



Newsletter
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From the President's Desk

by Dave Marr

Here on the Central Coast of New South Wales we've been experiencing the wildest weather for many a year: gale-force winds; torrential rain; trees down across electricity wires; thus power outages and no mobile phone coverage. Our thoughts go out to our colleagues in the Sydney, Illawarra, Central Coast and Hunter areas who have been affected. Hopefully the worst is now over and we can start the clean-up.

While here at AAIR headquarters we're still focussed on business-as-usual.

The Committee met last week and resolved a number of things. One decision was to change the prizes we offer at the Annual Forum. For the 2015 Forum and beyond, the 'Best Paper' prize will rise to \$2,000. Half of the prize (\$1,000) is being matched from *AAIR's Affiliated Organization Travel Grant Program* which is intended to support affiliated organisations in expanding their travel assistance grants for members to attend the Association for Institutional Research (AIR) Forum in the United States.

David Carroll's attendance at the AIR Forum in the U.S. in May this year has received this additional support. We're hoping this

upscale of the prize will provide an additional incentive for you to submit your paper.

The 'Best Presenter' prize from 2015 will change from a cash payout to be a free registration to either the following AAIR, SIG or Annual Forum. This aligns with the current prize for 'Best New Presenter'. These prizes may be transferred to another AAIR member on application to the AAIR Committee.

Applications for our two 'Fellowships' are currently being called so I'd like to urge you to take advantage of these. This year we've also increased their value to \$2,500 each to hopefully make them more attractive. You'll need to hurry though as these close on 30 April. If you're interested in submitting but don't think you'll make the deadline, just email me at president@aaair.org.au for a possible extension.

If you are seeking other opportunities in institutional research, please visit our [Opportunities](#) page on the [AAIR website](#).

And are you aware of just how many institutions AAIR has representatives from? Have a look at the new page, [Organisations represented in AAIR membership](#), on our website.

Our next AAIR Committee meeting will be held on 4 June, so if you have anything you'd like us to discuss please let me know at president@aaair.org.au. I'm always keen to hear from you.



Dave Marr, President

2015 AAIR Forum 9-11 November, Wellington, New Zealand

Save the Date

AAIR will be hosting its 26th annual Forum
The theme for this year's Forum is:

The Winds of Change

Venue: [Intercontinental Wellington](#)

There is a special incentive to attend this year's Forum. Stephen Few will be hosting a [Visual Business Intelligence Workshop](#) from 4-6 November, just prior to the Forum, and he will also be a keynote speaker at the AAIR Forum 2015.
For more information see the Forum website: <http://aair.org.au/pages/forum-2015>



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

Hosted by University of Southern Queensland
19-21 August 2015

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

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

Registration and Accommodation

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

If you would like to [present](#), please send an abstract of no more than 250 words to Togamau Te'o at AAIR-SIG@usq.edu.au. Acceptance of abstracts will be confirmed by the **end of May 2015**.



Higher Education@home

by Louise Hargreaves

1. Student fees and loans dominated the press this month. The following articles provide a small selection of the coverage of these issues.
2. [Should New Zealanders be entitled to Australian student loans?](#) Andrew Norton highlights that [New Zealanders are entitled](#) to subsidised places in Australian public universities, as [Australians are in New Zealand universities](#). However, New Zealanders are not entitled to the HELP student loan schemes, and therefore must pay their student contributions or fees up-front. Australians can borrow in New Zealand if they have lived there for at least three years.
3. An opinion piece in The Guardian this month [It's only fair Business should pay its employees' Hecs debt](#) suggests that as a country where tax avoidance by our wealthiest individuals and corporations is costing us [\\$8.4bn a year](#), businesses picking up the Hecs debts of employees is not only affordable but a just means of paying back a social and economic debt.
4. [Runaway loans: students set to owe \\$70bn](#). The government will have more than \$70 billion in unpaid university student loans on its books in another two years, double the figure owed in 2013-14. Yet [new research](#) shows nearly 25 per cent — or \$17bn — will never be repaid, a figure that would escalate under government plans to deregulate university fees. Researchers Richard Highfield and Neil Warren say about 2.1 million people currently have a HECS debt. But many of them are avoiding their repayment obligations by either going overseas, non-lodgement of tax returns or by exploiting tax deductions for gifts or self-education expenses to keep their incomes below the repayment threshold.
5. [Time to end the luxury of living in exile from HECS debts](#). There's nothing logical or fair about Australian graduates living overseas not being expected to repay their university debt, especially when that debt tops \$400 million. Should Australian graduates who work overseas be required to pay back their Higher Education Contributions Scheme debt?
6. A new paper [Does the Australian Higher Education Loan Program \(HELP\) undermine personal income tax integrity?](#) by Neil Warren and Richard Highfield shows there is ample evidence of HELP repayment avoidance through over-claiming deductions and not lodging returns for graduates with salaries just over the threshold.
7. Executive compensation in the higher education sector was also a hot topic this month with the release of University annual reports with *The Australian* reporting Queensland Vice-Chancellor remuneration [here](#) and Victoria's Vice-Chancellor salaries [here](#)... Similar stories appeared in the UK in the [Times Higher Education Pay Survey 2015](#) and in the US see [faculty](#) and [staff](#) salary data and last year's release [private college executive compensation](#) for 2012.
8. A [report](#) from the Australian Academy of Technological Sciences and Engineering (ATSE) has identified new approaches to measuring engagement between researchers and industry. Minister for Education and Training, the Hon Christopher Pyne MP, welcomed the release of the report, and said it provides a practical framework for measuring how universities and researchers work with industry and other stakeholders.
9. [US Federal Education Officials Released a List of Monitored Colleges](#). The Department of Education made public for the first time this month a [list of more than 500 colleges and universities](#) the agency is concerned about and has placed under increased financial oversight. [Five Australian universities](#), Melbourne, Sydney, Queensland, Murdoch and Canberra, were named on an official US list of 560 higher education providers considered to have dubious - financial reporting or graduate outcomes.
10. [Australian push to join global research ID platform](#). Researchers may soon all have their own unique identification number under a proposal for Australia to join the Open Researcher and Contributor ID platform (ORCID) that works like a LinkedIn platform for the research community. Launched in 2012 to encourage networking among researchers and clearly distinguish who has credit for what research, the Maryland US-based ORCID is run as a not-for-profit. Over one million researchers worldwide have signed up.
11. [Students to push universities to ditch investments in fossil fuels](#). On April 22, students and academics staged a coordinated push to persuade their universities to divest from fossil, with rallies held on 15 campuses across Australia.
12. [Rankings outranked by destination](#). One in every two Australians considering a postgraduate business degree would travel overseas for the course, a far higher rate than comparable nations such as the US, where 96 per cent would take a local course, Canada (74 per cent) and the Netherlands (65 per cent). [An annual survey](#) of 12,000 prospective postgraduate business students also found people's willingness to travel and enrol in an overseas course had increased to 52 per cent, up from 40 per cent just four years ago.
13. [Top university jobs website UniJobs sold to TES Global](#). Australia's only dedicated university jobs website, Unijobs, has been bought by TES Global, the company that owns UK-based media group Times Higher Education. TES Global says the



acquisition, for an unspecified amount, is "the first step in the strategic development of its global higher education business". At the moment Times Higher Education offers university news on a website and in a publication, as well as running one of the major global university ranking listings. It is owned by private equity group TPG.

14. [Degrees forged for just \\$3500](#). The higher education regulator will work with Chinese authorities to clamp down on fraudulent university degrees and diplomas following revelations several websites are offering forged qualifications from some of Australia's most prestigious universities.

The Tertiary Education Quality and Standards Agency (TEQSA) has written to all higher education providers to ensure they are aware of claims websites, including one known as Overseas Students Assistant HD, were providing certificates allegedly on the same paper stock as genuine qualifications.

[The fake university degree website](#) is also under investigation in the UK.

Higher Education Reform

With the Higher Education Research and Reform Bill Amendment (HERRA) Bill 2014 on hold and debate raging in the sector The Group of Eight (Go8) has called for a [halt in negotiations over fee deregulation](#) while a full "depoliticised" review is undertaken.

[Australian Industry has backed the Go8's call for a pause](#) in higher education reform, urging a "stepped" approach rather than rushing out legislation

15. Connor King, Executive Director IRU wrote an opinion piece in *The Conversation* this month- [Should all university students contribute the same regardless of degree?](#) King states that the government has failed with its [twofold attempt](#) to create a single higher education system [in which](#) all providers are government funded with each able to charge students what they wish. King goes on to argue there is a need for an open exploration of the various options for the future.
16. [The social costs of high university charges](#). This is an extract from Bruce Chapman's submission to a

[Senate Committee inquiry into higher education fee deregulation](#) (February 2015) in which he proposes a "progressive tax" on university funding as a means of constraining fees. He suggests the question of what the "right" price to charge students for public sector university teaching services "is not an argument that can be made easily with reference to economic theory or compelling evidence related to allocative efficiency. It is instead basically an ethical issue."

17. Universities Australia has said [proposals for a levy or progressive tax on high fees](#) as a way to discourage excessive prices is worthy of further consideration but that there are "presentational difficulties". In a confidential briefing paper canvassing the escalating number of options under discussion for amending the government's proposed reforms. UA notes that unless revenue raised from the tax is reinvested into higher education it can undermine justifications for higher fees boosting the student experience. It also warns the tax will mean the more a university charges, the less subsidy a student will attract. "This proposal has the effect of having the student pay proportionally more as the fee charged by a university increases," it says.

International Students Studying in Australia

Australia's treatment of international students was in the spotlight this month with the release of the Four Corners program *Degrees of Deception* and the release of the ICAC report: *Learning the Hard Way: Managing Corruption Risks Associated with International Students at Universities in NSW* (see links below)

18. [Degrees of Deception – Four Corners \[20 April, 2015\]](#). Australia has been gripped by a national debate over how to fund our university education. But perhaps there's a more important question: what is it worth? A Four Corners investigation has unearthed alarming new evidence of a decline in academic standards at institutions around the country. Lecturers and tutors are grappling with a tide of academic misconduct and pressure from faculty managers to pass weak students. Many say commercial imperatives are

overtaking academic rigour. But why is this happening?

19. An article in *The Conversation* by Gigi Foster a day after the Four Corners program examined [the slide of academic standards in Australia](#). The [recent furore](#) about academic standards in Australian higher education – including Monday night's damning [Four Corners expose](#) – has the potential to bring not only desperately needed attention, but actual change, to the sector. The uninitiated observer of this frenzy may struggle to gain a balanced understanding of what has gone wrong, and how much more wrong it has gone in Australia than in other countries. Let's take a good look through the lens of an economist at where academic standards come from and how they are nurtured, so as to have a hope of crafting an Australian policy remedy.
20. [ICAC damns university international student funding fears](#). Universities are too financially reliant on international students to fully confront academic incompetence and poor language skills, plagiarism and even bribery, the NSW anti-corruption commission says. "Students may be struggling to pass, but universities can't afford to fail them," says the NSW Independent Commission Against Corruption in a [damning report released on April 16](#) into some of the negative consequences stemming from the country's fourth- largest export industry, which reached a record high of \$16.6 billion last year.
21. In the midst of this criticism the Government released the [International Student Survey 2014 Overview Report](#) which found that eighty eight per cent of international students are satisfied or very satisfied with their overall experience, outperforming similar competitor nations.

These developments come at a time when the Government has called for consultation on the recently released the *Draft National Strategy for International Education* and *The International Education Quality Assurance Project* (see Developing Government Policy below).

Developing Government Policy

22. Sector consultation on [TEQSA's 'core+' model for course accreditation](#). In 2015, TEQSA proposes to further reduce evidence requirements for course accreditation and re-accreditation by restricting core requirements to a sub-set of particular Standards and by assessing risk using indicators more closely related to an individual course as well as an organisation. The revised approach to course accreditation is intended for application against the current Higher Education Standards Framework (2011).
23. TEQSA has published [three new guidance notes](#) covering the topics of [benchmarking](#), [information resources](#) and [course approval](#), design and delivery. These guidance notes are open for comment until 7 July 2015.
24. [TEQSA Provider Information Request \(PIR\)](#). TEQSA gave higher education providers early notification of its intention to adjust timings for the PIR in 2015. TEQSA is planning for the 2015 PIR to commence on 1 July 2015 with a two month lodgement period ending on 31 August 2015.
25. [The International Education Agent Quality Assurance Project](#)
The International Education Association of Australia (IEAA) with support from the Department of Education and Training is undertaking a project to scope the potential for a national quality framework for Australian international education agents.

The initial project involves broad consultation with agents, education providers, government, peak bodies and industry groups. It also includes an assessment of global best practice to ensure any approach adopted is specific to Australia's unique needs.

26. [Draft National Strategy for International Education](#) – Consultation.
The release of this draft strategy initiates a consultation process to ensure that the final strategy represents a shared national vision and responsibility. Feedback on the draft strategy is invited, including suggestions of specific institutional, state and territory and

community-based initiatives that further the proposed goals. It is intended that the final strategy will be released in the second half of 2015. The response template is available [here](#); closing date for feedback is 29 May 2015.

27. [The Harper Competition Review Report](#) was released on March 31. While the report, barely mentions universities and higher education, the section on human services calls for greater user choice, more diversity of providers and separating government functions in funding, regulation and delivery.

[The recommendations appear to endorse the government's plan to allow private providers and TAFES to compete with public universities](#) for subsidies to deliver bachelor degrees and higher education diplomas.

Graduate Outcomes

28. [Postgraduate degrees no longer guarantee a job](#). The employment market is getting tougher for job hunters who have just completed postgraduate degrees, and it's worse for women than for men. Figures from Graduate Careers Australia show the unemployment rate for people with postgraduate degrees is trending upward each year. Of those with master's degrees (both coursework and research) and PhDs, the proportion without jobs four months after completion is currently at a two-decade high.

Who's on the Move? (or not)

29. Victoria University head Peter Dawkins has signed up for a second five-year term saying he wanted the chance to put into operation the changes he's spent the past four years making.
30. Swinburne University of Technology Chancellor, Mr Graham Goldsmith, announced that Swinburne's Council had approved the reappointment of Professor Linda Kristjanson as Vice-Chancellor for a further five years from 1 May 2015.

Tips and Tricks

31. From our AIR colleagues:

[Creating dynamic data tables and charts using Excel's SUMPRODUCT function](#)

and

[Creating an easy Excel Data Entry Form](#)

Have fun!

Frivolous Favourites

32. April Fools' Day can be treacherous, especially in academe. But I'm happy to report that pulling off a good, wholesome joke — one that doesn't make light of both racism and genocide — is possible in an academic setting.

Queue Matthew Weathers, an assistant professor of mathematics and computer science at Biola University, [delighted his students](#) with an impressively choreographed — and exceedingly nerdy — piece of pedagogy.

33. [Top 5 most secretive and mysterious research universities in China](#). Best reason for not making an appearance in university ranking systems!
34. [College crew team attacked by flying fish](#). We often forget that we share the planet. Humans may be the most dominant race on Earth, but we must remember that we are not alone.

The freshman crew team at Washington University in St. Louis were provided with a stark reminder of this when recently, a school of Asian carp began hurling themselves out of the water and into the boats.

Positions Vacant



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

Looking for some training and development?

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

Looking for higher education conferences and events?

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

[The Data Modelling Zone Sydney 13-14 May](#)

The world is quickly changing with respect to how we view and analyse data, and along with these changes, data modelling plays a major role. The principles of data modelling need to stay firm, but our application of them needs refinement as technology advances.

The sessions at Data Modelling Zone are a reflection of where the data modelling industry is, and where it is heading.

AAIR is supporting this Event.

The [ACA Annual Conference 2015, Internationalisation: From Strategy to Implementation](#), takes place in Brussels, Belgium, from 14-16 June organised by the Academic Cooperation Association. It considers different concepts and approaches to internationalisation strategies and ways to design them; and addresses issues around the implementation of such strategies.

[8th Annual Higher Education Institutional Research Network, 10 to 11 September Scotland, UK.](#)

Theme: The Stories We Tell: Using institutional research to enhance policy, practice and engagement. [Abstract submission](#) deadline is 30th April.

Up for a Challenge?

The Chronicle Review's weekly crossword puzzle will test your vocabulary—and your mettle. [Click here](#) to download the latest installment and to browse the recent archives

Enjoy Reading?



Here are a few suggestions. If you have read a good book lately please feel free to share your thoughts by emailing editor@aaair.org.au

[Designing the New American University](#) by Michael M. Crow and William B. Dabars.

America's research universities consistently dominate global rankings but may be entrenched in a model that no longer accomplishes their purposes. With their multiple roles of discovery, teaching, and public service, these institutions represent the gold standard in American higher education, but their evolution since the nineteenth century has been only incremental. The need for a new and complementary model that offers accessibility to an academic platform underpinned by knowledge production is critical to our well-being and economic competitiveness.

[The Handbook of Institutional Research](#) (published 2012) by Richard Howard, Gerald McLaughlin, William Night and Associates Sponsored by AIR and published by Jossey-Bass, this work offers institutional researchers and all college and university administrators the most current and comprehensive overview of theory and practice in the field. AIR members receive a 25% discount on all Wiley/Jossey-Bass books. (768 pages) ISBN# 978-0-470-60953-8

[The One World Schoolhouse: Education Reimagined](#) by Salman Khan.

Like many innovators, ex-engineer and hedge funder, Salman Khan (creator of Khan Academy) rethinks existing assumptions and imagines what education could be if freed from them. And his core idea—liberating teachers from lecturing and state-mandated calendars, and opening up class time for human interaction—has become his life's passion. In this book, Khan presents his radical vision for the future of education, as well as his own remarkable story.

Higher Education Abroad

by Louise Hargreaves

1. [The College Degrees And Skills Employers Most Want In 2015](#). The hiring picture keeps getting better for college graduates. According to a [new survey](#) by the National Association of Colleges and Employers (NACE), employers are planning to hire 9.6% more graduates for their U.S. operations than they did from the class of 2014. That's a one percent hike from the 8.6% gain a year ago and a significant jump from 2013, when employers said they would boost hiring by just 2.1% over the previous year.
2. [Increasing education: What it will and will not do for earnings and earnings inequality](#). The Brookings Institute reports that mainstream labor economists as well as several public commentators have argued that trends in the economy over recent decades—including technological developments, globalization, and trade, among others—have weakened the relative earnings power of those with lower levels of skills, especially those without a college degree.
3. The European University Association (EUA) has launched the '[Open Access checklist for universities: A practical guide on implementation](#)', a concise document to support universities in developing institutional policies on Open Access to research publications.
4. [Surviving and Thriving in the New World of Higher Education](#). There is no shortage of criticism of higher education, including that it costs too much, teaches the wrong things, fails to prepare students for the real world, and no longer serves as the economic elevator it once was.

Add to this that institutions are often criticized for being too slow and too conservative in innovating the solutions to the above-mentioned issues. We will all need to get better at innovation—innovating with degree programs, non-degree programs, technology, pedagogy and business models. In short, we are all going to need to be more agile.

5. [The World's 50 Wealthiest Universities](#). When it comes to assessing a university's influence, power and prestige, a key

consideration has to be financial clout. The richer the institution, the more it can afford excellent facilities and up-to-date technology – and more money allows the university to undertake further important research. Here we look at the 50 wealthiest universities in the world, ranked according to financial endowment.

6. The Ministry of Education in New Zealand recently released a [report](#) which synthesises the inputs, outputs and outcomes of the Government's tertiary education expenditure over the period 2004-2013 in the five largest tertiary education funds. In total, these funds distributed over \$4 billion to providers and students in 2013.
7. [UK: Work placements don't always give students the best chance of a job](#). You don't have to look far to find a higher education report describing the benefits of work placements for university students. Both the [Dearing report](#) and the [Wilson review of university-business collaboration](#) argued in their favour, recommending that all undergraduate courses should include a year-long placement. But are all students benefiting from what's on offer?
8. A [New hub for international education research](#). The International Education Research Network, or IERN, is a one-stop research portal for the international education community, supporting collaboration between academics, professional staff, governments and industry associations.

[Rhodes Scholarships Will Be Offered to Chinese Students](#). Students in China will soon be eligible to receive Rhodes scholarships. The first group of recipients from mainland China will be selected this year for the program, which sends students to the University of Oxford for two years of postgraduate education. The change in eligibility rules underscores Rhodes's desire to stay relevant in global higher education.



9. [China: MoE creates TNE portal; adds courses to approved list](#)
The Ministry of Education in China is creating an online information management system for transnational education partnerships, it has announced. It has also published an updated list of approved joint ventures, including seven new programmes. The 'one-stop' portal on the Ministry of Education's [Joint Education and Supervision Information Platform](#) will enable Sino-foreign higher education ventures to apply and register for approval and assessment by the Chinese government and publish materials online.
10. [Asia: The Next Higher Education Superpower? \(2015\)](#). Ninth in the Global Education Research Reports series, published by IIE and the AIFS Foundation, *Asia: The Next Higher Education Superpower?* critically examines the local and global trends driving higher education policies in Asia and their impact on the local and regional knowledge economies. Featuring an impressive group of leading scholars, practitioners, and education policy experts these chapters look at how governments, universities, the private sector, and international organizations are responding to recent trends and meeting the diverse challenges and opportunities across the region.
11. [Does Hong Kong remain a hotbed for international education?](#) Since the Umbrella Movement petered to a bureaucratic halt and retired to the negotiating table, the reputation of Hong Kong's 90,000-odd university students has shifted. No longer destined to join the corporate elite, many young Hong

Kongers walked the path of idealistic agitator. For many there would be no turning back. Undeterred by internal affairs — or perhaps buoyed by the open dissent — roughly 14,000 international students chose Hong Kong as a study destination this year.

Higher Education Reform Overseas

12. [Taiwan plans to close up to a third of its universities in the next decade](#). Taiwan's Ministry of Education outlined plans late last month to merge or close up to 52 of the country's public and private universities. The move comes in response to declining domestic enrolment as well as forecasts for further decreases in student numbers starting from 2016.
13. [Malaysia releases ambitious blueprint for HE sector growth](#). Malaysia's Ministry of Education released a national 'blueprint' of higher education on April 7, which marks a new phase in the country's efforts to compete on the higher education global scale. Notably, it has reset the goal of hosting 200,000 international students in the country by 2020 to 250,000 by 2025, and is currently on track to meet this target, the government says.
14. [Norway: Universities and colleges face wholesale reforms](#). The Norwegian government has begun the biggest series of higher education reforms since 1994, when 98 higher education institutions were merged into 26 university colleges. Minister of Education and Research Torbjørn Røe Isaksen said he expected significantly fewer universities and university colleges would result from the reforms than the 33 Norwegian institutions today.
15. [Russia: Government to close two in every five universities](#). The number of Russian universities will be cut by 40% by the end of 2016, according to Minister of Education and Science Dmitry Livanov. In addition, the number of university branches will be slashed by 80% in the same period. The institutions are being axed under a federal plan for the development of education during 2016 to 2020.

16. [Cut university enrolment by 30%, expand colleges, CEO-commissioned report urges](#). Canada would be better off if universities admitted 30 per cent fewer students every year and the college and polytechnical system got more of a focus, a [report](#) commissioned by the Canadian Council for Chief Executives says.
17. [Report analyses ever-growing merger phenomenon in the university sector](#). The European University Association published a new report on mergers in the university sector. The [report](#) maps and analyses merger and concentration processes in twenty higher education systems. The study is of an unprecedented scale, and has made it possible to compile the largest database of university mergers across Europe.

Tuition Fees

18. [Hard Evidence: what happens to student applications when university fees go up?](#) The coalition government's increase of university tuition fees in England in 2012 has led to lively debates on how the cost of higher education affects university applications, particularly for students from disadvantaged backgrounds. Labour has [brought this issue back](#) to the centre of their election campaign, by pledging that if it is elected, tuition fees would be cut from a maximum of £9,000 a year to £6,000 a year.

Online Learning

19. [Who's Taking MOOCs? Teachers](#) In free online courses offered by Harvard University and the Massachusetts Institute of Technology, teachers are increasingly the students. A study by the two universities has found that teachers are enrolling in their MOOCs in high numbers. The [study](#) examines data from some one million MOOC students who enrolled in courses at edX, the nonprofit learning platform started by Harvard and MIT
20. [How 'Elite' Universities Are Using Online Education](#). After years of skepticism, higher education's upper class has finally decided that online learning is going to play an important role in its future. But what will that role be? Recently, conversations about "elite" online

education have revolved around the free online courses, aka [MOOCs](#), which Stanford, MIT, Harvard, and dozens of other top universities started offering several years ago. But it soon became clear that high marks in those courses would not translate to academic credit at the institutions offering them (or [anywhere else](#)). So how exactly does online education figure into the future of elite higher education?

21. [2U Debunks Common Online Education Myths in New Interactive Report](#). Online education has been mired in controversy since it began. Even though today's students spent their adolescent years surrounded by technological innovation — from cellphones to smartphones to laptops — and are now arriving on college campuses more connected to the technological world than ever before, some faculty, staff, parents and industry experts remain uneasy about online education. As students thrive online and become more adapted to learning in a less traditional classroom environment, they fear that those who engage in online learning experience an inferior education than that of what they would receive in-person, but that's just not true according to 2U.
22. [Together in electric dreams](#). Now more than ten years after the dismantling of the UK's e-University, Alice Bell revisits the much-maligned project and its notable place in the recent history of higher education and e-learning. With politicians and funders increasingly keen on e-learning, and a whiff of tech-utopianism still in the air, what can we learn from the story of the HE sector's most high-profile dot-com bubble failure?

Technology

23. [What If I Told You Facebook Might Be The #1 Referrer to Higher Ed Websites?](#) Colleges are committed to social media. Students [report that campuses are using social media](#) to help them connect with each other and student organizations, to provide information about education programs and career opportunities, connect with faculty, and even get information about financial aid. Many campuses view social media as an

important tool to drive website traffic. Yet, [according to a recent benchmarking report from Higher Ed Experts](#), only 4% of traffic to college and university websites is referred by social media. Or is it?

24. [McGraw-Hill launches personalized learning tool](#). McGraw-Hill unveiled a new product aimed to help students study better and longer in math, economics, and composition. Connect Master is a digital platform that will measure students' confidence levels and study fatigue, adapting to best serve their needs on a given day.
25. [Should all university lectures be automatically recorded?](#) Universities across the world are considering whether to start automatically recording lectures. Some [students are voting for it](#). And the IT industry has created [some seductive products](#) to record lectures, a process also known as "lecture capture". Some onlookers expect a hesitant response from the higher education sector, which is often [portrayed as cautious](#) about taking up educational technologies
26. [How High School Students Use Instagram to Help Pick a College](#). A recent [survey](#) found that 76% of teens use Instagram. The graduating class of 2015 will be the first set of students who were able to capture their entire high school experience — from the first day of freshman to the last of senior year — on the photo-sharing app, which was founded in late 2010. So it makes sense that they would use it to not only to follow friends and celebrities, but to research the next stage of their lives as well.
27. [LinkedIn buys Lynda.com for \\$1.5 billion](#). The social network for professionals is buying lynda.com in a cash and stock deal valued at approximately \$1.5 billion. Founded in 1995, lynda.com is a subscription-based online learning portal, where members can focus on a range business and technology skill sets. The website also offers a premium subscription for members in corporate, government and educational organizations.

The [Chronicle](#) observed that the move may be a sharp reminder to colleges that if they don't up their game in helping students and alumni with career transitions, there are many other

organizations — giants like LinkedIn among them — that stand ready to fill that void.

28. [IMS Global Unveils Digital Credentialing Initiative](#). IMS Global Learning Consortium has unveiled the IMS Digital Credentialing Initiative, an effort designed to promote the adoption, integration and transferability of digital credentials, such as badges.
29. [New app trades language skills for stays abroad](#). The concept of a sharing economy has arrived to the language travel sector via a new website that connects people with language skills to host learners in another country. [GoCambio](#), which was launched eight weeks ago, allows people to sign up as a guest or a host. Guests teach their hosts a language in return for a stay at their house, completely free.

Rankings, Ratings and Benchmarking

30. [Top US academic slams UK's fixation with rankings](#). A leading US academic in the field of international education has slammed British universities for their obsession on rankings. Referring to British and US institutions, Valerie Woolston, a high-profile academic at the University of Maryland, whose own world ranking has dropped sharply in recent years, said: "[Presidents] may be spending too much time on chasing reputations in rankings than focusing on innovation.
31. [Cost of College Ratings? For U.S. Education Dept., at Least \\$4 Million](#). The U.S. Education Department has budgeted more than \$4 million to build its controversial college-ratings system. The department's [contract](#) with RTI International shows that it has already paid the company at least \$1.8 million to construct a website and test ratings models.

Student Recruitment and Mobility

32. [Top 2015 global student recruitment trends](#). Have you been paying attention to the global student recruitment trends? If you blinked, you may have missed

some important shifts that impact your global outreach, both now and in the near and distant future. Why is it important to pay attention to the global trends? Some may wonder, especially if they are successfully recruiting in their target countries. Let us share a few of the trends of late, and what it means for you and your recruitment efforts.

33. [Will worldwide political and economic trends affect student mobility patterns?](#) International higher education is a "big business." Estimates vary, but annual global revenue exceeds \$500 billion and is projected to substantially increase in the future. Evidence suggests that international student mobility patterns are changing and the author of this paper maintains that specific political and economic trends will significantly impact where international students enroll in the future.
34. [New Zealand's international education sector off to a strong start in 2015](#). New Zealand is building its international position as a study destination and has registered some important gains over the last year and more. From January to August 2014 the country saw [its international enrolment expand by 12%](#) compared to the same period from 2013. The latest data shows that New Zealand is extending this growth trend into 2015
35. [EducationUSA unveils new web platform](#). EducationUSA, a branch of the US Department of State, launched a [new web platform](#) mid-April in order to attract and connect better with prospective international students. Featuring over 200 pages of content, and now fully responsive on mobile devices, the website offers key information and resources readable in over 90 languages.
36. [JASSO launches study abroad website](#). The [Japan Student Services Organisation](#), the independent body established under the Ministry of Education, Culture, Sports, Science and Technology (MEXT) that supports domestic and international students and administers study abroad scholarships, has launched a new study abroad [website](#). As part of its rejuvenated push to get more students to study overseas, the website includes comprehensive information on studying in different regions of the world, including routes into study in each country and available scholarships.

37. [Foreign HE enrolments in Japan recover after three years of decline](#). The number of foreign students studying in Japan increased by 9.5% from 168,145 to 184,155 between 2013 and 2014 as the country begins to recover from the impact of the 2011 Tohoku earthquake, new statistics from the Japan Student Services Organisation show.
38. [Education agents continue to play a larger role in UK recruitment](#). The use of education agents to recruit international students is becoming increasingly common around the world, to the point where agents are driving significant proportions of international enrolments in some countries. A recent survey by Times Higher Education (THE), for example, found that [British universities' commission payments to agents totalled £86.7 million \(US\\$127 million\) in 2013/14](#).
39. [Number of Chinese outbound students up by 11% in 2014](#). The world's leading study abroad market registered another year of strong growth in 2014. The number of Chinese students abroad was up sharply over 2013, and the enrolment of overseas students in China grew as well, albeit not as quickly.
40. [The factors driving international student mobility to and from Turkey](#). Last year ICEF Monitor reported on Turkey's ambition to become an international education hub and [host 150,000 foreign students by 2020](#). This ambition is only growing. Serdar Gündoğan, head of the Turkish Prime Ministry's International Students Department, has announced the government's [intention to host 200,000 inbound students by 2023](#).
41. [Egypt aims to quadruple international enrolment](#). The Egyptian government recently announced plans to increase the number of international students enrolled in the country and to market itself as a regional international education hub catering to Arab and African nations in particular. With [2.5 million university students](#), and some of the most highly regarded higher education institutions in the region, the country certainly has the potential to become an important regional centre for education, despite ongoing concerns around its political stability.
42. [Russia may increase foreign student quota by a third](#). The Education and Science Ministry, the Foreign Ministry and the Federal Agency for the Commonwealth of Independent States, Compatriots Living Abroad and International Humanitarian Cooperation (Rossotrudnichestvo) have proposed to increase the quota for foreign students in Russian higher education establishments by a third. The number of budget-funded foreign students in Russian higher education establishments may grow from 15,000 to 20,000," the newspaper said.
43. [Student mobility: publish data and democratise](#). A robust picture of student mobility is emerging from a national survey first undertaken in 2005, when more than 7,000 students from Australian universities were identified as studying abroad, rising to over 24,000 students in 2012.
44. [International Recruitment for Master's Programs: Trends, Issues, and Insights to Reshape Your International Enrolment Strategy](#). As the largest host country of international students worldwide, the U.S. has benefited from the rising interest in advanced degree programs. However, the complex, constantly changing and increasingly competitive international education landscape makes it challenging for international recruitment professionals to make informed and effective decisions. This article explores the trends, issues and insights that may influence institutional enrolment strategies when recruiting master's degree-seeking students from abroad.
45. [Strategic risk management in international student recruitment](#). "It's really all about trying to understand the 'what if' scenarios," says Pamela Barrett. "Any organisation that is operating internationally will operate in a field where there is significantly more risk to navigate." But what kind of risk are we talking about? How much risk are we prepared to take on? And how can we anticipate and manage risk effectively?

AAIR Newsletter Issue 4 - May

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 May. Please send your contributions to the editor@aair.org.au by Friday May 15.



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