



From the President's Desk

by Dave Marr

On the weekend of 23 & 24 May, the AAIR Executive and Administrator met at the Holiday Inn, Mascot in Sydney to further our strategic planning process. We met all day Saturday and half of Sunday. All of the Committee were able to attend except Michael Cudmore and Don Johnston. Once again the sessions were facilitated by Dr Daniel Moody.

I am always appreciative and heartened by the dedication and commitment of the AAIR Executive. For each to give up their precious weekend time to participate in this exercise is beyond admirable, and for that I am extremely grateful. Everyone came well prepared, contributed greatly during the days and helped us to achieve some very positive outcomes. Although there was often lively debate, we were always able to agree on a final position.

Of course, what the Committee came up with is an advanced draft of our strategic plan. It'll need input from our members before we arrive at a final version. So, what did we discuss and what did we come up with?

Vision (for the next 10 years): *Be the professional association that has the greatest influence on tertiary education planning and evidence-based decision making in Australasia.*

Mission (should be long term): *To advance institutional effectiveness in tertiary education*

Values: AAIR has a commitment to:

- *contribute and share;*
- *innovation;*
- *inclusiveness and diversity;*
- *professionalism; and*
- *enjoyment and friendliness*

Balanced Scorecard – measures were developed around the following:

- Members e.g. satisfaction, engagement, diversity
- Financial e.g. annual revenue and costs, cash reserves
- Internal business processes (efficiency and quality) e.g. event attendances, website traffic, communications (bulletins, newsletters)
- Learning and growth e.g. innovation, adapting to changes in the external HE environment.

Dr Moody is currently preparing a one-page Strategy Map based on the balanced scorecard.



We're also embarking on a 3-month rolling action plan that will focus on delivering outcomes of our strategies every three months. Over this first 3-month period we're focussing on:

- Reviewing our membership model to provide a better value proposition to our 'members' however we wish to define them. A small working group is therefore looking at the implications of making membership 'free', institutional and sponsor membership, and perhaps 'premium' membership which may not be free;
- Examining options for redeveloping the AAIR website to make the website more informative, more dynamic and interactive;
- Exploring further the relationship between AAIR and the Australian

Network of University Planners (ANUP) to look at ways that we can work together that will be mutually beneficial; and

- Communicating the strategic plan to members and seeking their input.

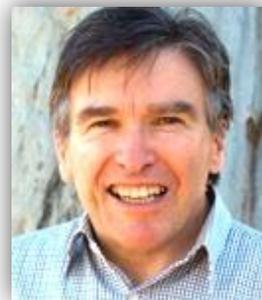
Of course this last point is an extremely important part of the process. The Strategic Plan for AAIR is not just for the Committee but for all members. This Newsletter update is the first part of this process. Over the next few months I'll be seeking your input on a number of issues such as: is 'AAIR', as an organisational name, still relevant or should we have a more contemporary name? What membership model would work best? Is 'free' membership a viable way to proceed? What would you like to see on the AAIR website that is currently not there?

AAIR has been successful in offering conference events for the past 25 years but is that the best and only business model that we should have?

We're financially secure with good cash reserves in the bank and our events still attract large numbers from the higher education sector. But if we are to be the '*greatest influence on tertiary education planning and evidence-based decision making in Australasia*' over the next ten years, then we'll probably need to expand what we're doing to include more professional development (PD) activities. These might include state/region-based PD activities and webinars either offered directly by AAIR or through a partner such as the LH Martin Institute. But these are just some of the ideas coming from the Committee. We'll need your input as well as to the types of activities or communication channels you think would meet both your needs and the needs of your organisation during that next ten year period. So over the next few months I'll be seeking your input.

Our current business model has sustained us for over 25 years but it's time for a revitalisation of the organisation. This strategic planning process is the start of that revitalisation, one which we'll be taking together. So please be active in this process and AAIR will be stronger and more enlivened because of it.

Dave Marr, President



2015 AAIR Data Warehouse, Business Intelligence and Load Management Special Interest Group

Hosted by University of Southern Queensland
19-21 August 2015

The 2015 AAIR Special Interest Group (SIG) Forum for Data Warehouse, Business Intelligence and Load Management will be hosted by the University of Southern Queensland and held at the Kingfisher Bay Resort on Fraser Island.

The theme of this year's forum is "Expand your Horizons" and will focus on Data Warehousing, Business Intelligence, and Load Management.



Registration and Accommodation

[Registrations](#) and accommodation [bookings](#) are open.

Abstracts

A large number of high-quality submissions will mean this year's program will once again feature an impressive line-up. Submissions include learning analytics with student evaluations, student retention/attrition analyses, and load and budget management demonstrations, with a single framework around lifelong analytics for education, research and employment.

Presentations will be run in two parallel streams. Stream 1 - the **DW/BI** track, incorporates presentations on business intelligence, analytics & data warehouse and related areas. Stream 2 - the **Load Management** track covers presentations in load management, revenue planning, government reporting, surveys & evaluation, quality, risk management and other areas in the field of institutional research.

Awards

There will be two prizes related to presentations that will be awarded at the forum. These are:

Best DW/BI Session

This prize will be awarded to the best DW/BI presentation or workshop at the SIG Forum and will be judged by the SIG Forum delegates. The winner will receive a free registration at the next year's SIG Forum.

Best Load Management Session

This prize will be awarded to the best load management presentation or workshop at the SIG Forum and will be judged by the SIG Forum delegates. The winner will receive a free registration at the next year's SIG Forum.

Sponsorship

Sponsors supporting the AAIR SIG Forum 2015 include:

Platinum Sponsor:



Gold Sponsors:





Registrations for the 26th Annual Forum

On behalf of the Australasian Association for Institutional Research (AAIR) Forum Organising Committee, we would like to extend a warm invitation to you to participate in this year's 26th AAIR Annual Forum.

It's been 16 years since the Forum has been across the Tasman to Australia's easterly neighbour, so we're well and truly overdue for a visit. If you haven't been to either Wellington or New Zealand, then you're in for a wonderful surprise. Lonely Planet named Wellington, 'the coolest little capital in the world', and it certainly lives up to that claim. Nestled between a sparkling harbour and rolling green hills (at least in November), New Zealand's capital city is renowned for its arts, heritage, culture and natural beauty.

This year's Theme: The Winds of Change

It seems only fitting then that this year's theme is "The Winds of Change". If there's one thing that higher education has in common across the globe is that 'change' is the new norm whether that's because of changes in government policy or radical improvements to technology. Institutional researchers are more often these days being asked to lead the institution's response to these changed environments. Our skills help us to meet these challenges and AAIR plays an important part in developing those skills and your knowledge.

Forum themes include:

- 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

Program and Abstracts

Please see our [Forum Program](#) for latest program updates. [Abstract submissions are now open](#). You are invited to submit an abstract for consideration in the Forum program under one of the [forum themes](#). Abstracts will be peer reviewed and 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. Abstracts should be received by **5.00pm, 26 June 2015**.

Introducing our Key Note Speakers:

[Stephen Few](#) founded Perceptual Edge in 2003. With 30 years of experience as an innovator, consultant, and educator in the fields of business intelligence and information design, Stephen is now a leading

expert in data visualization for sensemaking and communication.

[Steve Maharey](#) is the Vice-Chancellor of Massey University. He was the Member of Parliament for Palmerston North from 1990-2008 and a Senior Cabinet Minister from 1999-2008. Earlier in his career he was a Senior Lecturer in Sociology and a Junior Lecturer in Business Administration. His main areas of academic interest include social policy (particularly social development), education, media and cultural studies, social change and politics.



Higher Education@home

by Louise Hargreaves

1. [Academic Awards – Queen’s Birthday 2015](#). Australian Honours are announced twice a year: on Australia Day (26 January) and on the Queen’s “official birthday” (second Monday of June in most of Australia, although she was actually born in April). Members of the tertiary education sector received 65 awards.

Higher Education Reform

2. [Private fee plan defeated in Senate](#). On June 18, an attempt by three independent Senators to have government subsidies extended to the students of private higher education colleges was defeated.

Deo Wang, Bob Day and David Leyonhjelm put forward a motion to strip out a government proposal to award commonwealth supported places to non-university higher education students from the higher education reform legislation and present it separately.

The motion was lost 28-31 with independent John Madigan voting with the Opposition.

Policy Watch

3. [New AITSL board appointed](#). In early June, The Minister for Education and Training welcomed new appointments to the Board of the Australian Institute of Teaching and School Leadership (AITSL).
4. [Australia levels visa playing field with simpler system](#). The government has announced a new student visa framework that will replace Streamlined Visa Processing and the current Assessment Level Framework in a bid to level the playing field across sectors and reduce red tape.
5. [Roundtable on international education – a shared vision for the future](#). The first ever roundtable on international education held on 18 June brought together education and business experts, students and communities to

advise Government Ministers on the future of Australia’s largest services export. The Minister for Education and Training welcomed the roundtable as a key step towards finalising Australia’s [National Strategy for International Education](#). Submissions on the draft strategy are now available [online](#).

Regulation

6. TEQSA has published its [second statistics report on higher education providers](#), giving a whole-of-sector overview of higher education in Australia in 2013.

Graduate Outcomes

7. [University graduates’ skills ‘not suitable for workplace’](#). A new Graduate Outlook 2014 report by Graduate Careers Australia showed 23.4 per cent of surveyed companies would have employed more graduates last year if “more appropriate candidates” had been available.

The survey showed 41 per cent of employers had difficulty finding and recruiting graduates from particular disciplines, with computer science, accounting, and electrical and computer engineering representing the biggest shortages.

Online Learning

8. [OpenLearning secures federal government MOOC contract](#). The federal government has selected a Sydney startup to provide the first Department of Prime Minister’s first massive open online learning course, known as a MOOC. Online education startup OpenLearning was commissioned by the department’s Office of Best Practice Regulation to deliver a regulatory impact analysis MOOC for the next four years.



Student Recruitment

9. [Low ATAR students flood universities](#). Greater numbers of school leavers with low Australian Tertiary Admission Rank (ATAR) scores are being admitted to university, according to new figures from the federal government. Since 2012, when the demand-driven system began which removed the caps from the university enrolments, the proportion of university offers to school leavers which went to students with ATARs of 50 or less has nearly doubled from 3.0 per cent to 5.8 per cent.
10. [\\$5.7m to attract students to South Australia](#). The South Australian government has announced that it will funnel AUS\$5.7m over four years into attracting overseas students, as part of a major budget package to increase international travel to the state. The financial injection will fund a ‘Destination Adelaide’ campaign, specifically targeting students in China, India, Malaysia, Singapore, Vietnam and Hong Kong.
11. [Go8 applications fall amid fees uncertainty](#). A drop in applications to high status Group of Eight universities this year has triggered speculation about whether it was a possible consequence of price sensitivity, with students wary of potentially higher fees at the sandstones in the event of tuition fee deregulation next year.

Technology

12. [UTS trials automated feedback on essays](#). Students at the University of Technology, Sydney, will soon be able to get their essays marked before they are ... marked. This year the university is to pilot its newly developed language analytics software tool, which will assess a student's draft essay and provide instant feedback on how to better structure their writing and argument.
13. In early June the non-profit think tank New Media Consortium (NMC) published its [2015 Technology Outlook](#) report for Australian tertiary education which rated three new developments in digitally driven teaching as the current top technology trends in Australian tertiary education.

International Students in Australia

14. [More international students are discovering Australia](#). Minister for Education and Training has welcomed latest figures that reveal more international students than ever before enrolled in Australian higher education institutions in 2015.

"The [latest data](#) shows that across all education sectors combined, international student enrolments (all students) increased by more than 11 per cent and commencements (new students) increased by 9 per cent when compared to the same period last year," Mr Pyne said.

Rankings and Ratings

15. [Only two Australian unis make top 100 of Global Nature Index](#). Australia has only two universities in the top 100 of an influential global ranking that measures scientific discoveries, placing it as the 12th in the world.

The Global Nature Index, which measures the number of academic papers published in Nature's stable of 70 journals, put the University of Queensland as Australia's highest placed institution at 92 followed by Monash at 100. Six institutions made the top 200.

Higher Education Funding

16. [Writing off science students' HECS debts 'would cost \\$2.25bn'](#). It would cost \$2.25 billion to write off the HECS debts of 100,000 science and technology students as proposed by Bill Shorten in his budget reply.

Education Department official Robert Griew said the calculation could go even higher if the plan included writing off the HECS debts of individual courses and units.

Sector News and Views

17. On 16 June 2015, CEDA released a major report focused on [the future of Australia's workforce](#). The report focuses on what jobs and skills we need to develop to ensure our economy continues to grow and diversify.
18. [National census of university student accommodation providers 2014](#). As at November 2014, Australia had 74,482 places in university colleges, halls of residence and 100 plus bed commercial student accommodation sites. These were established either on or off campus and managed either by a university or an external organisation. This total is up from 39,561 places in 1999, when the last national census was undertaken.
19. [Leading by degrees: universities and fossil fuel divestment](#). This report begins by outlining the fast growing campus divestment movement, globally and in Australia, and explores the debate about the 'moral university' and fossil fuels. It then explores the first national poll to assess public attitudes towards universities' ethics and investments, conducted following the national controversy around the ANU divestment decision.
20. Gavin Moodie's opinion piece in The Conversation, [Universities should change the way they measure success](#), proposes that in the absence of an array of better indicators, particularly of teaching and learning, it would be better to rely less on simple indicators and more on expert judgement.

21. [Vice chancellor's salary packages on the rise](#). Australia's highest paid vice-chancellor saw his salary package increase by \$120,000 last year to reach \$1.3 million.

Michael Spence, head of the University of Sydney, topped the list of 37 vice-chancellors, followed by Greg Craven from the Australian Catholic University (\$1.2m); Glyn Davis, University of Melbourne (\$1.08m); and Peter Coaldrake, Queensland University of Technology (\$1.06m).

22. Who goes to university? [The changing profile of our students](#). Higher education is a major determinant of a population's knowledge and skills, [workforce participation](#), [employment](#), [incomes](#), [economic growth](#), [immigration](#), [family formation](#), and of [the educational attainment](#) and [future prosperity](#) of subsequent generations. The percentage of Australia's population with a Bachelor's degree is high by [international standards](#). But who goes to university? And how are the patterns changing?
23. Kathie Rabel sent in [Laurie Taylor on academics v administrators](#) for this month's newsletter. Taylor considers the rules of engagement for the two tribes to rub along.
24. A blog [Institutional Planners Should Reflect on Relevance of Data](#) on the *University World News* website by Angel Calderon suggests that researchers, planners, policy analysts and decision-makers need to think more broadly about the policy and planning implications of the data they are asked to measure and submit to various bodies.
25. [Sydney University to introduce four-year degrees and reduce double degrees](#). The University of Sydney plans to increase its undergraduate courses from three to four years and cut many of its double degrees in a radical overhaul of education that would see the number of degrees reduced by at least 100.

Who's on the Move (or not)?

26. In early June [Sandra Harding signed a new contract](#), taking her tenure as head of James Cook University to the end of 2021. Professor Harding, who took over the reins of JCU in 2007, will become the fifth longest standing head of a single institution.
27. How [new University of NSW chief Ian Jacobs plans](#) to reshape the university. The new vice-chancellor of the University of NSW, Ian Jacobs, is considering major changes, including extending study through the summer holidays and a Grand Challenges Institute to tackle the biggest problems, in a strategy to become one of the world's leading universities.

Frivolous Favourites

32. [Rate My Professor](#). Professors read their own ratings.

Tips and Tricks

28. You can do a mail merge using Google Docs. [Here's how](#)
29. The Society for Learning Analytics Research (SoLAR). SoLAR is pleased to announce a new and exciting resource for learning analytics researchers and practitioners - the [SoLAR InfoHub](#). The InfoHub will be a one-stop shop of crowdsourced, curated and searchable learning analytics materials, including videos, papers, slidesets, courses and more!
30. [How to Use LinkedIn's University Page Feature](#). In August 2013, LinkedIn introduced University Pages. Two years later, 25,000 schools are using this feature. [These pages have a ton of functions](#): They allow colleges and universities to attract applicants, engage with current students, promote their brands, send updates to segments of their audience, interact with and utilize alumni and more.
31. [Creating a percent change field in Excel](#). This tip comes from our AIR colleagues in the US. This tip involves creating a percent change field using the "Show Values As" function in an Excel 2013 Pivot table. Percent change is a valuable figure when examining trend data in an Excel pivot table. Many IR analysts create these data by hard coding the equations into cells adjacent to the pivot table. This works well until the pivot table is expanded and the equations are over-written by the pivot table!

Positions Vacant



Seeking another opportunity in Institutional Research? Try our [Opportunities](#) webpage for current vacancies in the profession.

Looking for some training and development?

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

Looking for higher education conferences and events?

A selection of upcoming events that may be of interest is shown below. See our [Events/Fora](#) webpage for more national and international events.

[Higher Education Research and Development Society of Australasia \(HERDSA\) Higher Education Conference](#)

6-9 July, 2015

Melbourne

One of the demands facing contemporary higher education is to prepare students for life and work in a complex and uncertain future. HERDSA 2015 in Melbourne is designed to address these challenges.

[Higher Education Institutional Research Network \(HEIR\) 8th Annual UK & Ireland Conference](#)

10-11 September, 2015

University of West Scotland.

The [Draft Conference Programme](#) is now available.

[The International Association of Universities \(IAU\) International Conference](#)

28-30 October 2015

Siena, Italy

Internationalization of Higher Education:
Moving beyond mobility.

What's happening at AAIR?

Graduate Careers Australia's Executive Director, Dr Noel Edge, and Senior Research Associate, David Carroll, represented GCA and the broader Australian university institutional research community at the annual Association for Institutional Research (AIR) Forum in Denver, USA, last month. The conference was attended by more than 2,000 delegates and there were almost two hundred individual presentations delivered in multiple concurrent sessions over four days.

On the opening day of the AIR Forum, both Noel and David participated in the AIR Global Perspectives Symposium which was attended by a large group of AIR attendees from many associated international organisations which highlighted the changing and increasing role of institutional research and the challenges of international benchmarking. A key objective of the AIR Global Perspectives Symposium was to pilot a program of establishing an initial network international ambassadors that seeks to connect non-USA-based AIR affiliated ambassadors with USA-based AIR counterparts as a way of facilitating and enabling members of AIR affiliated groups to communicate and collaborate with AIR members.

David had an opportunity to present his award winning paper on postgraduate course experiences - David won the 'best presentation' award at the Australasian Association for Institutional Research (AAIR) Forum last year entitling him to present his paper along with other international winners. David presented his paper to a very engaged and appreciative audience comprised of institutional research practitioners from the USA and other countries.

Enjoy Reading?



Here are a few recent releases:

Despite merit-based college admissions, equal opportunity employment regulations and the long-held idea that in America, hard work is the key to social mobility, affluent graduates from elite institutions are still often the ones who find the highest-paying entry-level jobs. In her new book, [Pedigree: How Elite Students Get Elite Jobs](#) (Princeton University Press), Lauren Rivera, an Associate Professor of Management and Organisations at Northwestern University's Kellogg School of Management, aims to find out why.

Higher Education and the "[Rise of the Robots](#)". Wherever I go I play a little game in my head. I look at the jobs that people are doing around me, and I ask myself, "*will a robot be doing that job in the future?*"

A future where robots replace most jobs is a possible future that higher education should be grappling with. How would this future change what we teach, and how we teach it? What sorts of people could we educate that would be *robot proof*?

[Palgrave Handbook of Critical Thinking in Higher Education](#) explores critical thinking in higher education in all its forms, from definitions to teaching and incorporating it into the curriculum, its relationship to culture and the professions, and its social perspectives and scientific and cognitive manifestations. Davies and Barnett ask what is critical thinking, especially in the context of higher education? The handbook explores these questions, with contributors offering their insight into the contemporary understandings of higher education worldwide.

Higher Education Abroad

by Louise Hargreaves

Global News

1. [Profile & trends: New Zealand's annual tertiary education enrolments 2014](#). This report contains data on tertiary education trends and changes for the year ended December 2014.
2. [Why France is building a mega-university](#) at Paris-Saclay to rival Silicon Valley. After decades of planning, a new generation of students and researchers will start their first full academic year in September 2015 at the [University of Paris-Saclay](#), a huge, ambitious project to bring together a group of 19 higher education institutions alongside a business cluster on the outskirts of the French capital.
3. [Finnish universities facing big budget cuts; fees for non-EU students back on the table](#). Students and higher education institutions in Finland are caught up in the austerity measures their government is preparing to impose. [The Finnish economy has been contracting](#) for the past three years and is currently [experiencing some of the worst fiscal challenges in the Eurozone](#) due in part to reduced trade with Russia.
4. [In Norway, where college is free, children of uneducated parents still don't go](#). All Norwegians have the same tuition-free access to college, no matter what their backgrounds. Every student gets the same allowance for living expenses.

But something surprising is happening in Norway, which explains a similar phenomenon in the United States that has been thwarting efforts to increase the number of Americans pursuing higher education.
5. [Delhi government announces new student loan scheme](#). Delhi's government will offer loans of up to Rs 10 lakh (£10,000) to those who wish to study in the country's capital and will also stand as guarantor to those who fall behind on repayments – a move that has had a mixed response.
6. [Is Asia ready to be the next higher education superpower?](#) A high-level trends report from PricewaterhouseCoopers (PwC)

predicts that, by 2050, the world will see a dramatic [shift in global economic power away from advanced economies and toward Asia](#) and a block of faster-growing emerging economies. The PwC analysis was released in February of this year. A month later, the Institute of International Education (IIE) published [Asia: The Next Higher Education Superpower?](#), the latest book in IIE's Global Education Research series and a rather stark illustration of how the global playing field for higher education has already begun to move.

7. [Kazakhstan economy driving both reforms and demand for higher education](#). Following several years of strong economic growth and educational reforms, Kazakhstan is a country with burgeoning demand for study abroad and for programmes geared to its labour market dynamics.

Kazakhstan has all the hallmarks of an important, emerging education market thanks to its goal of placing among the world's Top 30 most competitive economies by 2050, a great need to provide workers for its oil and gas industries, and a population enjoying rising levels of disposable income.
8. [Bill Gates Urges Students To Stick With College, Even Though He Dropped Out](#). Graduating from college is still one of the best career choices that a person can make – that's the message that Bill Gates, the billionaire co-founder of Microsoft who dropped out of one of America's top colleges after just two years, has for today's students. He says that for most people, a college degree still makes it more likely that they will achieve a higher income, greater career satisfaction and even a longer life.
9. [The growing importance of alternative credentials](#). The emergence of non-traditional qualifications – also known as alternative credentials – has changed the higher education landscape in recent years, impacting curriculum delivery and posing a challenge to traditional institutional business models. Yet what are these alternative

credentials, and how are they being used? What are the downstream implications for students and institutions?

10. [One College's Method to Prove Its Value: Scanning Students' Brains](#). Many colleges go to great lengths to encourage their students to study abroad. Is the effort worth it? In an attempt to answer that question once and for all, officials at Westmont College, in Santa Barbara, Calif., are making an unorthodox appeal to science: They're scanning students' brains and looking for signs of growth.
11. [Nonacademic Skills Are Key To Success. But What Should We Call Them?](#) More and more people in education agree on the importance of learning stuff other than academics. But no one agrees on what to call that "stuff". There are at least seven major overlapping terms in play. New ones are being coined all the time. This bagginess bugs me, as a member of the education media. It bugs researchers and policymakers too.

Competency Based Education

12. [Defining Competency](#). The U.S. Department of Education and regional accreditors are closer to being on the same page about competency-based education. Earlier this month the Council of Regional Accrediting Commissions, which represents the seven regional accreditors, [issued a common framework](#) for how to assess and approve competency-based programs.



13. Video: [Lessons from a Competency-Based Education Experiment](#). Paul LeBlanc, president of Southern New Hampshire University, explains his vision of competency-based education and what has surprised him from his college's own experiment.

Online Learning

14. [Wharton School offers business courses for free online](#) through MOOC provider Coursera. The courses are free but for \$A765 you will be eligible for a certificate of completion and be able to do the capstone project in which they address a real business challenge from Shazam, a mobile app company, or Snapdeal, India's largest e-commerce market place.

15. [Twitter + mini MOOCs = new social sharing called EdCasting](#). EdCast—a personal learning network platform—has announced what it says is a new social media platform that allows people to post mini-MOOCs, or video snippets of educational content; and it's called 'EdCasting'.

According to a [report from Class Central](#) on the Stanford and EdCast-hosted Summit, EdCasting is a less formal version of online courses, and is akin to tweeting, "with the difference being that each post is based on a video or link that can be described without being limited to 140 characters."

16. [Udemy rakes in \\$65M for international expansion](#). Online learning marketplace Udemy raised \$65 million in its latest funding round. Fortune reports the company, which was founded five years ago and helps connect experts with people seeking to expand their skillsets in online courses, plans to increase the pace of its international expansion with the new funding.
17. [German Online University Aims to Bring Higher Education to Refugees](#). Founded in December 2014 by the Berlin-based university student Markus Kreßler, Wings University is a non-profit online school that appeals to refugees wishing to continue or begin their higher education. Students can enroll in classes without proof of identity or graduation certificates, and tuition is entirely free.

18. [Could this overlooked component be the key to MOOC engagement?](#) Researchers say formative assessment plays a critical role in student retention. Analyzing over 4,000 student comments and reviews of the 7 most active and highly-rated MOOCs, researchers say formative and peer assessment strategies in relation to MOOCs directly affect student engagement.

Technology

19. [What Does 'Personalized Learning' Look Like?](#) Video Series Aims to Go Beyond Hype. An education blog whose authors believe there's too much hype around "personalized learning" technology has posted a series of [video case studies](#) about the trend, hoping to help get beyond overheated rhetoric.
20. [Wearable technology finds its place on campus](#). As Silicon Valley busies itself inventing new forms of wearable technologies, a handful of business school professors and students in the US are already trying to work out how these inventions can help them in the classroom

Rankings, Ratings and Benchmarking

21. [UNESCO Report Proposes International Measures for Monitoring Ed Progress](#). UNESCO, the United Nations organization focused on education, science and culture, has released a [proposed set of indicators to monitor education progress globally](#). Equity surfaces as a key focus including access to "affordable and quality" technical, vocational and tertiary education including university.
22. [An Experiment Using LinkedIn Data to Rank Arab Universities](#). University World News recently published an article by Rahul Choudaha suggesting that LinkedIn is the [future of global rankings](#). At the moment that sounds a bit exaggerated and LinkedIn in its present form may be gone in a decade but he could be on to something. Leaving Europe, North America and East Asia aside, the reliability of institutional data is very low and that makes serious evaluation of graduate outcomes, staff quality, income,

teaching resources and so on extremely difficult.

23. [Retraction Watch](#) Who has the most retractions? Introducing the Retraction Watch leaderboard.

Student Recruitment and Mobility

24. [Course search website aims to compete with biggest agents](#). A new course search website is expecting to disrupt the traditional agent market within a few years by becoming among the top agencies worldwide for student weeks in the English language sector.

[Academia United](#), a web-based platform allowing students to search, compare and book English language courses, is hoping that within two and a half years, its annual bookings will total anywhere between 30,000-100,000 student weeks.

25. [Using social media to reach students in the Middle East and North Africa](#). Roughly four in ten international students say that social media influenced their decision to study abroad. Around half read comments about institutions they were interested in on institutional profile pages on social networks. These are some of the findings from an annual survey of international students conducted by IDP Education.
26. [India reports strong growth in outbound for 2014; edges China for first time](#). A new student mobility report finds that the number of Indian students going overseas was up sharply in 2014. This reverses a four-year trend of declining student numbers from India and, given the current scale and growth projections for Indian outbound, sets up in an interesting competitive dynamic among the world's leading English-speaking destinations.
27. [Chinese consumers choose agents mostly based on reputation](#). Reputation and consultant qualifications outstrip cost as the biggest deciding factors for Chinese students when selecting a study abroad agent, but most said they believed agent advice to be mostly profit motivated, a survey commissioned by the Ministry of Education has shown.

28. ICEF Monitor reports that [Chinese enrolment in the US shifting increasingly to undergraduate studies](#). According to the latest Open Doors data from the Institute of International Education (IIE), [274,439 students](#) from China studied in the United States in 2013/14 for an increase of 16.5% from the previous year.

29. [Ministry bid to gain overseas recognition for Gaokao](#). China's education ministry is pushing for the country's National College Entrance Exam, known as the gaokao, to be accepted for admission by more overseas universities. The move comes as the weighting of the English language segment in the examination has been reduced, and amid fears that Chinese students may lose out on overseas university places because of a perceived 'lowering of standards' as the number of subjects examined expands.

30. [Finland: Universities support intention to charge tuition fees](#). Major Finnish universities expressed their support recently for the incoming government's move to charge tuition fees for university students from outside the European Union or European Economic Area

31. [4 ways universities are reinventing the study "abroad" experience](#). According to a recent report from the American Council on Education (ACE), fewer than 10 percent of U.S. undergraduates currently participate in study abroad programs. But some innovative colleges and universities are aiming to change their participation rates by making the experience more accessible.

AAIR Newsletter Issue 6, July

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 the last week of July. Please send your contributions to the editor@air.org.au by Friday July 17.



Louise Hargreaves
AAIR eNewsletter Editor