



## President's Report

**20<sup>th</sup> November 2014**

2014 has been both a period to look both inwardly and outwardly. Inwardly, the Executive Committee has been embarking on a Strategic Planning process that we hope will shape the future directions of AAIR and provide a better framework in which we can offer the services that the membership require.

I've also been keen to develop a succession plan for the Committee's various key roles so that long-serving members get a respite from these roles and the Committee continues to be refreshed by new and enthusiastic members. In 2014, we were fortunate to be able to second two members, Kerry Martin from University of the Sunshine Coast and Michael Cudmore from La Trobe University, to the Committee.

This year is of course is an election year for the office bearers of AAIR. One of our long-standing Committee members, Dean

Ward has indicated that he will not be seeking re-election. Dean has held the role of Secretary for around 10 years. I'd like to take this opportunity to offer my sincere thanks for his generous and valuable contributions to AAIR, to the Committee and to me as President. Of course with Dean leaving the Committee we'll lose a great deal of experience and knowledge but I'm confident that others will step up to fill his role and AAIR will continue to move forward.

Outwardly, the Annual Forum and SIG Forum continue to be our flagship professional development activities. Although these continue to offer a meaningful experience for a willing audience, we cannot be complacent in assuming this will always be the case. We should always be open to exploring different ways of meeting our members PD needs. One way that we have been exploring other possibilities is through collaborations with other event providers such as Criterion, Edutech, Gartner, Liquid Learning and Analytics 8. Through these collaborations AAIR has been able to offer discounts to these events while being able to provide greater exposure to those who may not be aware of AAIR.

The AAIR Newsletter and Bulletin communiques continue to provide regular information relevant to our readers although the Newsletter has not been as regular as we would have liked. Emma Farley had been Editor throughout 2013 and 2014. However, the arrival of her first child, her return to full-time work and the desire to complete her

Master's degree has meant that Emma has had limited time to devote to the Newsletter. I'd like to thank Emma for her hard work and commitment to edit the Newsletter especially in the face of such competing personal commitments.

Fortunately, Louise Hargreaves from Bond University has agreed to edit the Newsletter for the next two years during which time I'm sure we'll see a new approach to the collection and dissemination of information with an emphasis on a more regular distribution.

As I pointed out last year, AAIR's Journal of Institutional Research (JIR) has been struggling to find a place in the highly competitive publishing market. The future of JIR is a matter that we are giving serious consideration to as part of our Strategic Planning. Currently we do not have an Editor for the JIR so I am filling that role until such time as we decide its future.

AAIR as a small, narrowly focussed organisation will always struggle to sustain a viable membership and will be constantly under threat of either becoming financially unviable, irrelevant or of being subsumed by a larger organisation. So it is paramount that we continue to seek ways to remain relevant and to provide a home for the specialised IR fields which AAIR hopes to represent if we are to survive and, dare I say, grow.

## **Achievements in 2014:**

## **AAIR Executive Committee**

The Committee met on six occasions during 2014 for a teleconference to discuss the regular business of the organisation.

In addition, the Committee met at the Park Royal Melbourne on 29<sup>th</sup> March to begin a Strategic Planning process. In this process we have engaged Dr Daniel Moody from OZemantics who led us through the Business Model Canvas's nine building blocks: customer segments; value to our members (the value proposition); channels; customer relationships; revenue streams; key activities; key resources; key partners; and cost structures.

Within these we discussed: the various roles performed by our members under the banner of 'institutional research'; synergies with other professional, not-for-profit organisations such as ATEM and The Data Warehouse Institute (TDWI); and we undertook a SWOT analysis which highlighted some weaknesses but also some real opportunities.

Also joining us for the day were Dr Josephine Palermo, Immediate Past President, and Dr Tas Osianlis and Robert Loughnane from Neodata Australia who have been sponsors of the SIG Forum for several years. It was great to have their involvement and I thank them for taking the time and effort to assist us in our discussions.

The next step will be to meet early in 2015 to propose our 'vision' and 'objectives' alongside which we'll develop our targets and their associated measures. Once they're developed, we'll be circulating these to our members for their comments and feedback. Leading out of this we'll develop a one page Strategy Map for AAIR and a Balanced

Scorecard which will inform the Executive Committee of just how we're going in delivering value to our members into the future.

As many of our members are planners, we felt it only appropriate to take a 'best practice' approach to the development of our Strategic Plan, something we haven't as an organisation properly attempted in the past. I look forward to your support and involvement in the next phases of this important process.

Liesha Northover, AAIR's administrative secretary, continues to provide regular communication through her members only bulletins, and her more focussed '*SIG Bulletins*' which allows us to communicate to our SIG members directly with news pertinent to them.

Liesha also provides regular bulletins on job opportunities available in the sector as well as maintaining the AAIR website and members database. And all this in one day per week.

The Executive Committee are:

Kathie Rabel (Vice-President), Bruce Guthrie (Honorary Secretary), David De Bellis (Honorary Treasurer), with Committee Members being Jeff Holmes, Andrea Jeffreys, Don Johnston, and Dean Ward. Michael Cudmore and Kerry Martin were seconded to the Committee for 2014.

## **AAIR Annual Forum**

This year's Annual Forum finds AAIR in Melbourne. The Local Organising Committee has done a fantastic job of putting together what should be a most memorable conference. With keynotes such Professor Jane den Hollander, Vice-Chancellor, Deakin University, and Dr Jan Cameron, Director,

Academic Quality Agency for New Zealand Universities, the audience is sure to get some wonderful insights into the future of higher education in Australia and New Zealand.

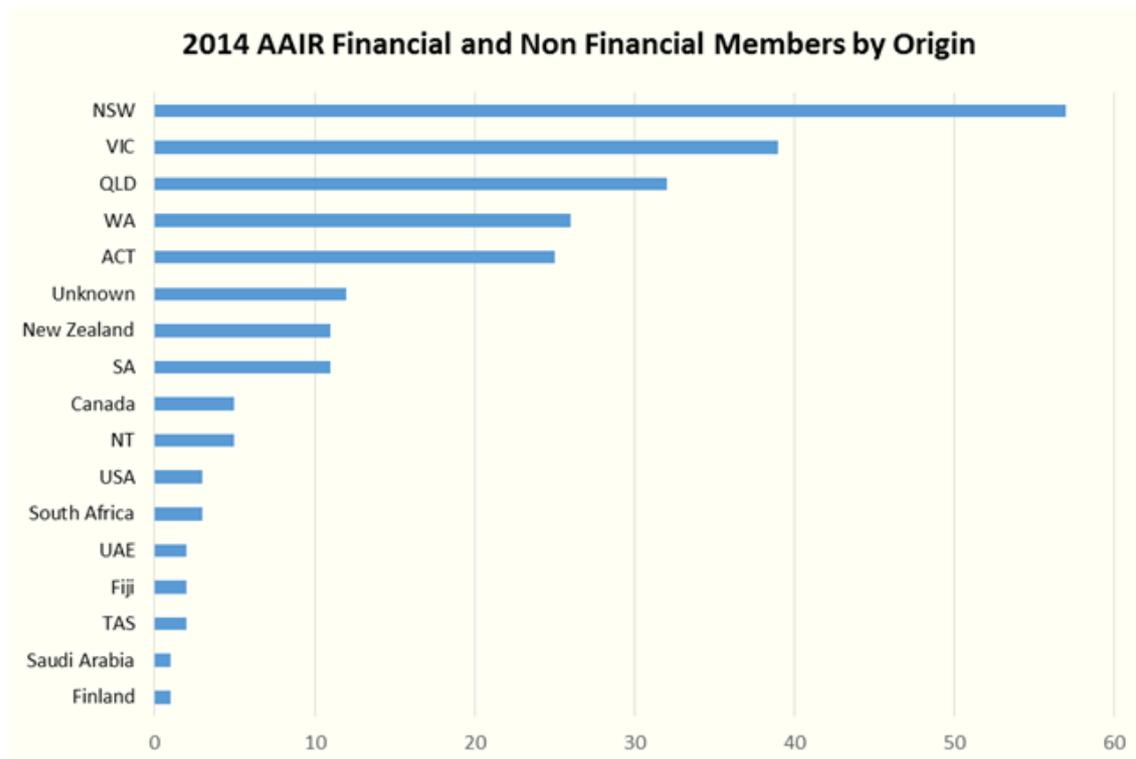
I'm also pleased that Leishman Associates are our event manager for the seventh year in a row, a relationship that we'll continue to enjoy for at least another year.

In 2014 our colleagues from the Australasian Higher Education Evaluation Forum (AHEEF) will join with the AAIR Annual Forum in Melbourne. I look forward to this new collaboration with this group as I believe it will be more than mutually beneficial.

## **AAIR SIG Forum**

Hosted by the Queensland University of Technology, the 2014 AAIR SIG Forum was another great success with around 80 attendees from all over Australia and New Zealand. Held at the Royal on the Park in Brisbane, the program included keynotes from Dr Sam Nielsen and Professor Stephen Corones from QUT. The program also allowed discussions and presentations on a range of topics around BI and Data Warehousing as well as load planning for both Australian and New Zealand participants. And of course one can't forget the conference dinner set aboard the majestic Kookaburra River Queen as it cruised the Brisbane River.

For 2014, we welcomed back Altis as the platinum sponsor, with Analytics 8, Certus Solutions and MIP Australia as Gold sponsors. As always, their involvement adds an important dimension to the Forum and we are very grateful for their involvement. By all reports a great event! Thanks Wayne, Jeff and co.



## Membership

As of 30 June 2014 the Association had 237 members many of whom became members through the AAIR Forum in Perth. Around 100 of those listed above though were non-financial (see chart above) as at 30 June.

Again this year AAIR sent out membership renewals via AAIR's MYOBLive account. In all, 138 invoices were sent out in March, of which 37 were paid by the due date. However the other memberships were not cancelled prior to 30 June.

In 2015 it is anticipated that the process will be instigated much earlier so that cancellation of membership occurs well before the SIG Forum in July/August.

Special Interest Groups (SIGS) have become a very active part of the Association's activities and provides its members access to resources not available through other networks and at very little cost. So we are

keen to continue to support them. As part of the registration fee for this year's SIG Forum in Brisbane, full registrants were offered AAIR membership for a full year. This entitled them to receive member only bulletins, discounts to both AAIR and non-AAIR events such as those provided by Gartner as well as other member benefits.

## AAIR Website

The AAIR website continues to provide a fantastic resource of the Association's history as well as its current developments. If you've received one of Liesha's *Bulletins* you'll be aware of the number of job opportunities that AAIR pass on to our members. There is continued interest in the 'Opportunities' section of the website with many institutions and recruitment companies utilising this free facility.

Forum papers and presentations continue to be presented through the AAIR website. Other events that are occurring

throughout the year either in Australasia or elsewhere overseas are also recorded on the website.

### **AAIR Newsletter**

The Newsletter continues to be one of the Association's premier communication channels providing AAIR members and subscribers' access to current and relevant information.

During 2014 there have only been 2 issues of the AAIR Newsletter; one in February and another in May. With the appointment of a new Newsletter Editor for 2015, it is hoped that the bi-monthly publication will again be distributed.

### **Journal of Institutional Research (JIR)**

Volume 19 Number 1 was published in July 2014 with many of the papers presented at the 2013 Annual Forum at Perth making up a large part of that edition. It was hoped to publish two issues of the Journal per year but there just hasn't been the supply of papers to justify another edition. The ranking of this peer-reviewed publication can only increase if our members and peers take the opportunity to publish in JIR.

### **AAIR Fellowships**

For the first time in 2014, AAIR offered two annual Fellowships to the value to \$1,000 each. Eligibility is restricted to current AAIR Members with at least two years continuous membership. Office holders and members of the AAIR Committee are ineligible to apply for either Fellowship.

Each Fellowship has different objectives –

a. The 'Raj Sharma Fellowship' is in recognition of Raj's influence on Institutional Research in Australasia and will be focussed on academic or career advancement in the pursuit of IR knowledge;

b. The 'Zimmer Travel Fellowship' will be to assist an AAIR member to attend an international forum hosted by an AAIR affiliate by contributing toward their travel costs.

Unfortunately there were no successful applications for either fellowship in 2014. It is therefore intended that the amount on offer in 2015 will be \$2,000 each.

### **Co-marketing of Conference Events**

In 2014, AAIR has continued to endorse conference events organised under Criterion Conferences and Gartner. AAIR provided promotional material for these conferences as well as having its logo displayed on the conference material. Discounts to some of these events were also provided to AAIR members.

In 2014 these co-marketing arrangements included endorsement of EduTech Conference events thus putting AAIR's brand in front of the more senior tertiary education managers.



David Marr

AAIR President 2012-14