



From the President's Desk

by Dave Marr

The poll to see what members think may be a good tag-line for the Association has been sent out to all AAIR members with the poll due to close at 10pm on 30 October (AEDT). The Executive Committee went through the 60+ suggestions it received in the 'What's in Name' survey, modified one, devised a new one and put forward their top five. These are:

- (strategy + evidence)/analysis = institutional performance;
- Making Decisions Make Sense;
- Data → Information → Knowledge → Better decisions, better performance;
- Better intelligence, better performance; and
- Supporting effective decision making.

Now these tag-lines suggest more about what IR people do in their institutions than what the business of AAIR is. So what is it that we are trying to do by developing this tag-line and who are we trying to inform, persuade, or convince? When I thought about this, I initially thought that the tag-line should be to promote AAIR as an organisation and that perhaps what we'd selected weren't that appropriate in that

regard. Possibly it would have been better to have something like 'Your IR network in Higher Ed in Australasia', 'Creating IR networks and sharing best practice' or 'air... it's a living, breathing thing' that better promote AAIR. But then I realised that perhaps what we're trying to promote is not AAIR per se but the notion of 'institutional research', as it is probably IR that suffers from the identity crisis more than AAIR.

So, do the suggested tag-lines tell us more about IR than they do about AAIR? Well 'yes' I think they do. In essence what we do as IR specialists is to use business intelligence to develop sound and meaningful analysis that underpins effective decision-making which hopefully leads to the better performance of the institution. All five tag-lines proposed suggest elements of this in one form or another, some more succinctly than others. Be sure to vote for your favourite!

We have also had some lovely, quirky suggestions which didn't make the top five list. For instance, 'Making stuff up', 'We can explain', 'The answer is not always 42!', 'Excelling without excel', 'Assume nothing, measure everything', or 'IR... you can put the dart board away'. I'm sure Liesha will find some use for these in her Bulletins if nowhere else.

It is hoped that the new tag-line will be unveiled at the Forum in Wellington at which time we will be able to announce who has won the prize for devising the tag-line AAIR will use going forward as part of our promotions.

It has been another great year for AAIR with many regulars as well as new 'AAIRies' attending the forums, the regular newsy newsletter penned by our wonderful editor Louise, Liesha's bulletins announcing job opportunities and co-badged events and the development of our strategic plan. I have summarised the year's successes in my President's Report that will be tabled at the AGM in Wellington and will also be available subsequently on the [AAIR website](#). Take some time to read my report as you may be surprised by how much has been achieved in 2015.

I unfortunately won't be in Wellington as I have work commitments that will keep me at home. But many of the AAIR Executive will be there so be sure to introduce yourself to them.



Dave Marr,
President



Registrations for the 26th Annual AAIR 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.

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

Program

Please see our [Forum Program](#) for latest program updates.

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

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

Higher Education Reform

1. [University reform is delayed but fee deregulation still on.](#) Simon Birmingham says the government will not shy away from "difficult decisions" in higher education, and has flagged taking limited fee deregulation to the next election, as he delayed a planned university shake-up until 2017.
2. [Universities lobby Simon Birmingham for right to increase fees.](#) University vice-chancellors have renewed their campaign to be allowed to charge higher fees, calling on the government to give full consideration to tuition fee flexibility as it negotiates a new higher education reform package. Universities were given a year's reprieve from a 20 per cent cut to teaching subsidies and a 10 per cent cut to the research training scheme after Education Minister Simon Birmingham said he would engage in a full discussion of the funding of universities.
3. [Universities Australia calls for radical rethink on higher education policy.](#) The peak body representing Australia's universities will attempt to steer the higher education debate away from fee deregulation by calling for a "radical" policy re-think based on increased public funding for research and development. Universities Australia chair, Barney Glover, released the organisation's [pre-election policy blueprint](#) in a speech to the National Press Club on October 7 that does not mention either fee deregulation or higher student fees
4. [Independent body could have unintended consequences.](#) In this opinion piece Paul Wellings, Vice-Chancellor of the University of Wollongong, discusses the merits of establishing an independent commission for higher education. Wellings concludes that we need to be clear on why we may need a new body, what we want it to do and to whom it may be accountable.
5. [Universities nimble under funding pressure: Frank Larkins.](#) Deregulated student markets have witnessed exponential growth in the past five

years as the country's largest universities have sought to diversify funding streams from non-government sources. A [new analysis](#) of student enrolment patterns since 2009 in the 10 largest universities shows a variety of responses to policy changes and funding pressures, with a particular focus on domestic masters by coursework students and international students.



Policy & Regulation Watch

6. [A new Higher Education Standards Framework](#) legislative instrument has been made by the Minister for Education and Training, Senator the Hon Simon Birmingham and has been tabled in Parliament. Access the media release [here](#) and download the legislative instrument [here](#). The new standards will come into effect from 1 January 2017.
7. [TEQSA's Annual Report for 2014/15](#) was tabled in Parliament on 21 October 2015. 2014-15 has been a period of consolidation and review for TEQSA. In discussion with higher education stakeholders, TEQSA continued to review and adapt its approach in order to further reduce the regulatory burden on providers and shorten the time taken for assessment in line with the Government's deregulation agenda and the Minister for Education and Training's expectations.
8. [Administration backlog paralyses Australia's higher education sector.](#) Australia's booming private higher education industry is being paralysed by backlogs in provider registrations and course approvals. University of Technology, Sydney Senior Lecturer Dr Keri Spooner, a public sector administration expert, said there was a growing backlog of private higher education providers waiting to register or renew their registrations with the Tertiary Education Quality and Standards Agency (TEQSA).
9. [International education benefits from TPP.](#) Education Minister Simon Birmingham has stepped out to sell the benefits of the Trans-Tasman Partnership to the country's third-largest export sector. Speaking at an international education summit in Adelaide, Senator Birmingham said the TPP and the three free trade pacts signed by the former Abbott government would give Australian universities and training providers "unprecedented access" to important markets.
10. [Australian student loans extended to long-term residents from NZ.](#) New Zealand citizens who have been long-term residents of Australia since childhood will be given access to the Australian student loans programme from 1 January 2016. Legislation to implement the measure has been introduced into the Australian Parliament. It honours Australia's longstanding commitment to New Zealand, most recently confirmed at the 28 February 2015 Leaders' Meeting. It will give access to Special Category Visa holders who first entered Australia as a dependent child, and who have lived in Australia for at least 10 years.
11. Pressure is building on the federal government to radically [overhaul regional higher education policy](#), with an interdepartmental inquiry to recommend a suite of policy measures as early as next month. *The Australian* understands at least 30 Coalition parliamentarians are backing a push for new measures to be implemented, with the participation gap between metropolitan and regional students remaining significant and little recent focus on barriers to access.

12. [Austrade pushes for 1 million students by 2025](#). Australia's trade commission, Austrade, has set the ambitious target of doubling onshore international students in its market development plan, [Australian International Education 2025](#). The plan fits with two pillars of the government's national international education [strategy](#), which is expected to be finalised before the end of the year: reaching out to the world and staying competitive.
13. [Skilled Occupations List \(SOL\) 2016-17 submission process now open](#). The process of updating the Skilled Occupation List for 2016-17 is now underway. As part of this and to help inform its labour market analysis, the Department is seeking expert advice and evidence about the suitability of occupations for inclusion on the SOL. Relevant stakeholders, including representatives of industry, employee, trade and professional organisations are welcome to make a submission from **1 October 2015 until 30 October 2015**.
14. [A New National Institute for Learning and Teaching](#). In July and August 2015, Emeritus Professor Ross Milbourne AO led a series of consultation roundtables, webinars and meetings to discuss the establishment of a new learning and teaching institute with the higher education sector. Professor Milbourne's report on the consultation process can be accessed here: [Report: A National Learning and Teaching Institute](#). This report will inform the development of a request for proposal for a new learning and teaching institute, which will be issued by the department in the coming weeks.
15. [More than \\$1.5 billion will be available over four years to support Australia's world-class university researchers](#) following the introduction of new laws into Parliament on the 22nd October. Minister for Education and Training Senator Simon Birmingham said the Higher Education Legislation Amendment (Miscellaneous Measures) Bill 2015 would guarantee \$1,538.9 million for research programmes funded through the Australian Research Council (ARC) from 2015 through to 2019.
16. [Universities debate criteria for research funding](#). The government should stop using the Excellence in Research Australia quality assessment in allocating research funding and reserve it as a reputational measure only, according to the Innovative Research Universities group and Regional Universities Network submissions to the Watt review of research funding. Along with the Australian Technology Group, they are arguing for a greater emphasis on rewarding universities for the research income they generate from industry, which is a key area of underperformance identified by the government.
17. The Group of Eight universities – including the University of Sydney and University of Melbourne – is [urging the federal government to fix the country's "broken" research funding system by targeting taxpayer funds at research judged to be of high quality](#). This includes a contentious push for \$680 million in annual funding for PhD and master's research to be restricted to institutions rated at or above world standard in their chosen fields.
18. [How would Labor's student funding guarantee work and what does it mean?](#) There are several features of interest in the [Shorten-Carr plan](#). It emphasises drawing in students from low-participation populations and through non-traditional entry pathways. It rightly argues that participation means little without achievement, and so it foreshadows measures to help universities support students who need it. But the item that will attract the closest attention of vice-chancellors and treasury officials alike is the promised funding arrangements, particularly for the hotly contested Commonwealth Grants Scheme (CGS).
19. [University students happy to pay more for useful degrees](#). Domestic students are prepared to pay significantly more for their degrees but are focused on employment outcomes and quality face-to-face teaching when they estimate how much they are prepared to stump up for a degree, according to a survey by education services company Hobsons. The survey of 5800 students and prospective students suggests fee increases of 50 per cent for high-quality degrees would be palatable for most students, and in some cases even double the current capped price.
20. [Why was HECS renamed HELP?](#) *The Australian's* higher education gossip column [High Wired](#) has a suggestion for new higher education minister Simon Birmingham: HW's first policy suggestion to Birmo is please reverse the stupid decision to rename HECS as the Orwellian sounding HELP scheme. Can we please go back to HECS? Thank you. After ten years of HELP I still routinely have to explain that it is like HECS, showing that the HECS brand is very resilient (and still partly there, through [HECS-HELP](#)).
21. [College gets \\$46m in government money for 5pc pass rate](#). A private college group which received \$46 million last year from the federal government's student loan scheme, but whose students completed less than five units of study, is under investigation by the regulator, the Australian Skills Quality Authority (ASQA). [Data on the VET FEE-HELP loan scheme](#) and a [report on VET FEE-HELP audits](#) were recently released.

Sector News and Views

22. [Australia grants amnesty to scammed students](#). An amnesty has been granted to the international students who breached their student visas working for retail convenience store company, 7-Eleven, in Australia, it was decided this week. The company, which was found to have been undercutting wages, employed a large number of international students across its branches who worked more than the 20 hours legally allowed by their visa.
23. [East Asian boom: Australian unis must add to the conversation](#). Australian universities will have to speak the language of Asia if they want to hitch their wagon to the blue-sky region, a top international education expert has warned. Simon Marginson says a cultural gulf is preventing Australia from teaming up with East Asia's higher education systems, which are booming in a way the world has never seen before. Professor Marginson's paper [Challenges for Australian Higher Education in the Asian Century](#) rounds out a new essay collection from ANU Press.

24. [Curio website to list casual teachers.](#) There's already an Uber for haircuts, an Uber for flowers and even an Uber for private jets, but now there's one that's actually useful: Uber for sessional academics. Curio, led by David Bowser, is trying to connect casual academics to subject co-ordinators who struggle to find good teachers for their courses.
25. [Universities' marketing spend 'not reflected' in enrolments.](#) Universities spend an average of \$215 for every enrolled student on promotions and marketing, with one university spending a massive \$15 million in one year. Yet there is no correlation between marketing spend and increased enrolments under the demand-driven system, according to a new analysis. A paper by the Australian Catholic University's Chrissa Favaloro is to be published in the *Journal of Higher Education Policy and Management*.
26. [Battle of the brands as CQU puts name change on hold.](#) Central Queensland University has put on hold plans to change its name after Australian National University complained about its proposed use of the word national. CQU had registered National Regional University of Australia and Australian National Regional University as possible names as part of a rebranding exercise that would better fit the university's interstate spread of campuses and study centres, Vice-Chancellor Scott Bowman said.
27. [Staff baulk at sale of University of Adelaide's Thebarton campus.](#) The Group of Eight's prestigious University of Adelaide is planning to sell its Thebarton campus to fund its \$130 million medical and dental building which is under construction. But critics say the city fringe site, the home to engineering, should be retained and redeveloped by the university.
28. [Victoria University rejects Monash's Berwick campus offer.](#) Victoria University vice-chancellor Peter Dawkins has ruled out acquiring Monash's Berwick campus and instead is exploring the potential to run courses out of the suburb to meet latent demand in Melbourne's outer southeastern suburbs.
- the little-known regional universities have a better chance of getting a job than those from top institutions in big cities, according to new data from the federal government that allows the job outcomes of universities to be compared for the first time. Top-performing institutions include the Northern Territory's Charles Darwin University and Armidale's University of New England, where 89 per cent of graduates with business and management bachelor degrees have jobs within four months of graduation.
30. [ACER study: outbound postgraduate researchers are ill-prepared.](#) Ethics committees are hindering the mobility of postgraduates, with students complaining of excessive demands and costly delays when they conduct research overseas. A [report](#) on the experiences of postgraduate research students has found local committees have no idea how ethics are dealt with in other countries.
31. [Teacher glut hits university graduates' job hopes.](#) A glut of teachers has led Australia's biggest education department to hire just 6 per cent of graduates on full-time contracts this year. Only 40 per cent of Australia's teaching graduates have found full-time teaching jobs, after universities churned out 6.4 per cent more student teachers last year.
32. [Too many law graduates and not enough jobs.](#) The number of law graduates has reached a record high with 14,600 graduates entering a legal jobs market comprising just 66,000 solicitors. The number of domestic bachelor and post-graduate law finishers in 2014 was up by more than 1200, or 9 per cent, year-on-year. This outstripped the average 4 per cent growth in the number of practicing solicitors across the country.
33. [Accountancy future-proofed against digital disruption, says Hays.](#) They have been the butt of jokes for decades, but accountants look set to have the last laugh as a [new report](#) reveals the profession to be one of the few to be "future-proofed" against a technological wipeout.
- companies which collaborate on the delivery of ICEF's various agent training courses, have announced a new app which allows users to find any certified education counsellor based on a GPS location tool. The Qualified Education Agent (QEA) app is aimed at sales and marketing professionals in the industry who will be able to use the app to find certified education agency professionals on any business trip and navigate to an agency's office.
35. [Home advantage: why universities need to promote their nation as much as their institution to international students.](#) There are three essential and clearly recognised elements involved in the international student decision-making process – choosing a country, choosing a course, and choosing an institution. Universities and other education providers channel most of their marketing efforts into promoting their institutions and, to a certain extent, their courses. Curiously, institutions seldom consider the influence of country choice as part of a prospective student's decision.
36. [Mature-age numbers continue to decline.](#) Tertiary admission centres are awaiting a late surge in university applications after Education and Training Minister Simon Birmingham finally confirmed last week that planned fee deregulation won't happen for at least another year. However VTAC reported the number of mature-age applications continued to decline, this year another 9 per cent, or 2335, less than last year.
37. [Universities face competition from China.](#) Australia faces direct and growing competition from Chinese universities for international students, with more foreign students from growth markets enrolling in engineering, medicine and business courses in China. The warning comes as the British Council's education intelligence unit forecasts a slump in university-age Chinese students, declining by 35 million between 2012 and 2025.
38. [Tertiary students to benefit from international study experience.](#) Minister for Tourism and International Education, Senator Richard Colbeck, yesterday announced the successful recipients of the 2016 Endeavour Mobility Grants, a programme supporting students to study overseas. Grants information is available [here](#).

Graduate Outcomes

29. [Lesser-known universities achieve best job outcomes.](#) Graduates from many of

Student Recruitment & Mobility

34. [ICEF and PIER Launch agent finder app.](#) ICEF and Australia's PIER, two

International Students in Australia

39. [Australia's peak bodies sign London Statement](#). Representatives of every sector of Australia's international education industry have officially endorsed the London Statement of ethical international student recruitment. Supporting this statement recognises the important role played by agents and sets out the ethical framework in which they must operate.
40. [Sandstone unis are the magnet for international students](#). The Group of Eight universities – Sydney, Melbourne, Queensland, Monash, UNSW, Adelaide, WA and ANU – are the powerhouses of Australia's education export business with nearly 25 per cent of their students from overseas.
41. [Overseas students hit by cost shock](#). The price of university tuition fees and the cost of living in major cities are major disincentives for international students when deciding which country to study in, a [new study](#) by recruitment agents IDP has found. Disappointing post-study work opportunities are also having a negative impact. The survey of 1700 students from 30 countries found that Australia was only middling in all the categories that influence student choice.

Online Learning

42. [The Australian National University has launched a massive open online course on actuarial science](#), promising to help those who don't understand the field discover what it is that actuaries do. The eight-week MOOC, [Introduction to Actuarial Science](#), starts on October 19 and will offer more than "just a whole lot of mathematics" according to the ANU.
43. [Universities miss the boat on online learning in international markets](#). Trade Minister Andrew Robb sees an opportunity for Australia to educate 10 million overseas students a year using online learning, but so far universities have not taken up the challenge. While the number of students coming to Australia to study continues to grow (up 10 per cent from 2012 to 2014), the number enrolled overseas, either on international campuses or through

online learning, are virtually static, (up only 3 per cent in the same period).

44. [Are We There Yet? What do we expect the business model for MOOCs to be?](#) I am really glad when people ask me what the business model for MOOCs is, because the question highlights what we expect a university spin off to be, and the revenue generation patterns we expect from education innovation activities, as distinct from the revenue generation patterns we expect from research activities.

Big Data and Technology

45. [Two successful Australian edtech start-ups, Open Learning and Smart Sparrow, have announced](#) they will offer their separate products as one package to give educators access to more powerful course-building software. The partnership brings together two companies which have already gained a strong foothold in the rapidly changing field of educational software.

Rankings and Ratings & Benchmarking

46. [OILT website, league tables under fire](#). The value of a new government website designed to help students pick their university and course of study is under fire, with critics claiming the information on it is open to wild misinterpretation. The Quality Indicators for Learning and Teaching website, launched last month, has come under additional attack after the [Australian Financial Review used information on it to construct league tables](#).
47. The Times Higher Education World University Rankings 2015-2016 were released in late September. A [THE Podcast](#) is now available for download. An early Analysis of Australia's performance by the Higher Education Consulting Group – with notes regarding the changes in underlying data is available [here](#) and a more in-depth study [here](#). And the [THE 2015-16 Rankings](#) are available online.
48. [University of Queensland and MGSM shine in new MBA rankings from The Economist](#). Macquarie Graduate School of Management's MBA degree has shot

up the ladder from 49th to 28th in the latest global rankings from *The Economist* magazine. Australia now has two MBAs in the world's top 30 in *The Economist's* ranking, with Macquarie joining the University of Queensland Business School which has maintained its 16th place for the second year.

49. [Local universities shine as China leaps up latest index](#). Local universities have been given the thumbs up, with Australia rated among the top five countries in half of all subject areas in a new international league table. But the [US News & World Report's Best Global Universities Rankings](#) shows Australia's pre-eminence in the Asia-Pacific has now been well and truly usurped, after China leapfrogged traditional heavyweights Germany and Britain to claim second place.
50. [UNSW's Ian Jacobs aims for top 50 in world in next 10 years](#). Over the next decade, the University of NSW will seek to mix, match and align some opposing forces: quality with expansion; research intensity with teaching only; expanded online learning with intensive personalised student experiences; academic excellence with equity. Under a 10-year strategy released by Vice-Chancellor Ian Jacobs yesterday, UNSW will aim to reach the top 50 research universities in the world while simultaneously being representative of broader state demographics in terms of race, gender and socioeconomic status.

Who's on the Move (or not)?

51. [Nicoll takes on job as dean at QUT](#). The former head of the national regulator, Carol Nicoll, has a new job at Queensland University of Technology as the executive dean of the Faculty of Education. Professor Nicoll was most recently the foundation chief commissioner and CEO of the Tertiary Education Quality and Standards Agency to which she was appointed in 2011. Professor Nicoll will take up her new role in January 2016.
52. [Monash University's new chancellor](#) is high profile businessman and philanthropist Simon McKeon. Mr McKeon, a former investment banker and the 2011 Australian of the Year, has been appointed chancellor from the start of next year. He will succeed engineer and entrepreneur Alan Finkel,

who is retiring at the end of his term, having served as chancellor since 2008.

53. [Richard Flanagan accepts literature chair at Melbourne University](#). Richard Flanagan joins a group of elite authors who have made academe their second home. Salman Rushdie, JM Coetzee, Maya Angelou, Zadie Smith and EL Doctorow are a few of the many literary types to have straddled the academic and creative worlds.

Institutional Researcher's Corner

54. Have you ever struggled to understand the categorization of higher education expenditure in OECD reports? If so, this article is for you! [OECD comparisons don't prove our universities are underfunded](#). Since the 1990s, it is said, Australian universities have become ever more [under-funded](#) and [over-reliant](#) on fee income. Internationally we seem to lag our peers, as governments short-change the sector, our students and society.
55. [Hiring an IR Director: Advice from the \(AIR\) Field](#). Longtime AIR member Bobby Sharp was asked to share his perspective about the components of a successful search to hire a director of institutional research. Read his advice about the timing of effective searches, candidates' backgrounds, and the key skills necessary for the role.

Tips and Tricks

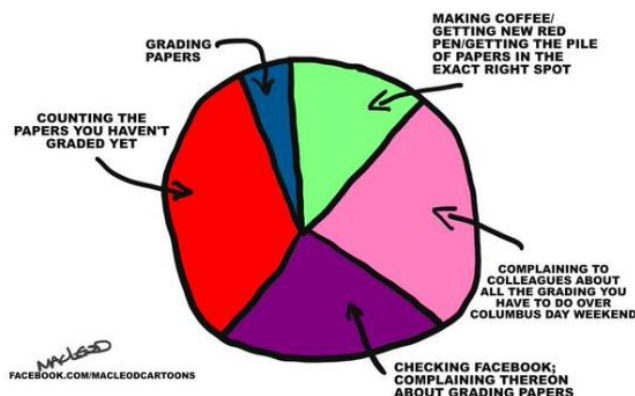
56. [How to use Snapchat in Higher Education](#). By now you've heard all of the hoopla. [77%](#) of college students use it daily, and [30%](#) of US millennials use it regularly. But why does Snapchat matter for higher education? In short, engagement.
57. [A list of the 50 most influential higher education professionals using social media in the UK](#) has been released. The line-up was created after Jisc, the sector's main technology body, asked university workers to nominate people who were using social media in unique or interesting ways.

58. [Windows Command Tech Tip](#). If you work with raw data files, there may be a time when you want to quickly combine the same type of files from either multiple years and/or from multiple sources. Windows Command Prompt, which allows users to write commands and perform tasks on the computer outside of the Windows interface, provides a quick and easy way to combine or merge multiple raw data files (.txt or .csv) that have the exact same file layout in fixed width or delimited format.

Frivolous Favourites

59. [A New Academic Year Begins....Bring on the Ig Nobels!](#) This year the Ig Nobels, which recognise research that "first makes people laugh then makes them think", celebrated its [25th first annual award ceremony](#). By far the [most bizarre](#) this year is a study in which chickens were fitted with prosthetic tails to see if their modified gait could provide clues as to how dinosaurs walked (yes, there is a [video](#)). Other gems this year include: A [chemical recipe](#) to partially un-boil an egg; A paper answering the [question](#): "Is 'Huh' A Universal World?"; and a series of studies looking at the biomedical benefits, and consequences, of intense kissing.
60. [Funniest Student Stereotypes by Subject](#). We spoke to some students to find out what they thought of their peers, what they looked like, where they liked to hang out and if they were an animal, what would they be.
61. <https://twitter.com/MaCLtoons>

ANALYSIS OF FACULTY TIME USE WHILE "GRADING PAPERS"



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.

Looking for some training and development?

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

[Practical Learning Analytics](#)

Everyone in education has questions – Practical Learning Analytics is about answering them. To be practical, we'll focus on data every university records; to keep things interesting, we'll examine questions raised by many audiences; to ensure impact, we'll provide realistic data and example code.

Online Course: 5 October to 7 December 2015

[Association for Institutional Research -IPEDS Online Tutorials](#). The online tutorials provide guidance on the IPEDS Data Tools to extract data and perform benchmark comparisons

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.

Videos of the Higher Education Institutional Research in the UK and Ireland (**HEIR**) **Network Conference September 2015** keynote presentations are [now available](#).

[Business Intelligence in Tertiary Education - Optimising data analytics to influence institutional strategy](#)

25 to 26 November 2015, Sydney

As educational institutions look to improve processes and performance, the business intelligence role is undergoing transformation and has become vital in providing the data analysis to allow for evidence based decisions.

[Centre for Vocational and Educational Policy Symposium and Official Launch](#) Melbourne Graduate School of Education, The University of Melbourne.

Friday, 6 November 2015 from 3:00 PM to 6:00 PM (AEDT)

The symposium will include two panel discussions, focusing on important issues:

1. How can we better prepare all young people for successful transitions through education into employment?
2. How can we restore confidence in the quality of VET qualifications? What are the key lessons learnt and required future directions?

[2015 Higher Education Summit](#)

15 to 16 November, 2015 - Toronto

The 2015 Higher Education Summit, one of Canada's premier postsecondary education conferences, is coming up soon! Featured speakers this year include Paralympic athlete Rick Hansen, author and political commentator David Frum, neuroscientist and author Daniel J Levitin, social media expert Sue Gardner, and income inequality expert Richard V Reeves.

Enjoy Reading?



Here are a few recent releases:

[Revolution in Higher Education: How a Small Band of Innovators Will Make College Accessible and Affordable](#). In his latest book, Richard DeMillo sets out his vision for "a new social contract to democratize education". He argues that our current system, "designed a hundred years ago when relatively few people attended college", is financially unsustainable and reproduces social inequalities. In contrast, technological change, most specifically in the

form of massive open online courses, could enable anyone, anywhere, and whatever their income, to access an education.

[The Palgrave International Handbook of Higher Education Policy and Governance](#)

This authoritative, state-of-the-art reference collection addresses the major themes, theories and key concepts related to higher education policy and governance on an international scale. Mapping the field and showcasing current research and theorizations from diverse perspectives and authoritative scholars, this essential guide will assist readers in navigating the myriad concepts and themes involved in higher education policy and governance research and practice.

[The Purposeful Graduate: Why Colleges Must Talk to Students about Vocation](#) by Tim Clydesdale.

We all know that higher education has changed dramatically over the past two decades. Historically a time of exploration and self-discovery, the college years have been narrowed toward an increasingly singular goal—career training—and college students these days forgo the big questions about who they are and how they can change the world and instead focus single-mindedly on their economic survival.

In his new book, [Higher Education and Employability: New Models for Integrating Study and Work](#) (Harvard Education Press), Peter J Stokes argues that colleges and universities of all types need to take seriously their role in preparing graduates for a life of work; not exclusively, not above all else, but as an essential part of what they do. It's not, as he says in the book, a matter of "either/or" between academic study and work preparation, but "both/and." And the book is designed to be a guide about what institutions might do differently to embrace that role more successfully. A book review by *Inside Higher Ed* is available [here](#).

[University Reform: The Founding of the American Association of University Professors](#)

by Hans-Joerg Tiede. The book chronicles the circumstances, events and personalities that led to the formation of the AAUP in 1915, and also takes on certain myths about its creation; primarily the idea that it has always been an organisation primarily dedicated to defending professors' rights.

[The top 20 academic books that changed the world](#). A list of the top 20 academic books that have changed the world, as voted for by academic booksellers, librarians and publishers, has been revealed. From *A Brief History of Time* to *A Vindication of the Rights of Woman*, the list has been unveiled ahead of [Academic Book Week](#), which takes place from 9 to 16 November. The top 20 was chosen from 200 titles submitted by publishers across the UK, and was selected by a committee assembled by the Booksellers Association and The Academic Book of the Future project.

Higher Education Abroad

by Louise Hargreaves

Global News & Views

1. [What will be Uber Higher Education?](#)

For more than 100 years, taxicabs were the kings of the road. They set prices and buddied up with lawmakers who promised to help them keep the meters running. Then, in 2009, an app changed everything. Uber created an interface that finally put the passenger in charge of the ride, and the taxicab establishment has been in chaos ever since. Similarly, in a field where policy makers and universities currently sit in the driver's seat, we should anticipate that one day soon higher education will face a similar disruption.

2. [5 Ways Education Will Change by the Year 2020](#). Over the past decade, there have been so many advancements in science, technology and medicine that it has been hard to keep track. These advancements are sure to continue over the next five years, but we will also start to rethink a lot about education; from the influence of electronics to the true value of a degree.

3. [LinkedIn Cozies Up to Higher Ed Marketers](#). In the middle of LinkedIn's Education Connect event in late October, the company flashed a message across a big screen. It read: "We are committed to higher education and investing in its future." It's a message the professional networking site has spent the past 10 months preparing to deliver.

4. [Higher education is 'key component' for growth, says Princeton economist](#). One of the world's leading economists has said that higher education and the accumulation of knowledge is a "key component" in driving economic growth today and is challenging traditional practices such as "accumulation of capital" in importance.

5. [OECD's Dirk Van Damme says debate on AHELO was 'low quality'](#). University leaders' fears over the quality of their institutions is "not a valid excuse" for rejecting new measurements of teaching and learning, according to an education expert at the Organisation for Economic Cooperation and Development (OECD).

6. [Branching out: why universities open international campuses despite little reward](#).

International branch campuses are one of the biggest reputational and financial risks universities take. Why are universities establishing more international branch campuses and what are their prospects for success?

7. [The government in New Zealand has included international education as one of its seven priority export areas](#)

to grow in its Business Growth Agenda launched this month. International education has been placed alongside establishing an ambitious free trade strategy, growing the value of tourism and developing New Zealand's international marketing brand as the government aims to increase the ratio of exports to GDP from 30% to 40% in ten years.

8. [EUA presents the first interactive map of university mergers](#). Mergers and concentration processes are on the rise in the university sector. Close to 100 cases over the past 15 years have been listed by the European University Association.

9. [New report calls for more balanced internationalisation outcomes in Europe](#). The report entitled [Internationalisation of Higher Education](#) commissioned by the European Parliament suggests that while European jurisdictions have lead efforts to deepen the internationalisation of higher education in recent decades, more needs to be done to ensure the benefits of internationalisation are shared more equitably among all students, not just those in a position to travel outside their home countries.

10. [UK and China strengthen educational ties with new bilateral agreements](#).

Education plays a significant role in bilateral relations, to say nothing of trade, between the UK and China. Nearly 90,000 Chinese students studied in the UK in 2013/14, representing an increase of 5% over the year prior and 50% growth over the previous five years. Another 50,233 students were enrolled in British transnational



education (TNE) programmes delivered in China in that same year. Here too student numbers have increased by 50% over the past five years, and 18% from 2012/13 to 2013/14 alone.

11. [TEF, REF and lessons from history](#).

Plans for implementation of the Teaching Excellence Framework are now being hastily cobbled together. As the TEF draws on the REF language and promises financial incentives to raise the profile of teaching as the REF offers for research, it is worth reflecting on how research selectivity was introduced in the UK and what lessons can be drawn from that experience.

12. [TEF metrics plan attacked by academics](#).

Leading academics have signed an open letter warning that it would be "completely inappropriate" to use data on student outcomes to measure university teaching standards. Some 169 researchers have put their names to the [letter](#), which tells Madeleine Atkins, the chief executive of the Higher Education Funding Council for England, that student attainment "is never a direct or reliable measure of teaching quality because it is influenced by a host of factors unconnected to the quality of teaching". HEFCE is proposing to use metrics in a [revamped system of quality assessment](#) for universities, while similar data is expected to be employed in the government's planned [teaching excellence framework](#).

13. [Is Scotland's university shake-up meddling or modernising?](#) University leaders in Scotland are afraid that [politicians are about to stage a power grab](#). New legislation, they say, will give the Scottish government too much influence over how universities are run.

14. [The troubles with French universities laid bare](#). Classrooms overflowing, a serious lack of funding, and a flailing reputation abroad... what exactly is wrong with France's university system? The French university system has made headlines in France this term after a massive influx in students saw the government scramble to invest €100m to try to prop up the creaking higher education system. But does the problem run deeper?
15. [Trends Shaping Internationalisation of U.S. Higher Education](#). With more than 6,000 post-secondary institutions, American higher education system commands global reputation and admiration. However, it is inequitable and unsustainable in terms of its internationalisation strategies and outcomes. Internationalisation activities are concentrated in few institutions and they are heavily dependent on few source and destination countries. How can more institutions become effective in their internationalisation efforts?
16. [US Endowments Under Fire Again](#). The nation's wealthiest colleges and universities may want to brace themselves for another round of federal scrutiny over their endowments and executive compensation, if a congressional hearing held in early October is any guide. House Republicans sharply questioned how universities with billions of dollars in their endowments spend that money, with particular criticism directed at executive pay and administrative costs on campuses.
17. [US: Research Raises Questions about Colleges That Shift From For-Profit to Non-profit](#). Several for-profit colleges have recently restructured as non-profit entities. But a [new report](#) argues that some of them now act like "covert for-profits" and that their backers profit in ways that are not standard at traditional universities.
18. [By 2017, the closure rate of small colleges in the US is likely to triple from the rate of the past decade](#), according to a new report from Moody's Investors Service. The service cites patterns of limited revenue growth and declining enrolment, particularly among the smallest of private colleges.
19. [Could liberal arts colleges become America's finest export?](#) Unlike cheerleading, ultimate frisbee and flip cup, one feature of US higher education that has struggled to cross the Atlantic is the concept of small, campus-based, liberal arts colleges. These tiny private institutions may seem completely different from the UK's typically large, research-intensive, state-funded universities. But, with its focus on both teaching and research, holistic admissions processes and flexibility for students, the liberal arts model is catching on all over the world.
20. [How China plans to become a global force in higher education](#). China is a primary engine of growth for international higher education, leading the way in student recruitment, English and Chinese language programmes, transnational education and short-term study abroad. The country is critical to the economics of global higher education – and understanding the developments there will enable universities across the world to create informed institutional strategies and adapt to a rapidly shifting landscape. So here are some of the key trends related to the internationalisation of Chinese higher education.
21. [State of Affairs: UK-China education relations](#). It's a 160 years since the first ever Chinese student graduated from a British university. In gaining an MD from Edinburgh in 1855, the distinguished physician Dr Huang Kuan was also one of the very first to study medicine abroad. In the week that President Xi Jinping makes the first State Visit to the UK in a decade, what's the current prognosis for UK-China higher education relations?
22. [Fears for Hong Kong academic freedom as top legal scholar barred from job](#). A leading law professor was barred from taking up a senior post at one of Hong Kong's top universities on Tuesday in what some said was a blow to academic freedom as Beijing tries to tighten its grip a year after student-led protests rocked the city.
23. [Higher education's future – Asia and technology](#). The development of technology, particularly online learning, and the emergence of Asian countries as strong higher education performers and a major source of students, will shape the future of higher education in the coming years, the "Higher Education Futures" conference, jointly organised by the OECD and Singapore government, heard this month.
24. [Perspectives from Asia on the aims of higher education](#). This excerpt from a speech by National University of Singapore president Tan Chorh Chuan charts Asia's course towards a massive rise in the numbers of tertiary-educated people, world-class universities and liberal arts education and is well worth the read.
25. [Look to tiny Luxembourg for what makes a successful university and how to create one](#). What makes for a successful university? The University of Luxembourg, the only university in the country, was set up 12 years ago and has already reached 193 in the Times Higher Education World University Rankings.
26. [Brazilian government suspends international tech scholarships](#). The Brazilian government is suspending one of its flagship education programs as a consequence of the recession the country is currently experiencing. Science without Borders (SwB) – a large-scale nationwide scholarship program launched in 2011 with the goal of sending Brazilian students to top foreign universities in science, technology, engineering, mathematics and creative industries – will cease for an indefinite period of time, the Ministry of Education said. The 35,000 scholarships awarded to students that are currently abroad will be maintained.
27. [India: Government guidelines to encourage private players to set up universities](#). Puducherry government has released policy guidelines to encourage private players to set up self-financing Universities in the Union Territory. A notification of the Directorate of Higher and Technical Education containing the order published in this issue of the State Gazette, stated this would come into immediate effect.
28. [Reforming Education - How Morocco Plans On Empowering the Next Generation](#). August 20th, 2015 marked the 60th anniversary of the Revolution of the King and the People. In a speech on the occasion, King Mohammed VI called for comprehensive education reform in Morocco. Recognizing that the education sector has faced difficulties in the past, the King described the new system as one of fairness, equality of opportunity, and quality that will encourage individual and social progress.

29. [Russian Academia Divided Over FSB Vetting of Research Papers](#). A report this week of research papers and scientific articles becoming subject to vetting by the Federal Security Service (FSB) before publication rattled Russian academics, coming on the heels of several cases in which people have been accused of espionage and treason in connection with their professional activities.
30. [Principles for International Doctoral Education](#). Internationalisation is of central importance to doctoral education, and should be a key priority for universities. The FRINDOC project has aimed to facilitate institutional development in the internationalisation of doctoral education. It provides a framework for universities to define and implement strategies as well as an online tool for self-evaluation.
31. [Homeward bound: The growing global investment in student housing](#). The past decade has seen a growing trend of private investment in education. Private money has been flowing into everything from school start-ups and acquisitions to education services (e.g., administrative services, marketing, recruitment), education technology, professional training, and, increasingly, the provision and management of student housing.
34. [The Highly Engaging MOOC: It's All about Being Social](#). Now is an incredible time to be a learning professional. From learning technology to learner methodologies, we're in a unique place in history. Distance learning is one of the most exciting evolutions in our space. From the highly collaborative Interactive Video Learning (IVL) to the evolving one-to-many virtual learning technologies such as Adobe Connect, we have a number of options available to deliver quality content to virtual audiences.
35. The Massachusetts Institute of Technology will begin allowing students to [earn half of a master's degree through online courses](#), then cap it off with a single semester on the campus. Under the program, any online student who completes the first semester's worth of courses in MIT's supply-chain-management master's program, earning good grades and passing a "comprehensive proctored examination," will have a leg up in gaining admission to complete the program in a single semester on the campus.
36. [Is there more to a MOOC than its completion rate?](#) Significant cost return-on-investment, massive social networking momentum, and thousands of downloads of one University's MOOC have led experts to conclude that their MOOC initiative is a home-run success – a success that has nothing to do with completion rates.
37. [MOOCs Are Still Rising, at Least in Numbers](#). When one of the first massive open online courses appeared at Stanford University, [160,000 students enrolled](#). It was 2011, and fewer than 10 MOOCs existed worldwide. It has been four years since then, and according to a new report, the cumulative number of MOOCs has reached nearly 4,000.
39. [US: Nearly a Third of Undergraduate Degrees Go to Students With Prior Credentials](#). For a growing share of college graduates, the degrees they're taking home aren't their first higher-education credentials. The percentage of college graduates stacking credentials by adding, say, a bachelor's degree to an associate degree, or an associate degree to a certificate, grew from 25 percent to 29 percent between 2010-11 and 2013-14, says [a report](#) by the National Student Clearinghouse Research Centre.
40. [Ernst and Young drops degree classification threshold for graduate recruitment](#). One of the UK's biggest graduate recruiters is to remove degree classification from the entry criteria for its hiring programmes, having found "no evidence" that success at university was correlated with achievement in professional qualifications. Accountancy firm Ernst and Young will no longer require students to have a 2:1 degree and the equivalent of three B grades at A level to be considered for its graduate programmes.

Online Learning

32. ['Double-Dipping' With MOOCs](#). As massive open online course providers specialize in disciplines and delivery modes, universities are looking for new opportunities to experiment. The trend appears to be benefiting edX. Many colleges have "double-dipped" by joining both Coursera and edX, two major MOOC providers, since MOOCs went mainstream in 2012.
33. [What do students get from their MOOC studies?](#) A new study recently took up the question and its findings were published in the Harvard Business Review. In "[Who's Benefiting from MOOCs, and Why](#)," a team of academics – each of which is either employed with the MOOC provider Coursera or with a Coursera-affiliated university – took a closer look at the estimated population of 25 million people who have enrolled in MOOCs to date.

Credentialing

38. [Digital badges hit the big time in higher education](#). While digital badges may sound like oversold gimmicks from the latest trendy game or social network, they have become serious commodities in the world of college credential. Most institutions now offer digital badges as a form of micro-credential or "subdegree" to students who pass individual courses or certifications, and want to show

potential employers what they have learned.

Competency Based Education

41. [Navigating the CBE Frontier: Accrediting Competency](#). I've started this blog to provide a bit more detail on how our [UW Flexible Option Program](#) functions. As I get calls about our program, I'm often asked about specific challenges and how we face them; challenges about educational elements, about operations, about the business model, and about our institutional partnerships. What's unique about UW Flex is that we're building [competency-based educational programs](#) directly with our brick-and-mortar UW institutions.
42. [Guidance for Competency Based Education Experimental Site Released](#). The Obama Administration has worked steadily to increase access to and completion of high quality degrees for students of all ages and backgrounds. Competency based education (CBE) is one example of a promising new delivery model with the potential to improve degree completion, reduce costs to students and improve transparency and alignment of learning outcomes to the needs of employers and society.

43. [Competency-Based Education: A Powerful Way to Link Learning and the Workplace](#). Competency-based education (CBE) programs have experienced a resurgence in recent years in part as a response to employer concerns that college graduates and credentialed workers do not have the skills and competencies to succeed in the workplace. People outside the academy are asking: After all the money spent, what do graduates know? What can they do? Can they be productive working men and women?
44. [Competency-based and blended learning: Friends or foes?](#) Recently I presented a webinar for the Michigan-based EdTech Specialists' webinar series on blended learning and competency-based education. The presentation provided me with a chance to revisit a blog post I wrote two years ago on the overlap—or lack thereof—between competency-based and blended approaches to teaching and learning.

Higher Education Funding

45. [Why shaming expensive schools won't lower the price of college](#). It is now easier than ever for Americans to judge the return on investment at different institutions, but an informed consumer base probably won't be enough to make a bachelor's degree cheaper. That's the conclusion of [new analysis](#) by Brookings researchers Beth Akers and Adela Soliz, who were sceptical about the impact of the Government's recent effort to make higher education data broadly available.
46. [Student-Loan Default Rates Drop Again in Latest Data, U.S. Says](#). The percentage of borrowers who defaulted on their student loans in the past three years has dropped again, from 13.7 percent in [last year's measurement](#) to 11.8 percent this year. According to [new data released](#) in early October by the U.S. Department of Education, the default rate for students who began repayment between October 1, 2011, and September 30, 2012, dropped among all sectors of higher education.
47. [A Boon to Boot Camps? U.S. Extends Aid to Campus Deals With Non-traditional Programs](#). The U.S. Education Department is cracking open the door to federal financial aid for students enrolled in non-traditional education programs — and trying out

- alternatives to accreditation in the process. The department [announced a pilot program](#) that will allow federal grants and loans to flow to [educational-technology companies](#) that team up with colleges and third-party "quality-assurance entities" to offer coding boot camps, MOOCs, short-term certificates, and other credentials.
48. [Critics question federal aid for MOOCs, boot camps](#). A new program from the U.S. Department of Education will open up access to federal aid for partnerships between colleges and universities and non-traditional education providers such as MOOC providers and skill-building boot camps. But some critics say scaling overnight isn't the best idea.
49. [UK: Three-quarters of students would pay higher tuition fees for guaranteed job](#). Nearly three-quarters of prospective and current students would be willing to pay higher fees if it guaranteed them a graduate-level job upon degree completion, according to new research.
50. [Russia's second round of Project 5-100 funding opens](#). Russia's campaign to compete as a higher education destination has begun its second application phase since launching a year and half ago. The next tranche of funding for the [Project 5-100](#) will support universities' internationalisation roadmaps and, the government hopes, rise in global rankings.

Big Data & Technology

51. [Big Data has a degree problem](#). Increasing by more than 300 percent since the 1990s, the number of undergraduates in statistics degree programs is hurtling the major into the fastest growing in the U.S. But the growth may not be enough to satisfy the high demand for technology-based fields like data science and database management—which could spell trouble for colleges and universities anxious to effectively analyse massive amounts of big data.
52. As learning goes more mobile, a new study reveals [that college students still prefer laptops as their primary learning device](#), though they also expect tablets to play an increasingly larger role in academics. [The 2015 Student Mobile Device Survey](#) reveals that seven out of 10 surveyed students said they agree

that tablets help learners study more efficiently, and that tablets will replace traditional textbooks within five years.

53. [Stanford invests in mobile math tutoring](#). Stanford University is investing in MathCrunch, a company focused on helping students gain the confidence and skills they need to succeed at math by providing one-on-one live tutoring to students via chat on their mobile phones — 24 hours a day, 7 days a week.
54. [Cyberattack 101: Why Hackers are going after universities](#). With their vast stores of personal data and expensive research, universities are prime targets for hackers looking to graduate from swiping credit card numbers.

Rankings, Ratings and Benchmarking

55. [OECD to launch university outcomes benchmark system](#). A new project to benchmark the performance of higher education systems is on the cards at the Paris-based Organisation for Economic Co-operation and Development, or OECD, to replace the discredited [Assessment of Higher Education Learning Outcomes](#), or AHELO, project, which failed to gain the backing of key OECD member states to go ahead.
56. [World Economic Forum – Global Competitiveness Report 2015-2016](#). Access the rankings for every component of the Global Competitiveness Index (GCI) by choosing an item from the pull-down menu which reproduces the structure of the GCI. Click "Economy" to sort table alphabetically to quickly identify an economy of interest.
57. [When it comes to rankings, students really want to know about employment](#). A new [study](#) finds that students are looking beyond current university rankings for additional indicators to guide their school selection. Employability and employment outcomes were the dominant considerations among the study respondents. The study also found that University rankings are a basis for shortlisting institutions for consideration, checking institutional reputation, or for comparing one institution with another.

58. [Understanding the College Scorecard](#). The Obama administration recently released a [plethora of previously unavailable information about colleges](#). New metrics include the average family income of students, the characteristics of the average student's ZIP code, better transfer, debt, loan payment, and completion metrics, and, most importantly perhaps, student earnings data for thousands of colleges.
59. [Fixing the College Scorecard](#). The new College Scorecard adds an important dimension to other government data collections on higher education, which do not include earnings in the labor market or other longer term outcomes associated with attending particular postsecondary institutions. In a full report available [here](#) we identify five important limitations of the new Scorecard.
60. [How Good Are the Best Chinese Universities?](#) In a surprising move, the most recent U.S. News & World Report ranking put China's [Tsinghua University](#) ahead of the United States' Massachusetts Institute of Technology as the world's best engineering school. Together with the news that Chinese scientist Tu Youyou won the Nobel Prize in medicine, Tsinghua University's ranking has led people to debate the rise of China's educational system and its soft power.
61. [The rankings problem for TEF](#). When *The Times* and *Sunday Times* university [rankings](#) came out last week, those tasked with constructing the Teaching Excellence Framework may have cast a wary eye over the results. After all, if the TEF is really going to be ready next year, it will have to contain many of the same statistics.
62. [Students beware: university rankings should come with health warnings](#). As first-year students around the UK arrive to start freshers week and begin university, sixth formers are turning their attention to university applications. In deciding on their choice of university, many students make use of rankings of universities published in the media, such as [The Complete University Guide](#), [The Sunday Times Good University Guide](#) or the [Times Higher Education World University Rankings](#), which have just been published. But can such rankings be trusted?
63. The International Student Barometer Survey has found that 90% of [international students studying at a New Zealand university are satisfied with their study experience](#) here. The independent survey, commissioned by Education New Zealand, investigated the expectations, perceptions and experiences of over 6000 international students from all eight universities. It is part of a world-wide study which compares the experience of international students across different countries.
64. [Where Should Rankers get Data From?](#) Times Higher Education (THE) have started publishing some [basic university statistics](#) on their rankings page: number of students, student-staff ratio, international students and female-male ratio. Already some observers have noted that the data does not always match that found in institutional and official sources.
- ### Student Recruitment and Mobility
65. [Successful Recruiting Agents look like this](#). Recruiting agents are increasingly used by universities in the US. As institutions consider the options, it is important to understand how to use agents well. Intead has written a downloadable e-book available [here](#).
66. [How Bill Gates and Facebook Plan to Send You to College](#). The Gates Foundation and the social media pioneer aim to shake up the way kids apply to college today – and make the process smoother. A 3-year-old educational start-up [Raise.me](#), has partnered with the Bill and Melinda Gates Foundation, Facebook ([FB](#)) and other well-heeled backers to rework the college application process.
67. [A Year after Starbucks Offered Tuition Discounts at Arizona State, Who's Enrolling?](#) Starbucks announced the partnership, called the [Starbucks College Achievement Plan](#), in June 2014. Enrolment projections were high: Michael M. Crow, president of Arizona State, said he expected as many as 15,000 new students. In the year since, nearly 3,700 Starbucks employees have enrolled in the program.
68. [The White House says #BetterMakeRoom for Gen Z in #HigherEd](#). As the conversation about Generation Z (young people ages 14-19) strengthens, admissions officers in higher education are forced to think about adjusting their recruitment strategies to match this new generation of students' needs and expectations.
69. [Ten sure ways countries can turn away international students](#). The pursuit of global mobility in a world divided up into nations invokes a fundamental dilemma. Free passage without harassment is a right we routinely expect to exercise whenever we travel abroad. Yet the right of people within a country to determine who enters their nation is enshrined in law. This unresolvable tension between sovereignty and mobility catches international students in its grip.
70. [Pleased to meet you: The business case for face-to-face](#). Even in our wired world, research shows that face-to-face meetings remain a key factor in establishing and maintaining effective business relationships. In the context of international education, trust is a key consideration for educators, agents, and students. Study abroad is a big decision and a significant investment, so students need to be sure they can trust the information given to them about schools.
71. [How Master's Students Choose Institutions: Research on International Student Segmentation](#). During the 2013/14 academic year, there were 181,371 international students pursuing master's degrees in the U.S. This represents an increase of over 9% from the previous year. Despite the growing importance of international master's students in the U.S., there is little research on how they decide which university to enrol at and what institutional attributes and characteristics inform these decisions.
72. [Canada, Australia Emerging as New Education Destination for students](#). The universities in the USA have always been the most preferred choice for Indian students but now countries like Canada and Australia are emerging as the new education destinations, according to ELS International Education Pathways Private Limited.
73. [US losing its dominance in global higher education market](#). Students have come back to college. But not all to the United States. The idea that a student would study in another country is not a new concept. The media frequently [reports](#) on the number of international students studying in the United States. And that is exactly how we tend to think about it – students from other countries coming to the United States. Yet, a

- growing number of US students are now looking overseas for their college degree. Germany alone, with its essentially free higher education system, is drawing a fair number of prospective US college students.
74. [US: Admissions Revolution](#). Eighty leading colleges and universities have announced a plan to reverse a decades-long process by which colleges have, largely through the Common Application, made their applications increasingly similar. Further, the colleges and universities are creating new online portfolios for high school students, designed to have ninth graders begin thinking more deeply about what they are learning or accomplishing in high school.
75. [International students driving growth in US graduate programmes](#). The Council of Graduate Schools (CGS) reported earlier this month that first-time graduate enrolment in the US grew 3.5% between fall 2013 and fall 2014. This represents the largest, single-year increase since 2009 and certainly bodes well for future enrolment trends. The real story in [the CGS report](#) is that international students have been driving much of the growth in US graduate studies for the past decade.
76. [Pressure from All Sides: The 2015 Survey of U.S. Admissions Directors](#). The challenges facing college admissions leaders just keep growing. As has been the case in recent years, many colleges struggle to fill their classes, according to the 2015 Inside Higher Ed Survey of College and University Admissions Directors.
77. [Canada launches new immigration certification for international student advisors](#). The inaugural entry-to-practice exam has been announced for international student advisors in Canada who wish to become a Regulated International Student Immigration Advisor (RISIA). The exam is available only to those currently employed by recognised education providers in Canada and with three years' advising experience.
78. In the run-up to the federal election, [Universities Canada has called on the country's next government to "encourage a culture of mobility" among Canadian students](#). Investing in a "bold programme of support" for short-term domestic and international student mobility is one of the key recommendations outlined in [a policy brief](#) released by the organisation.
79. [Britain Plans Tougher English Tests to Cut International Student Numbers](#). British ministers are on a "collision course with universities" over plans to introduce tougher English Language tests to cut the number of international students coming to the country by 25,000 a year.
80. [Denmark moving to strengthen international student recruitment](#). In September 2015, the Danish government unveiled a new [Code of Conduct](#) for educators outlining the requirements for offering university programmes to international students. The code, developed with representatives from the Danish higher education community, aims to boost inbound mobility in an increasingly competitive international higher education environment.
81. [Korea aims for 200,000 foreign students by 2023](#). The South Korean government has announced a new national strategy to nearly triple the country's foreign student enrolment by 2023. Just under 85,000 foreign students studied in Korea in 2014; the government would see this number increase to 200,000 by 2023.
82. [Recruiting in Colombia](#). UNESCO data shows that the number of Colombian tertiary students abroad has increased by about 50% over the last decade to [more than 25,000 students in 2013](#). Tertiary enrolment within the country has grown even faster, more than doubling from 2003 to 2013 to reach 2.1 million.
83. [Brazil: Two-Thirds of agents surveyed predict sales will fall](#). Just under two-thirds of education agencies in Brazil surveyed by BMI, international student recruitment fair organisers, believe that their sales this year will be lower than last year as a result of the currency depreciation. The survey found that 90% of respondents said that the exchange rate and economic crisis is responsible for an increase or decrease in numbers.
84. [Russia moving to expand international student recruitment](#). Russia continues to invest in its leading universities and will open as many as 150 new institutions over the next several years. The Russian government will also close or merge up to 100 universities this year that have fallen below quality benchmarks. The nation's 15 leading universities have formed a joint initiative to expand their international recruiting efforts.
85. [Foreign students at Czech universities and colleges bring about one billion crowns to the state budget annually](#), according to an analysis of the Kredo project conducted by the Education Ministry and funded from EU subsidies. This is the sum collected in VAT from the students' spending.
86. [Bangladesh struggling to keep up with demand for higher education](#). A massive school-aged population and strengthening economy have placed Bangladesh on the list of key emerging markets for the next decade. Tertiary enrolment has tripled in the country since 2000, as has outbound mobility. Private universities are playing an increasingly important role in meeting the growing demand for higher education.
87. [Agent perspectives on the changing Ukrainian market](#). Demand for study abroad is increasing under the current political crisis in Ukraine but it is shifting to more affordable destinations, particularly those in Europe.

AAIR Newsletter Issue 10, November

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 November. Please send your contributions to the editor@aaair.org.au by **Wednesday November 18**.



Louise Hargreaves
AAIR eNewsletter Editor