



Newsletter, Statistics 2013

August-September
2013

President's Update

by Dave Marr

It's that time of the year when the AAIR Special Interest Groups (SIG) take center stage. So my update this issue will concentrate mostly on them.

As many of you would know from other correspondence, the 2013 SIG Forum was held in Leura in the beautiful Blue Mountains of NSW from 21-23 August. I was fortunate enough to have attended for most of the Forum, enjoying the University of Western Sydney's hospitality, some really great presentations from institutional and corporate colleagues alike and a little 'social networking' thrown in for good measure.

The SIG Forum has grown from strength to strength since its inception in 2009. Each year we continue to get greater support from our corporate sponsors and this year was no exception. Altis Consulting was again the Platinum Sponsor; Oracle BI, Certus and MIP as Gold Sponsors; and IBM and Analytics8 as Silver Sponsors. A big 'thanks' must go to all our sponsors and especially for their commitment to and involvement in the program!

There has been a SIGNificant change to the Datawarehouse /BI SIG. Andrea Matulick has stepped down from the coordination role of the DW/BI SIG. Andrea has undertaken this role since the inception of the SIG in 2006 and has been instrumental in developing the

group from a fledgling discussion group into a leading forum for likeminded DW/BI across the sector. Thanks must go to Andrea for her dedication to the coordinator's role. And I'm sure she'll still be very much involved with this group over the years to come. Taking over from Andrea for the next 12 months will be Craig Napier from the University of Wollongong. Craig was recently awarded one of the best presentation prizes at the SIG Forum and so is well credentialed in taking over this role. I wish Craig all the best and I look forward to working with him.

You may have recently received a request to Chair the Load Management (LM) SIG session at this year's Annual Forum in Perth, that is, if you're on the LM SIG mailing list. Jeff Holmes, the LM SIG Coordinator, will not be attending the Annual Forum and has asked for volunteers to chair the 1½ hour session. The recent SIG Forum highlighted the growing interest in load management and its many associated facets. Alison Byrne, Manager, Planning and Analysis at the University of Sydney has kindly put up her hand to Chair that SIG session. I'm sure there'll be lots to discuss after the change of government on 7 September; there always is.

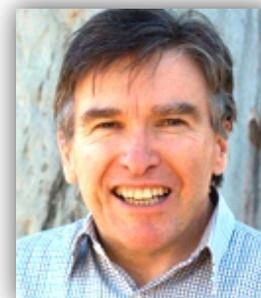
If you're interested in taking over the role of Coordinator for the LM SIG, then please



Who Are We?

Back Left to Right: Dean Ward (Honorary Secretary), Don Johnston (Committee Member), Jeff Holmes (Honorary Treasurer), Kathie Rabel (Vice-President). Front Left to Right: Dave Marr (President), Bruce Guthrie (Committee Member), David De Bellis (Committee Member), and Andrea Jeffries (Committee Member).

contact me (president@aaair.org.au) and I will be able to fill you in as to what the role entails.



Introducing...

Mark Lane

I'm pleased to introduce Mark Anthony Lane. With many hallmark events of an overachiever worthy of admiration, I have no doubt, like me, you'll find his story to date an interesting one.

Remember, if you know someone inspiring please email me at editor@aaair.org.au so I can harass them for a profile!



*Our mystery man Mark Lane:
Senior Manager, Statistics and Reporting, RMIT*

Name: Mark Lane

Current Position: Senior Manager, Statistics and Reporting, RMIT University

Education:

B Applied Science (Comp Sci/Maths/Stats), MAICD, Dip Business Management, Dip Training and Assessment

Career history:

After pushing trolleys at the local Coles after school and then working part-time through University, Mark knocked back numerous requests to join the Coles Management Program. He eventually took on a role at the Coles Supermarkets Head Office as an Instructional Designer and Trainer, and from there found his way to Business Intelligence.

After 10 years in Head Office, Mark joined Monash University in the HR systems team. There he led a small team providing support to HR and the provision of staff information to the University. After 3 and a half years Mark ventured to the CBD and took up his current role at RMIT University.

Where do you source information that you need?

"Sector based information comes from many different sources, but largely from the media and government policy. I find catching up with people at AAIR forums is also quite useful in getting a first-hand account of other people's views and interpretations of the sector. Having a great team and good broader group generally ensures that we know something about what is happening out there in

University and VET land (or if we don't someone will find out)."

Any information gathering tips?

Be measured in the data you gather. Too much can be a hindrance to the answers you seek. "That sounds a bit Yodaish!" But not enough data will never lead you to the right answers.

Always remember the majority of people seeking information from you do not understand the data which you are using to inform them. Never assume knowledge, be explicit and "Keep It Simple Sunshine".

What's the future for Higher Education?

"Higher Education is an interesting beast". Mark believes the sector must consider returning to capping, which should ensure prosperity of a university. Specialised universities would also be a great way to ensure some universities survive in an uncapped environment, but this would take the agreement of all within a state.

"A change of government just keeps us on our toes" as we try to anticipate their next move, Mark says.

What would you do if you were VC?

Mark supports the strategic direction being implemented at RMIT at the moment. It is obvious Mark believes in the value delivered by his employer, "RMIT offers a full Learning Career for students from shorts courses, to VET, to HE, and on to Postgraduate and Research."

What's the best thing about AAIR?

"The gathering of like-minded professionals who are willing to share ideas, thoughts and processes". This is a rare outcome but the HE sector does it well and AAIR provides the opportunity and the forum in which to do it.

What's Mark's best skill?

Mark's knowledge and varied background means he's a very good leader of a highly functioning team.

Joined AAIR: 2007

What article does Mark promise me he'll write for a future Newsletter edition?

"One day" (I noticed the language, Mark!) Mark will write more on his thoughts about the future of Higher Education and a piece on leadership. OK, so perhaps Mark said "maybe"...!

COOL FACTS...

Mark says he'd like to research the effectiveness and operations of community-based organisations on their local area and the country. And this interest makes a lot more sense when you know that Mark:

- > concluded a year as Mayor of the City of Whitehorse in 2012, chaired the Whitehorse Community Chest, and was a member on the Board of the Whitehorse Business Group
- > held a dizzying array of roles, at the national and state level, on the Junior Chamber
- > spent 6 of 8 years as president of his cricket club and is currently on the committees for the Blackburn South Netball and Cricket clubs...!

Higher Education@home

by Emma Liversidge

1. Think your work doesn't impact on the student experience? Wrong! This [LH Martin insight article by Carroll Graham](#) of UTS is a nice reminder of how we all impact the student experience, and can gain greater satisfaction for ourselves and our staff.
2. Calling all experts! In the late [July TEQSA update](#) advises of the information and training workshops available from late August with over 200 TEQSA experts selected for the register. Also in the update is information about the regulation review, third party arrangements Quality Assessment and the next Provider briefing – currently scheduled for October 3 at the Melbourne Convention and Exhibition Centre.
3. I'm sure Australian Higher Education spectators have not missed the long winded debates, particularly as we headed toward the federal election, but if you missed some of it you may appreciate the [election FactCheck in The Conversation](#) around quality and dropping entry scores and the correlated success rates.
4. As expected the [Review of Higher Education Regulation report](#) was released in very early August. While released under the Labor government, there is [hope around the sector](#) that the recommendations proposed will take place with the new Abbott government... Watch this space!
5. And if you're interested in a bird's eye view from one of our esteemed leaders check out the [brief history of Australian Universities](#) according to Glyn Davis in The Conversation.
6. The Higher Education Standards Panel has released its [9th Communiqué](#) as a result of feedback collected in the [second call for comment on Research, Research Training and Learning Outcomes \(Research Training\)](#) in July. Recommendations from the Higher Education Standards Panel are due to Higher Education Minister Christopher Pyne this year.
7. Education Minister, Christopher Pyne, recently caused a media frenzy with statements about [priorities in Higher Education](#). The frenzy relating to [abolishing student services fees](#) was quickly hosed down by Prime Minister Abbott who advised that the government had much to do in their term, with other areas of greater priority.
8. Going bald from taking your hat on and off? The discussion of [caps](#), the demand driven system and by some unlucky association "quality" is certainly enough to make those in the Australian Higher Education sector go grey! [The Scan lays out some predictions on what the Abbott government is likely to do](#) when it releases information on the 2014 budget in May next year.
9. Caps are not the only uncertainty facing Australian Higher Education at the moment, with comments by the chairman of the Liberal-National Party scrutiny of government waste committee, Jamie Brigg, being made regarding [reprioritisation of Australian Research Council \(ARC\) grants to "reduce waste"](#).
10. If you're interested in developments in the [Australian Curriculum](#) you may want to note public consultation is now open for Work Studies in Year 9-10. With the curriculum changes at the national level, Queensland has kicked off a number of initiatives in education with a review on [Senior Assessment and Tertiary Entrance processes](#). To translate, the government is asking for a review of the OP system (designed in the 70's), as well as the unique moderation and assessment practices in the state of Queensland. In addition to this, a draft Education (Queensland Curriculum Standards Authority) Bill 2013 is currently in circulation for comment. The draft Education Bill 2013 replaces the current Queensland Studies Authority with the Queensland Curriculum Standards Authority to increase the scope of the activities provided by the state authority and to support and implement the



Australian Curriculum and associated changes.

11. [Governance and structure in tertiary education](#) is discussed by a range of authors in NCVERs Structures in tertiary education and training: a kaleidoscope or merely fragments research reading.
12. Do you see [gender balance in Information Communication and Technology professions](#)? The Australian Computer Society released findings showing that no professional position had female participation above 30%, with the Business Analyst and Academic roles having the highest female representation.
13. [Does a gap year lead to a greater likelihood of academic success](#) when compared to those who enter University straight from High School and mature age students? Yes, if used "constructively" according to a study published in the Journal of Higher Education.
14. Looking for data visualisation tools? This [Wall Street Journal](#) article presents 6 different visualisation tools to check out.
15. Heard about DŪcere? Latin for 'to lead' this start-up is aiming to "[transform education and change lives through an unequalled approach to global leadership and learning](#)". DŪcere provides formal business qualifications online using an impressive array of real world leaders from John Howard (former Australian Prime Minister) to David Copperfield (magician), and Orna Berry (former chief scientist of Israel). While it is focused on the diploma of business at present, the plan is to extend to a full Master of Business Administration and take the start-up international.

Higher Education Abroad

by Emma Liversidge

- BBC news has recently reported [University acceptances have rebounded](#) in the UK after dips seen when tuition fees rose in 2012.
- Looking for data on important trends in higher education? Try [The Almanac of Higher Education 2013-2014](#), published by The Chronicle of Higher Education.
- If you're interested for insight in to the future of higher education you may want to get a copy of the Observatory on Borderless Education report titled [Horizon Scanning: What will higher education look like in 2020?](#) The [Times Higher Education](#) lists changing academic employment arrangements, greater cross-institution collaborations and an increasing business acumen required by institutional leaders highlighted in the report.
- Has your institution got a good handle on its social media activities? An article in [The Chronicle of Higher Education](#) this month highlights how easy it is for an institution to lose track of what is happening in the social media sphere with research showing the Northern Illinois University "identified 170 Facebook pages, Twitters feeds, and YouTube channels that qualified as university-related" with 70% of those not listed in its social media database. No doubt a situation where communication with students, staff, stakeholders and community is desired, the challenge is maintaining agility in those communications while coordinating cohesive and brand related messages.
- And as with every edition this year, [more on MOOCs](#) can be found through a [literature review](#) on the topic prepared by the UK Department for Business Innovation & Skills.
- [The Christensen Institute](#) reports the crumbling of the partnership between San Jose State University and one of the leading MOOC providers, Udacity. As is to be expected with establishing MOOCs across the globe there will always be some learnings to take away as we progress.
- [Prestigious Indian Institutes of Technology are moving to improve their standing in rankings and promote the Institute of Technology brand](#) nationally and across the globe. Expanding student numbers has been met with criticism of quality with staff-student ratios around 1 in 15.
- Two Chinese Universities, Peking and Tsinghua, are about to start offering free online courses through EdX. These additions bring [EdX to 29 institutions who have signed up to provide content](#).
- Another online education start-up – the [Minerva Project](#) – is set to challenge higher education with [four years free tuition offered to the first matriculating class of Minerva Schools](#). The first class is being recruited from around the world and is expected to be intellectually brilliant and deeply involved in the ongoing development of the start-up through constant feedback.
- In Vietnam concerns have been raised where some universities are [admitting students in medicine programs with low scores on national standardised tests](#). While some universities claim they must allow students to enter with lower scores just to survive, top-tier medical schools are able to focus on recruiting only the high-achievers.
- Wales is declaring itself an open education nation by moving to [upload lectures and research that will be freely accessed around the world](#).
- [Working class students in China are increasingly heading overseas to European and Asian countries offering low-cost options](#). Unfortunately some countries, like Australia, still remain unviable due to cost.
- [U.S. Census data](#) released in early September indicates a [drop in college enrolments](#) largely found in students aged 25 or older.
- Are you able to articulate what data science is all about? If not, you may want to take a look at this punchy [YouTube clip](#) which not only differentiates between presenting bits of data and data science but also discusses how you might establish a data science team. Clickers beware, bad language alert.
- If you like what the YouTube clip above touches on, you may want to check out a [free Strata report on building data science teams](#).
- Want to know how many burgers McDonalds sells *each second*?! Take a look at an article on Big Data Start-Ups which outlines [the approach McDonalds takes with big data](#).
- And while you're checking out McDonalds approach you may want to browse the Big Data Start-Ups website, here you'll find trends, best practice, and even online master classes. Hooray!



Don't forget to follow us on Twitter: [@AAIRaustalasia](#). In the coming months I will focus on sharing information on a more regular basis through this medium.

Well that's it from me this edition.

Until next time!

Emma
AAIR eNewsletter Editor

