational training and higher education; by 2025 that number will grow to 720,000, or maybe close to 1 million under more optimistic projections.
34. [More Australian students see the value of study abroad – access to Full Reports](#). The number of students studying abroad as part of their Australian university degree has grown fourfold

over the past decade, amid high satisfaction ratings for those overseas study programs. In 2014, more than 30,000 students studied, worked or volunteered in another country as part of their Australian degree. This was up from 7,000 in 2005. A national student survey and three new reports published by Universities Australia show that the growth in student numbers has been accompanied by strong student satisfaction.

35. [University offers soar for low-ATAR students](#). University offers to students with ATARs below 50 have trebled in just five years despite escalating concern over student quality, particularly in teacher education courses. Offers to low-ATAR school-leavers increased in all disciplines this year, with the greatest growth in allied health, business and society and culture degrees.
36. [Chief Scientist Alan Finkel criticises university standards as UNSW publishes ATAR range](#). Australia's Chief Scientist Alan Finkel has slammed Australia's slipping performance in science and maths education, warning that "Australia does not yet have a long-term plan for its science, research and innovation system". Dr Finkel attacked universities' entry standards for science and engineering degrees, calling on universities to require intermediate (2 unit) or advanced mathematics (extension 1 and 2) across the board.
37. [South Australia plan aims to double international enrolments](#). The state of South Australia has released an international student action plan, with the overarching aim of doubling the number of international students studying in the state. South Australia, which currently has 32,089 international students studying in the state, or 5% of Australia's share, has set a goal of increasing the number to over 64,000, "as soon as practicable".
38. [Sydney, Melbourne unis top searches by Chinese students](#). The University of Sydney is the most searched for Australian higher education institution among prospective Chinese students, according to a new study. Analysing data from Sogou, the third largest search engine in China, marketing company Sinorbis has compiled a list of universities most targeted by students looking to enter the Australia tertiary system.

39. [ANU master's degree enrolments up 900% but is the qualification worth it?](#) More Australians than ever before are studying master's degrees, and Canberra, which has the most-educated workforce of any capital, is following the trend. There were 5272 students enrolled in a master's program at the Australian National University last year, 10 times (or nearly 900 per cent higher than) the figure in 1995. But with so many people now holding the qualification and fees often topping the price of a new family car, are all those extra hours in the books worth it?
40. [Australian universities to receive an influx of student enrolments from Singapore.](#) Australian universities are expecting an influx of students from Singapore in their next global student drive, following the establishment of the Singapore-Australia Comprehensive Strategic Partnership.
41. [Education NZ funding courts European students.](#) Education New Zealand and Universities New Zealand have co-funded a new scholarship initiative to increase New Zealand's profile in Europe. Under the [Dream NEW programme](#), eight scholarships are available for European students to attend a semester abroad at a New Zealand university. One scholarship is on offer for each of New Zealand's eight universities and is valued up to NZ\$12,500.

Who's on the Move (or not)?

42. [Ex-ARC chiefs Aidan Byrne and Peter Hoj find UQ pastures green.](#) The University of Queensland will have two former heads of the Australian Research Council in its two most senior positions when incumbent chief Aidan Byrne takes on the role of provost later this year. Professor Byrne will join vice-chancellor Peter Hoj, who ran the research funding agency between 2004 and 2007, when he ends his five-year tenure as chief executive nearly a year early.
43. [Adam Shoemaker new VC for Southern Cross University.](#) A leading scholar in indigenous literature and culture will take over as the next vice-chancellor of Southern Cross University. Adam Shoemaker says the regional dimension of the NSW north coast institution will be the guiding principle in navigating the next stage of the university's life. Professor Shoemaker will become Southern Cross's fifth vice-chancellor

following the retirement of Peter Lee in September.

44. [AAIR Farewells Two Board Members.](#)



Bruce had served on the AAIR Executive Committee for more years than he cares to remember in the capacity of General Board Member and AIR Liaison as well as Secretary in 2014/15. AAIR is exceedingly grateful to Bruce for his generous contribution over the years and wishes him well in his future endeavours.



Jeff served as the AAIR Treasurer on the Executive Committee from 2008 until 2014 and was instrumental in setting up the Load Management SIG in 2008. Are these two occurrences related? My oath, Jeff would have said. Jeff's honest and wise counsel will be sorely missed. All the best for your future. Here's hoping for that elusive hole in one.

Tips and Tricks

45. [Mapping Admission Data with Google Maps Engine.](#) By Steven White, Data Research Analyst, and Eric Poirier, Business and Technology Analyst, North Carolina State University Google Maps Engine is a free mapping tool that can be used to generate accessible maps through the user's Google account, hyperlinks, or other social networks. We wanted to use Google Maps to create an efficient process to assist admissions officers in planning and preparing for high school visits. In this example, we created a travel route for high schools in San Antonio. With Google Maps, the user can create custom routes from college fairs to targeted high schools, including schools that would be overlooked.

Frivolous Favourites



Academia Obscura (@AcademiaObscura · Jun 11)
Oh Clippy, how I miss you.

Institutional Researcher's Corner

46. [Who has ownership of campus analytics?](#) Predictive analytics are now widely used in higher ed, but which administrators and departments oversee their use can vary quite a bit from one institution to the next. University Innovation Alliance Executive Director Bridget Burns tells University Business that the number of traditional administrators, like vice president of undergraduate affairs, taking ownership of these efforts is particularly interesting.
47. [3 higher ed metrics that can truly benefit today's students.](#) The Institute for Higher Education Policy (IHEP) has produced a comprehensive new report that details the importance of a proposed new higher ed metrics framework that aims to better represent and inform students of all backgrounds. The report, titled [Toward Convergence: A Technical Guide for the Postsecondary Metrics Framework](#), is a companion piece that provides important details to support and build on the findings outlined in the Bill & Melinda Gates Foundation's February 2016 report [Answering the Call](#), which proposed a new higher ed metrics framework to measure the performance of institutions.
48. [AAIR research fuels 'Launch My Career' website.](#) A series of state-specific websites, grounded in work conducted by the American Institutes for Research (AIR), will offer students a new way to plan for life after high school. Its interactive features show the potential return on investment for a wide array of higher education choices.

Positions Vacant



Seeking another opportunity in Institutional Research in Australia? Try our [Higher Education Jobs](#) webpage for current vacancies in the profession. If you are seeking an international career change see our American colleagues [AIR Careers](#) page.

AAIR Newsletter Editor Position

AAIR is seeking an Editor for the Association's monthly Newsletter.

This is great opportunity for you to advance your own professional development and become more involved in your Association.

If you are interested in applying for this rewarding position within your Association, please email your expression of interest and resume to either:

Dave Marr (AAIR President):

E: president@aaair.org.au

T: 02 4388 3992

or

Andrea Jeffreys (AAIR Secretary):

E: secretary@aaair.org.au

T: 03 9479 1319

Only Financial Members Are Eligible to Apply For This Position

Looking for some training and development?

See our [Training and Development](#) webpage focused on training for institutional researchers.

Altis - Data Vault Modeling Certification course (CDVDM)

[18 – 20 July, 2016, Melbourne](#)

[25- 27 July, Sydney](#)

[1 – 3 August, Auckland](#)

[8 – 10 August, Wellington](#)

These courses will guide you through the Data Vault modeling approach from modeling constructs and patterns to applying data vault principles in your DWBI program. These courses also cover loading paradigms, architectures, and how to develop an effective overall data vault data warehouse program.

Looking for higher education conferences and events?

Here is a selection of upcoming events (or past events) that may be of interest. See our [Events/Fora](#) webpage for more national and international events.

[Higher Education Summit 2016](#)

6 & 7 July, 2016 Wellington, New Zealand

Now into its 7th year and with the event theme of Driving value from tertiary sector investment, the Higher Education Summit 2016 will be the biggest so far.

Focusing on the key issues in delivering an world class tertiary education sector, It brings together the senior representatives from across the higher education sector including universities; ITPs; Wānanga; private training establishments; peak industry associations; heads of government departments and agencies; and accreditation bodies.

[2016 Service Improvement and Innovation in Universities \[LH Martin Institute\]](#)

11-12 August, 2016 - Brisbane

Once again organised by the sector and for the sector on the principle of high quality – low cost to participants, our broad aim remains to build our capability as institutions, and boost the overall performance of universities. Conference Themes include; Future landscape for universities, deciding what to change and delivering change.

[TEQSA conference to focus on sharing excellence in Australia's higher education sector.](#)

9 November 2016 - Melbourne

TEQSA is pleased to announce its first ever conference which will focus on the theme *Sharing Excellence: Assuring Quality*. This one-day conference hosted together with Higher Ed Services (HES) will feature thought-provoking plenaries, panel discussions and roundtable sessions. It will provide an opportunity for Australia's higher education sector to collaborate, connect and discuss quality assurance.

Enjoy Reading?



Here are a few recent releases:

[New Zealand: The Changing Purpose of Tertiary Education](#) - McGuinness Institute

In response to a Government request, the Productivity Commission is currently undertaking an inquiry into 'new models of tertiary education'. At a time when the technological and social climate is changing so rapidly that our current model is struggling to keep up, this inquiry presents an opportunity for the Institute to set out ideas we have gathered as to how New Zealand might adopt a more dynamic tertiary education model that is fit for the 21st century.

[2026 The Decade Ahead](#)

What changes are in store for higher education over the next 10 years? Evolutionary shifts in three critical areas will have significant consequences for students and institutions as a whole.



Tomorrow's students will be significantly more diverse and demand lower tuition costs. Faculty tenure policies will be reexamined as deep-seated Boomers retire. And how colleges are preparing students to succeed in an evolving global economy will be intensely scrutinized. What does this mean for your institution?

[Academic Diary: On Why Higher Education Still Matters](#)

In his new book, Les Back mixes the daily events he experiences as a faculty member with larger issues facing his fellow professors and people who rely on academe. The book - which features witty criticism of the way some administrators and politicians view higher education -- grew out of columns he started writing for his union's magazine.

[Where Libraries Go From Here](#)



The debate about which functions academic libraries should perform in the 21st century has been and continues to be a fiery one. At some colleges, library directors have [left or lost their jobs](#) following disagreements over what to prioritize. Other institutions have [embraced a \(nearly\) book-free future](#), freeing up stacks for study space.

While librarians ponder the future of their institutions, faculty members are increasingly expecting more from their libraries. In addition to buying new scholarly journals and storing old books, libraries should also serve as gateways to research, support centers for undergraduates and more, [faculty members say](#).

Higher Education Abroad

by Louise Hargreaves

Global News & Views

1. [Who has the most expensive higher education system for students?](#) The answer, in a comparison between the major Anglophone nations of England, Scotland, Wales, Northern Ireland (NI), USA, Canada, Australia and New Zealand (NZ) is clearly: England. Graduates from English universities will leave with twice the debt of even private universities in the USA (£44,500 compared with the equivalent of £29,000 for for-profit universities in the USA and around £20,000 for public and private non-profits).
2. [Elsevier's Purchase of Social-Sciences Hub May Signal a Strategy Shift.](#) In June, the publishing giant Elsevier announced that it had bought the Social Science Research Network, an online community where scholars in the humanities and social sciences freely share preprints of their academic work. As George Siemens, a prominent innovator in education put it on Twitter: "Weird. Kinda like 'Satan buys the Vatican.'"
3. [Unbundling.](#) Over the past few years, we've heard recurrent calls and/or predictions that higher education will soon be "unbundled". What does this term mean, exactly? It's a metaphor that's been used in more than one way. Universities, it is argued, provide a whole bunch of disparate services, not all of which are of equal quality or are equally desired by the customer.
4. [US: 3 key trends to shape the future of higher ed.](#) Michael Meotti, a principal at Ed Policy Group, argues that a focus on talent development, experiential learning and innovative partnerships will help colleges compete in an era of increasing choice for students entering higher education.
5. [Five Factors That Differentiate Business Schools.](#) Today's business education marketplace has approached the saturation point on competition. Offering a vanilla curriculum provides little incentive for students and/or businesses to value the product produced by the school. Every program is fighting to get students' and businesses' attention. Schools now must differentiate themselves from the crowd.
6. [40 percent of U.S. colleges enrol fewer than 1,000 students.](#) While we tend to picture higher education in the U.S. as dominated by public flagship campuses with tens of thousands of students, or small private colleges with thousands of students, in reality tiny colleges the size of many high schools are much more common in the market. About 40 percent of American colleges enroll 1,000 or fewer students. Another 40 percent enroll fewer than 5,000 students.
7. [A French billionaire put up \\$100 million to create a tuition-free school in Silicon Valley that's endorsed by Jack Dorsey and Evan Spiegel.](#) A radical French technology school funded by \$100 million from billionaire entrepreneur Xavier Niel is coming to Silicon Valley, and has plans to grow to 10,000 students in the next five years. The tuition-free school is primarily focused on teaching coding and entrepreneurial thinking, and is called "42," a nod to the book "Hitchhikers Guide to the Galaxy," where 42 is the answer to "life, the universe and everything."
8. [Survey: Millennials value advanced degrees.](#) As the job market becomes increasingly global and competitive, a new survey reveals that millennials hold educational attainment and advanced degrees in high esteem. When it comes to the perceived value of a doctoral education in the workforce, 78 percent of millennials agree that professionals with doctoral-level education are perceived as superior in the workplace, compared with 67 percent of U.S. adults overall, including Gen Xers and baby boomers, according to a recent survey by Harris Poll.
9. [This chart tells a fascinating story about U.S. higher education.](#) There is this indelible image of college being a place where fresh-faced 18-year-olds spend their days in lecture halls and nights bunking in dorms on tree-lined campuses. In reality, higher education experiences are a lot more diverse than that. So much has changed in a generation: who attends college, how they learn, and what their lives are like outside of the classroom. A chart produced by the Bill and Melinda Gates Foundation captures the complexity of the higher education landscape and why there can be no one-size-fits-all approach.
10. [Angelina Jolie gets new role as visiting professor at LSE.](#) She met her husband Brad Pitt while [playing an assassin](#), and won an Oscar for her portrayal of a [sociopathic patient](#) in a mental hospital, but [Angelina Jolie's](#) latest role may be her most surprising yet. The Hollywood actor and director has been appointed a visiting professor at the London School of Economics, teaching a course on the impact of war on women.
11. [Brexit Infographic: How Does EU Membership Benefit UK Higher Education?](#) The EU referendum is almost upon us, so in anticipation we're looking at all the benefits Britain's higher education system receives from membership. Read through our latest infographic for all the statistics, or take a look at our guide to Brexit for the full picture.
12. [EUA special update on EU trade agreements and the recognition of professional qualifications.](#) EUA has recently published a special update on EU trade agreements and the recognition of professional qualifications. EUA reports regularly on the two policy areas as they have implications for higher education institutions. As the globalisation of higher education gathers pace and as potential EU trade agreements proliferate, so the overlap of the two areas becomes more significant.



13. [World insight: the future of higher education in South Asia](#). Rising demand in South Asia for higher education is currently not being met, despite its growing importance on the economic development agenda. The demographic time bomb of a youthful population (more than 600 million under 18), the pace of social change and South Asia's elevated position in the new economic order has created a critical mass of latent potential. By 2020, India alone will have the largest university age group cohort in the world, and careful management of this talent pipeline is not just an Indian concern, but a global one.
14. [Over 400 fake educational institutions cheat students in China](#). China is grappling with big increase in fake and phony universities, colleges and schools whose numbers have gone up to over 400 as they use names of real institutions by slightly altering them to confuse and dupe prospective students, state media reported.
15. [China threatens jail time for college entrance exam cheaters](#). A cheater in China used to have it easy: His family might be subjected to a harsh scolding, and his exam results might be thrown out. Now, a student caught cheating [could face a prison sentence](#). As more than nine million students filed into testing centers in mid-June to take the [gaokao](#) the life-defining college entrance exam, officials made clear that they planned to enforce a new law making it a crime to cheat, punishable by up to seven years in jail.
16. [The massification of higher education: Chinese student experiences](#). In the past two decades, there has been a rapid expansion of higher education in mainland China and Taiwan. While in the 1990s this increase enhanced equity and equality in society, in recent years the growing number of university graduates has led to fewer employment opportunities and a skill mismatch in the labour market.
17. [Major changes in post-election Taiwan unlikely, educators predict](#). Taiwan's new president, Tsai Ing-Wen, who assumed office last month following a comprehensive election victory for her Democratic Progressive Party in January, is no stranger to the field of international education. Although President Tsai has highlighted domestic education reforms as being high on her agenda, the exact nature of any such reforms has yet to be announced. International education isn't central to

her plans, but educators in Taiwan said it may be beneficial to downsize the country's higher education offering, improve relations with China and attract more overseas students.

Big Data, Analytics & Technology

18. [Artificial intelligence will change higher education](#). It is not surprising that most of our thinking about the impact of artificial intelligence systems, including robots, seems to focus on the idea of job displacement, primarily in the manufacturing and trade sectors. For the most part, the 'professions' are seen as largely immune from such disruptions and dislocations and the idea that they might be disrupted is often dismissed because it is argued that the professions are dependent on highly personal, highly individual demands.
19. [Unlocking the potential of predictive analytics and big data: how do we move forward?](#) - A UK perspective - You'll undoubtedly have read one of the many reports and articles on the power of data and analytics to further and higher education (HE) organisations, but may not be clear on what needs to happen so that your own university or college is able to do just that. One of the key activities now underway is a strategy for data innovation in our sector.
20. [What we learned from designing an academic certificates system on the Blockchain](#). Over the past year, we have been working on a set of tools to issue, display, and verify digital credentials using the Bitcoin blockchain and the open badges specification. We are releasing [version 1 of our code](#) under the MIT open-source license to make it easier for others to start experimenting with similar ideas.
21. [Why innovation-desperate higher ed needs to break its shackles](#). Outsourcing and technology adoption are booming in higher education, as student demographics change and learning models evolve. There's an inherent challenge: as the complexity of delivering personalized, student-centered education increases, institutions run the risk of ceding their independence to outside entities in the name of innovation.
22. [Chasing China's Edtech Unicorns: A Cautionary Tale](#). There is little doubt that [China's record \\$1.7 billion invested in 44 edtech companies](#) last year is

helping to provide one of the world's most dynamic education market with increased access quality learning and spurring a [movement toward social impact investing](#). But in the competitive scramble for gaining market share at high cost and rapid speed—not to mention the rush for early investors to cash out—there are seeds of potential failure.

23. [How Ten Key Developments Are Shaping The Future Of Technology-Enabled Learning](#). In documenting ten key developments, we are not suggesting these are the only developments occurring, or the order in which these are presented, represents any kind of ranking or prioritization or each one applies in all contexts. Rather, these are developments which we see as having the potential to impact, in different ways, the strategic plans and actions of colleges and universities around the world.
24. [The 2016 Dean's List: EdTech's 50 Must-Read Higher Ed IT Blogs](#). In the ever-changing field of education technology, it's important to stay up-to-date on industry happenings, and it's even more important to understand current news in context. That's where the Dean's List comes in handy.

Credentialing

25. [Academic credit now an option for FutureLearn MOOCs](#). Students will now be able to take credit bearing programmes from top universities in the UK and around the world on MOOC platform [FutureLearn](#). Eight higher education institutions have developed courses for this year that can be assessed for university credit.
26. [Making Credentials Matter](#). Credential innovation is a hot topic in higher education, from microcredentials to digital badges, from competency-based and clickable transcripts to stackable credentials. Case in point: to facilitate dialogue, Lumina Foundation launched the [Connecting Credentials](#) initiative to help shape the vision and align the work of some 80 co-sponsoring education, labor and business organizations.
27. [The Potential for Stackable Credentials: From 30,000 Feet](#). Stackable credentials are becoming more prevalent across the postsecondary landscape, promising to transform the way institutions deliver key labour market skills, as well as credentials, to non-traditional students.

Corporatisation of Higher Education

28. [With NYTEducation, The New York Times is taking its expertise and access to the classroom.](#) The dual challenges of sinking print readership and contracting digital ad revenue are forcing legacy publishers to ponder new ways of making money. For The New York Times, one of those new ways is opening a summer camp.
29. [This is what corporate-designed curriculum looks like.](#) How companies and organizations are working with higher education institutions and programs to help fill workforce gaps and bolster college and university resources. Examples of these partnerships in action can be seen across numerous fields of study and colleges/universities.

Graduate Outcomes

30. [U.S. College dreams face the reality of graduation rates.](#) A [new report](#) about private nonprofit colleges shows only 55% of students graduate within six years, and three-quarters of the colleges studied have graduation rates of less than 67%, while other research puts the student success rates at public universities even lower.
31. [Whoa: Stunning data on U.S. class of 2015 employment.](#) In the echoes of poor employment rates upon graduation that have spurred colleges and universities to reimagine and reinvest how they help their graduates enter into a career, [a new report](#) on the class of 2015 may just signal the light at the end of a turbulent storm. According to a new report released by the National Association of Colleges and Employers (NACE), a majority of the class of 2015 are employed or in graduate school within six months of graduation, far outpacing 2014's graduates.

Online Learning

32. [What Form Does Online Take in Your Institution's Future?](#) For those of us who were early adopters of online programming—my institution started with online in 1998—the benefits have been tremendous. Without cannibalizing our campus-based programs, we have seen online

enrollments grow significantly and now have students in almost every state in the US and 85 foreign countries.

33. [Students and Higher Ed Leaders Put Their Faith in Online Classes \[#Infographic\].](#) As cost-effective alternatives to traditional college classes, online learning programs continue to gain steam in higher ed. According to statistics gathered for an [Online Learning Consortium infographic](#), 5.8 million students are now enrolled in online courses, and the majority put tremendous stock in the quality of their education: 90 percent of students say their online learning experiences are the same or better than in-classroom options.
34. [Online Learning Consortium highlights 2016 online learning landscape.](#) There are now 5.8 million students enrolled in online courses, and fully 90% of students say such courses provide the same or better experience compared to traditional, face-to-face instruction. In the [2016 Higher Education Online Learning Landscape](#), the Online Learning Consortium highlights the nontraditional nature of the vast majority of today's learners and the affordability benefits of online learning.
35. [The Future of MOOCs Might Not Be Free.](#) A recent move by a leading United Kingdom learning platform to issue academic credits toward a degree for students who complete open online courses could signal a forthcoming trend in the U.S. market.
36. [aisectmooocs.com launched as India's largest free online open learning platform.](#) In a bid to support the Skill India and Sarva Shiksha Abhiyan movements, 'aisectmooocs.com' has been launched as India's largest free online open learning platform.
37. [2U algorithm predicts online program success.](#) An algorithm developed by 2U, a software-as-a-service company that helps colleges and universities take degree programs online, says its new program selection algorithm will predict the success of such a move.

Rankings, Ratings and Benchmarking

38. [Rankings' one-size-fits-all approach remains sore spot for administrators.](#) Rochester Institute of Technology President William Destler tells University Business that high-profile

college rankings from publications like U.S. News and World Report and Washington Monthly do a disservice to the higher education system at large by making apples-to-apples comparisons of institutions with widely diverse mission statements.

39. [The consequences of internationalisation rankings.](#) At the IREG-8 Conference in Lisbon on 4-6 May, the central theme was rankings and internationalisation (see also [Simon Marginson's address](#)). The relationship between the two topics is logical, as rankings, in particular the main global rankings, play a key role in international competition in higher education – and because international indicators play a role in positioning higher education institutions.
40. [The Times Higher Education "Industry Income" Rankings are Bunk.](#) In late May, the *Times Higher Education* published a ranking of "top attractors of industry funds". It's actually just a re-packaging of data from its major fall rankings exercise: "industry dollars per professors" is one of its thirteen indicators and this is just that indicator published as a standalone ranking. What's fascinating is how at odds the results are with published data available from institutions themselves.
41. [China rising fastest in ranking of national systems.](#) The top five performing national higher education systems are the United States, Switzerland, Denmark, the United Kingdom and Sweden, according to the [Universitas 21 annual ranking for 2016](#). But the country with the most improved performance is China, up four places to 30th due to continual rise in output rankings.

Student Recruitment and Mobility

42. [Recruiting Internationally: Which Country is Next?](#) When we think about bringing international students to our campuses we seek to have diversification. This is prudent pedagogically but is also a good business decision. The question remains as to which countries you might market to so you get the best "bang for your marketing buck."
43. [Reaching Gen Z: New realities for recruitment, retention by 2020.](#) Higher education will be among the biggest industries impacted by the emergence

- of Generation Z, and colleges and universities will have to rethink strategies about recruitment to attract today's teens to campus.
44. [My international students are often unprepared for college. I want them anyway.](#) Over the past five years, Chinese students have flooded American campuses. Currently, [974,926 international students are studying in the United States](#); about a third of them are from China. These visitors have not always gotten good press.
 45. [Intensive English Programs Boost International Student Recruitment.](#) Colleges and universities looking to drive international enrollments without sacrificing quality should look to starting and strengthening their in-house Intensive English Language Programs, but be prepared to invest for the long-term.
 46. [Prioritise international education, NAFSA urges presidential hopefuls.](#) NAFSA's board of directors has urged presidential hopefuls to create a "more welcoming and globally engaged United States". In an official statement issued last week, the association's board urges presidential candidates to adopt policies that "foster academic, diplomatic and cultural collaboration only possible through international education".
 47. [New data reveals major slowdown in Canadian growth.](#) New international student intake growth in Canada is slowing, standing at 4.5% in 2015 – less than half the year-over-year growth rates reported in 2014 and earlier.
 48. [New Zealand: Polytechs earn \\$150m from foreign students.](#) Annual reports show foreign students paid the nation's polytechnics a record \$150 million in fees, underpinning surpluses at many of the institutions. The reports for 2015 show all but two of the 18 polytechnics made profits as international enrolments grew 22 percent to nearly 10,758 full-time students. Polytechnic leaders say they would struggle without the students, most of whom are coming from India and China.
 49. [USA: 1/3 of universities use agents directly to recruit overseas.](#) A shift in approach to international student recruitment has occurred in the last three years in the USA, with just over one-third of US universities now working directly with education agents to support the international student recruitment process, according to new in-depth [research into the pace of adoption](#) revealed at the [NAFSA](#) conference here in Denver.
 50. [US Higher education enrollments decline. Again. New data from the National Student Clearinghouse Research Center has appeared,](#) and shows that the past three years' decline continues. The total number of students enrolled in American higher ed this spring is 18,003,354. Compared to spring 2015, that's a slight drop of 1.4%, down from 18,267,143. In turn 2015 showed a decline of 1.7% from 2014, which taught 18,587,703 students.
 51. [New survey reinforces career goals a primary motivation for study abroad.](#) A new Hobsons report, [Creating a Sustainable International Education Sector: A Manifesto for Intelligence-Led Marketing and Recruitment of International Students](#), examines international students' perceptions of higher education models, their motivations for study abroad, and their use of social media to research and apply to universities.
 52. [Accelerated master's programs provide competitive recruiting edge.](#) More institutions are looking to a 4+1 model as one way to provide a competitive recruiting edge and improve the attractiveness of their brands. The 4+1 model allows students to earn both a bachelor's and master's degree in an accelerated five year program.
 53. [Why do so many Canadian students refuse to study abroad?](#) Just a tiny minority of Canadian students choose to study abroad, and that's a problem. Here's what some universities are doing to try to reverse the trend.
 54. [Germany set to overtake UK as top European study spot, report predicts.](#) Within the next five years, Germany could overtake the UK as Europe's most popular study destination, in part driven by growing demand in India– now the fastest growing international student source country. This is the prediction laid out in the latest market research [report](#) from Delhi-based M.M. Advisory which looked at Germany's annual 6.6% increase in students from around the world over the last three years.
 55. [Chinese student market: can the West weather a perfect storm?](#) The volume of Chinese students choosing to study abroad is huge and still rising. In 2015, more than 500,000 went overseas: a 13-fold increase since the turn of the millennium.). In a report published last year, the Higher Education Funding Council for England revealed that there are almost as many Chinese as UK students entering full-time taught master's programmes.
 56. [India outpaces China in growth rate of students studying abroad.](#) The growth of Indian students going overseas for their studies went up faster than China's last year, revealed the [Indian Students Mobility Report 2016](#). In 2015, the number of students from India going abroad came up to 360,000, recording a growth of 17.8 percent.
 57. [Personal touch key to recruiting Indian undergrads.](#) India has traditionally been a post-graduate market for student recruitment but demand for international undergraduate study is now growing. In order to tap into undergraduate interest, many US universities must radically overhaul their recruitment strategies to create more meaningful interactions with students and a stronger on-the-ground presence.
 58. [Keys to the market: Iran.](#) We are pleased to begin a new video series on ICEF Monitor. We call it Keys to the Market and we promise two things for each instalment in the series. Each will be short, usually under five minutes. Each will provide some valuable advice that you can use to get started in a new market.

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A great way to get involved with the AAIR community is to share your thoughts and ideas. Do you have something you would like to share with your IR colleagues? The next AAIR Newsletter will be published in late July. Please send your contributions to the editor@aair.org.au by Friday July 15.



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