From the President's Desk

by Dave Marr

Well I'm glad I'm not working directly in the sector in Australia at the moment as the uncertainty around Government policy must be making everyone's job pretty difficult. And when I speak to people that seems to be the case. Load planning and the like are hard enough when you are fully aware of the parameters, so that task must be all the harder for a lack of clarity of what will be the drivers in 2016 and beyond.

One thing's for certain though, institutional researchers and the work they perform are critical in any organisation facing the current challenges. New Zealand universities are familiar with this kind of scenario and have their own but, at this time, different challenges. So I'm sure there are lots of opportunities to learn from each other.

Hopefully AAIR's two practitioner-based Fora in 2015 will provide participants with useful tips and techniques on the practical side for problems you're confronted with day-to-day. As well, experts and your peers in the field will provide the broader sector-wide analysis of where we're at, where we're going and how to work through the various scenarios that drive the system.

The SIG Forum (see advertising elsewhere in this Newsletter) has become a very valuable resource for those practical aspects of data warehousing, business intelligence and load planning that must make our jobs just that little bit easier. So mark this one in your diary and join the University of Southern Queensland on Fraser Island in August. You still have until the end of May to submit an abstract.

The Annual Forum, to be held in Wellington, New Zealand from 9-11 November, will provide the broader spectrum of information as well as access to some clever analysis that people have been undertaking. And this year we're fortunate to have Stephen Few providing a keynote on the Monday. Further information will be provided over the next few months.

As I've said earlier, AAIR is undertaking a Strategic Planning process. We had hoped to meet in March but we've put that back until the 23-24 May in Sydney to ensure that as many of the Committee could attend. Dr Daniel Moody will again be facilitating those two days.

I'm happy to announce that at its last meeting, the Committee endorsed the appointment of Michael Cudmore as Chair of the Load Management Special Interest Group (SIG). Congratulations Michael. The Committee is keen to make better use of the SIGs. So to that end Jeff Holmes and Don Johnston are looking at how we can best utilise them. They will also be looking at how AAIR can more strategically manage our sponsor relationships which have become so important to us over the past seven or so years.

Our next AAIR Committee meeting will be held on 16 April, so if you have anything you'd like us to discuss please let me know at president@aair.org.au.

Dave Marr,
President
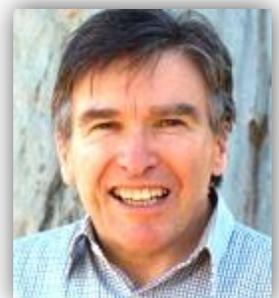
Call for Abstracts:

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.

Abstract proposals have been called and organisers invite members to consider making a presentation in one of the streamed breakout sessions which will offer the opportunity for short presentations (15-20 minutes) and long presentations (30 minutes) with time for discussion afterwards.

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**.

The program outline is now available.

Website: http://www.usq.edu.au/aair-sig
Twitter: https://twitter.com/AAIRaustralasia #aairsigforum
Venue: Kingfisher Bay Resort, Fraser Island

For further details, please contact:
Togamau Te'o
Manager, Strategic Information Systems
University of Southern Queensland
T: +61 7 4687 1885
E: aair-sig@usq.edu.au
W:www.usq.edu.au/aair-sig

2014 AAIR Forum Feedback Survey Results

The results of the feedback survey completed by 50 respondents are summarised below.

- **Main reason for attending the 2014 AAIR forum** in Melbourne – overall networking opportunities seemed most valuable closely followed by oral and discussion session topics. SIGS were also popular with operational/analyst roles.

- The 'identification of people doing similar work/research' was considered **the most substantial experience provided by the forum**. Value of the forum for those with operational/Analyst role working for less than 5 years –
  o 'Confirmation of your own practice';
  o 'identification of people doing similar work/research'; and
  o 'increased enthusiasm and motivation to undertake institutional research and/or evaluations'

Percent who considered that the forum provided substantial experience
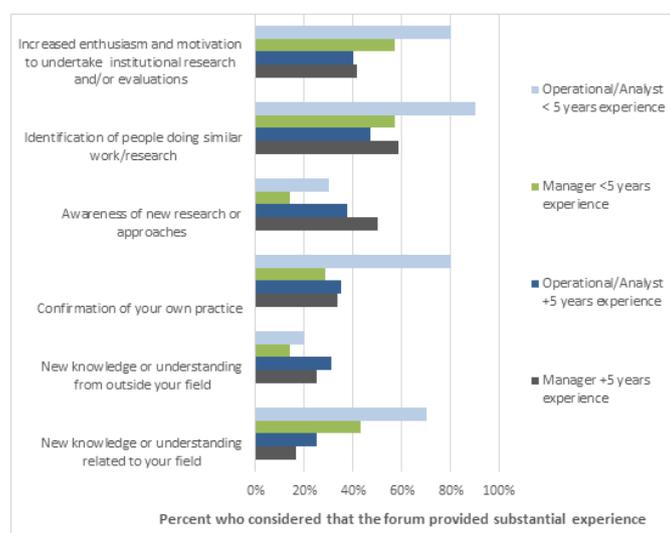
- **Respondents considered that:**
  o Preferred session timing is 40 minutes
  o Keynote timing of 45 minutes, including 15 minutes of Q&A time, was working well.

- **SIGs generally found useful.** Could be improved by more time for sharing of ideas and practices.

- **Overall satisfaction with the Forum** – Keynote by Professor Jane den Hollander, networking opportunities and panel session.

- **Overall value of forum** – almost 50% of respondents thought it was 'extremely valuable', highest amongst those who attended National Surveys SIG.

- **Extremely valued by Operational/Analyst role with less than 5 years' experience.** Sessions particularly impressed with and why:
  - All I attended
  - I really appreciate sessions like David Carroll's that have clear background, results and discussion and give ideas on how you apply a similar technique to the same dataset or other data
  - David (who won the best presentation/paper) was particularly impressive. He was very deserving of the award
  - Keynote by Jane den Hollander – good broad working knowledge of the sector – engagement with the audience and excellent question session
  - Thoroughly impressed with Jane Den Hollander's presentation, it was real and it was relevant
  - I particularly enjoyed Jane den Hollander's keynote
  - Machine Based Learning – engaging speaker and interesting topic
  - My favourites were the session on using machine learning to estimate enrolments from applications, and the one on predicting student response to an external survey using internal survey results. They were both great because they were both related to my role but also about things I haven't tried yet. So relevant and stimulating!
  - 2 Vice-chancellors on the (panel). The story telling approach taken by the presenter was very engaging.
  - The panel discussion on the closing day was excellent; probably my favourite session of the forum. The speakers were interesting and brought varied perspectives to the discussion
  - The panel session was very good due to both the panellists and the topic

Higher Education@home

by Louise Hargreaves

1. Universities Australia, Australian Chamber of Commerce and Industry, Australian Industry Group, the Business Council of Australia and the Australian Collaborative Education Network have collaborated to develop Australia's first ever National Work Integrated Learning Strategy. The strategy is designed to increase opportunities to participate in WIL, recognising the benefits to students, employers, universities and the economy.

2. The Grattan Institute recently reported that 40 per cent of VET FEE-HELP money loaned to students will not be recovered. This compares to 21 per cent of loans made to those undertaking university degrees. Details of these estimates are contained in Andrew Norton's submission to the Senate enquiry into Vocational Education Funding.

3. The Teacher Workforce in Australia: Supply, Demand and Data Issues paper provides a brief overview of the current teacher workforce situation in Australia. It highlights workforce trends and projected growth, and areas where the collection and analysis of additional data may assist in the targeting of effective policy.

4. Australian MOOC provider OpenLearning offers universities free access. In a bid to expand its presence in Australian universities, massive open online course (MOOC) provider OpenLearning is offering academics free access to its platform to deliver university courses.

5. World rankings don't assess best unis for students. Students should ignore world rankings and try to discover where the best university teachers are - because that is what will matter to them during their degrees. It's a simple question that deserves a simple answer: what's the best teaching university in Australia?

6. ACPET to launch preferred agent list in Australia. The Australian Council for Private Education and Training has announced that it will produce a Preferred List of education agents to work with its members, as it publishes a new Code of Practice for working with agents and education brokers.

Higher Education Reform

7. On March 13, the Senate Education and Employment Legislation Committee released the Higher Education and Research Reform Bill 2014 Report. The committee recommended the Senate pass the bill.

8. Three days later, the Senate Education and Employment References Committee released the Principles of the Higher Education and Research Reform Bill, 2014, and Related Matters Report. The committee recommended the Senate reject the bill and inter alia, that the Government should commission an independent review to update the 2011 Base Funding Review.

9. On March 17, the Senate defeated the Government's plan to deregulate university fees 34 votes to 30, with Labor, the Greens and five of the eight crossbenchers combining to vote against it.

10. Concerns of excessive increases in student fees under a deregulated system prompted proposals such as Chapman and Phillips' University Subsidy Contingent Scheme (USCS) (see submission Number 1).

11. Professor Peter Dawkins and Dr Janine Dixon from Victoria University also released a paper detailing a new way forward in Higher Education policy entitled Alternative Approaches to Fee Flexibility: Towards a Third Way in Higher Education Reform in Australia. The proposal supports some degree of price flexibility, and an enhanced equity package while retaining the demand driven model.

12. Kim Carr, Shadow Minster for Higher Education, Research, Innovation and Industry, speech to Universities Australia's national conference in March provided a preview of Labor's higher education policy it plans to take to the next election. Labor supports equity and a renewed focus on completions. The Labor party also supports university course offerings that reflect national educational priorities and conditions in their local labour markets. Labor's proposed accountability mechanism will be via individually negotiated compacts.

13. Expectations are rising that the federal government will announce a consultation process with the sector before resubmitting its reform package to the Senate in the winter sitting period.

14. New calls for independent higher education commission. The academic union has reiterated its call for an independent higher education body to oversee and implement policy and funding arrangements, including negotiations with individual institutions over the number of student places it would fund.

15. The University Rankings no government wants to talk about. Rodney Tiffen, Emeritus Professor at the University of Sydney, examines the public funding of Australian universities ranked against other OECD countries.

16. Andrew Norton's review of Tiffen's article, OECD Comparisons are a Poor Guide to Higher Education Funding Policy, argues university fees that are high compared to other countries, but modest compared to private benefits, have helped Australia deliver higher education to the masses on a tax take that is less than many other OECD countries.

17. And who can go past a Greg Craven quote to wrap up this section? In an opinion piece for The Australian, Craven, in response to speculation of some form of capping of student places, wrote that "For higher education, it is the ultimate Stalinist wet dream. Instead of deregulation, we will have pegged demand and pegged price. From Moscow on the Molonglo, to Pyongyang on Parliament Hill."

Policy Watch

18.   On March 5 the Government released the 2015 Intergenerational Report. The report contains analysis of the key drivers of economic growth – population, participation and productivity – and examines what projected changes in these areas mean for our standard of living and public policy settings.

Spending per higher education student (in today's dollars) is projected to fall from $11,800 in 2014-15 to $9,400 in 2054-55. If HELP loans to students are taken into account then the amount the government provides per higher education student (in today's dollars) is projected to rise from around $19,100 per student in 2014-15 to $23,100 per student in 2054-55.

19.   New TEQSA publication on risk and standards based quality assurance. TEQSA has published a detailed explanation of its approach to assuring higher education standards across the sector. A risk and standards based approach to quality assurance in Australia's diverse higher education sector is now available for download.

Graduate Outcomes

20.   Were undergraduates brighter in the good old days? Are today's undergraduate students not as good as those who studied at university a few decades ago? Third Degree searched higher education journals for research comparing the quality of undergraduate students in the 1970s and '80s with those studying now.

21.   First-year university students are happier than ever. But the overall positive findings of the study, which has been published every five years since 1994, are marred by two clear and disconcerting findings. Students with low ATARs are not sharing the positive experience of the rest of their cohort. And only a minority of all first-year students are enjoying the collegial aspect of university.

22.   Non-uni higher education provider (NUHEP) students more satisfied than university students. The 2014 University Experience Survey results have been released and this time they included students from NUHEPS. A total of 1,444 students from 15 NUHEPs completed a survey. Given that there are about 130 NUHEPs the results aren't conclusive, but they are interesting.

The University Experience Survey (UES) also revealed that IT, engineering and economics students are the least satisfied with teaching quality.

23.   The First Year Experience in Australian Universities: Findings from Two Decades, 1994-2014. The Melbourne CSHE released a report earlier this week on the first year experience of students in Australian universities over two decades, from 1994 to 2014. The report found that, among others, first year students in 2014 were generally more positive in their outlook and better prepared for the transition to university than students in previous studies. However, they were less socially engaged in the university community and preferred to keep to themselves.

Who's on the Move?

24.   Professor Barney Glover to become new Chair of Universities Australia. The Vice-Chancellor and President of the University of Western Sydney Professor Barney Glover will become the next Chair of Universities Australia. Professor Glover was elected unopposed and will take up his new position on 19 May 2015.

25.   Gillard named Ducere chancellor. Julia Gillard has been appointed chancellor of online education provider Ducere which is owned by the enormously wealthy but media shy Liberman family. Ducere's unique education model includes a "global faculty" of 150 prominent business and political figures, including John Howard and Desmond Tutu, who deliver lectures online to enrolled students.

26.   Marginson to head global higher education research centre. On March 26 the UK government announced funding for a new Centre for Global Higher Education to be headed by Simon Marginson, a professor with the University of London's Institute of Education and formerly of Melbourne University.

Tips and Tricks

27.   Introduction to Google Script: Many users (or entire institutions) are increasingly using Google for various functions, including the creation of spreadsheets and documents. Google offers an application similar to VBA, called Google Script, which allows the same kind of extended functionality in Google applications as VBA does in

Microsoft applications. If you use Google and are familiar with VBA programming, you can easily learn to use Google Script. This Tech Tip from our AIR colleagues in the US provides a very basic introduction to getting started in Google Script. From there you're only limited by your imagination (and time constraints, of course).

Frivolous Favourites

Have you read any light hearted, frivolous or amusing higher education articles that you would like to share? If so, please send them to editor@aair.org.au.

28.   11 things I learned about academia by analysing 14 million RateMyProfessor reviews. This data visualisation tool allows you to plug in any word (or two-word phrase) and see how much that phrase is used in 14 million RateMyProfessor.comreviews.

29.   Meet the 26-Year-Old Behind Academic Twitter's Most Popular Hashtags. It didn't take much for Glen Wright to figure out that academics on Twitter are just like everyone else. Many academics spend their days reading and purveying dense, largely humorless tomes, or buried in lab work or archives, and have a reputation as a serious tribe. Cats and Twitter, however, are great equalizers.

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.

Higher education conferences, events and opportunities

A selection of upcoming events that may be of interest:

Higher Education Data Warehouse (HEDW) Annual Conference

April 19-22, 2015

Marriott Hotel & Conference Center - Bloomington-Normal, IL
The conference is attended by over 400 higher education data professionals and is known for its collegial vibe and coverage of trending issues. Speaker sessions are a mix of formats including individual speakers, panel presentations, and audience participation.

ICHE 2015: XIII International Conference on Higher Education

 25 to 26 May, London

The conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Higher Education.

24th National Vocational Education and Training Research Conference 'No Frills'

6 to 8 July 2015, Sydney, NSW

The 2015 event is themed around Youth, Pathways and Skills. Building a skilled workforce through education and training is everyone's business - from governments, industry, employers and training providers through to students, parents, peers and the community. Join us to discuss three key areas vital to developing the VET system and meeting future skills demand; Youth, Pathways and Skills.

Funding Grants for Women in the Education Sector

In 2015 Women & Leadership Australia is administering a national initiative to support the development of female leaders across all sectors.

From March 2015 the initiative will provide women in the Education Sector with grants for leadership development. More specifically, grant applications are open to women employed in the Education Sector at three levels.

Should you wish to discuss the initiative in more detail please contact Shreya Aggarwal at the office of the National Industry Scholarship Program, Australian School of Applied Management on 03 9270 9000 or via SAggarwal@asam.edu.au.

See our **Events/Fora** webpage for more national and international events.

Enjoy reading?

Here are a few recent releases:

Rankings and the Reshaping of Higher Education: The Battle for World-Class Excellence. The second edition of Rankings and the Reshaping of Higher Education brings the story of rankings up-to-date. It contains new original research, and extensive analysis of the rankings phenomenon.

Ellen Hazelkorn draws together a wealth of international experience to chronicle how rankings are helping reshape higher education in the age of globalization. Written in an easy but authoritative style, this book makes an important contribution to our understanding of rankings and global changes in higher education. It is essential reading for policymakers, institutional leaders, managers, advisors, and scholars.

The End of College: Creating the Future of Learning and the University of Everywhere: Kevin Carey. Carey directs the education policy program at New America, a Washington-based think tank. His book, The End of College: Creating the Future of Learning and the University of Everywhere, came out earlier this month.

The End of College takes the long view in diagnosing a higher education business model that Carey says is desperately flawed. He goes back centuries to describe how colleges developed scattered and disjointed missions. Carey also looks forward, to how information technology could help birth a more affordable and meritocratic form of higher education.

Leadership and Management in Institutional Research: Enhancing Personal and Professional Effectiveness by William E. Knight, Ph.D.

Leadership and Management in Institutional Research is an important new volume on IR leadership that addresses the need for IR professionals to increase their ability to affect change and influence key campus decision-makers.

Higher Education Abroad

by Louise Hargreaves

1. Student Success: Building a Culture for Retention and Completion on College Campuses – The Chronicle of Higher Education Free 2015 Report. For years, colleges focused their attention on getting students in the door – without worrying about what happened next.

   With more than 400,000 students dropping out of college every year, provosts and other leaders face the challenge of getting more students on the path to degree completion.

2. Going Global 2015: Challenges facing the world's largest HE systems. Nine of the largest higher education systems in the world will convene at the Going Global conference in London this year to debate the impact of the greatest global massification of higher education ever experienced. India, China, Brazil, Nigeria, Russia, Pakistan, Indonesia, the United States and the United Kingdom together enrol more than half of the world's higher education students. They are facing unprecedented challenges.

3. English Higher Education Power List 2015. Compiled by an independent panel of HE experts, the 2015 HE Power List represents the top 50 movers and shakers in English higher education. Who has the most influence in the sector? Who will be instrumental in shaping its future?

4. Growing questions about the business model for higher education in the US. For several years, higher education institutions in the US, and to some extent those in other major destination markets, have faced financial pressures that are, without a doubt, difficult to solve. These strains alone would place financial constraints on all but the hardiest of institutions, but they are exacerbated in the current climate by some important demographic trends.

5. Tutu joins Harvard divestment push. A push for Harvard University to divest its massive $36bn endowment of interests in 200 fossil fuel companies is building ahead of two days of civil disobedience scheduled for April. Archbishop Desmond Tutu is the latest high profile alumni to sign a letter calling on university administrators to divest ahead of climate change talks in Paris later this year.

6. Next Phase for Gates's Completion Agenda. After spending roughly half a billion dollars on the college completion agenda during the last seven years, the Bill & Melinda Gates Foundation is ready to be more assertive about what it thinks should happen in four key areas of higher education policy.

   The Foundation lays out what an official there calls its "strategy reboot" in a newly released document. It describes a focus on data and information, finance and financial aid, college readiness, and innovation and scale.

7. College presidents predict new institutional models. A new think-tank-esque collection of leading college and university presidents came together to discuss the trends and disruptions shaping higher education, thanks to new technologies and the evolving global economy. Outside of just naming trends, they also predicted new models of higher-ed that may exist in the next 10 years.

8. US: Congressional Report Finds Innovation in Higher Ed Stifled by Regulation. New report says Department of Education has over-stepped its regulatory bounds for higher education.

9. Major Beijing universities still using foreign textbooks despite minister's call for ban. An investigation by mainland media shows that major universities in Beijing are continuing to use foreign textbooks in the spring semester, despite a government minister's call last month for them to be banned.

10. France: Foreign students to pay full fees for higher education? Most foreign students from outside the European Union should pay full tuition fees, and these resources – estimated at €850 million (US$940 million) – should be invested to ensure France can adapt to the new challenges of internationalising higher education while offering a fair, high-quality, attractive system, says a new report.

11. Africa: 50% higher education participation in 50 years. The African Higher Education Summit has called for radical expansion of higher education to achieve an enrolment ratio of 50% within 50 years. A draft declaration and action plan also urges greater investment in higher education and research, improved graduate employability and enhanced diversification, differentiation and harmonisation at all levels by countries.

12. Which pays off more: Getting a university degree or investing the tuition money? As university tuition fees continue to rise and graduates have trouble getting good-paying jobs, parents and students alike might be wondering if university is even worth it any more.

13. The impact of the European Fund for Strategic Investments on Europe's Universities. EUA has published an analysis of the EU Investment Plan's potential impact on universities. The policy brief marks a new phase in EUA's campaign and underlines that the sector is unlikely to benefit from the European Fund for Strategic Investments (EFSI), given the loan-financing mechanism the fund is built upon, and makes specific proposals to shift cuts away from Horizon 2020 to avoid damage to Europe's long-term research capacities.

14. A Web of "Diploma Mills" Preys on Arab and Western Students Alike. A global network of fraudulent online universities is using high-pressure sales tactics and phony scholarships to extract money from students who end up with worthless degrees.

Online Learning

15. How Google and Coursera may upend the traditional college degree. Recently, the online education firm Coursera announced a new arrangement with Google, Instagram and other tech firms to launch what some are calling "microdegrees". Together with other developments, such as rival MOOC developer Udacity's "nanodegree" program, the Coursera announcement could be an important step in a radical shakeup of higher education.

16. EdX and Microsoft Launch IT Development MOOCs. In a first for both companies, edX and Microsoft have partnered to launch IT development courses on the edX online learning platform. Taught by Microsoft experts, the courses focus on core development skills for cloud and mobile technologies, and feature interactive coding, assessments and exercises.

17. MOOCs to the rescue? The hype surrounding massive open online courses in recent years has led to questions about whether teaching — and learning — through a lecture broadcast to several students at the same time could democratize education, which is becoming an increasingly expensive investment in many parts of the world.

18. How to calculate the real costs of developing and delivering MOOCs. Researchers at Brown and Columbia attempt to determine not just costs associated with MOOC production, but faculty time, marketing, and IT development…and if it's all worth it. Is a MOOC worth anywhere between $39,000 to $325,000 in development and delivery costs to your college or university? How do you know?

Competency Based Education

19. 5 steps to help CBE topple the credit hour. New report details a framework that could help bring a unified system of competency-based education (CBE) across institutions seeking to act as a stronger bridge between students and employers.

20. First graduating class lauds Capella's competency-based model. US based Capella University has gained a solid reputation for its competency-based education options, offering students a flexible, online, self-directed program in FlexPath. The program doesn't have lectures or faculty-led activities and a syllabus doesn't force a set timeline on each course beyond the requirement that students prove they have mastered the topic within the 12-week semester.

Technology

21. 6 significant challenges impeding technology adoption in higher education in 2015. The NMC Horizon Report: 2015 Higher Education Edition came out earlier this month, laying out what its panel of experts believes to be the significant challenges impeding technology adoption in universities. The not-for-profit research group New Media Consortium has grouped the trends in three sections - those which it says are "solvable", "difficult", or "wicked".

22. Education institutions lag in data protection. A new report from Evolve, an IT services company selling cloud space, shows education institutions are more likely to lose critical data than their peer organizations in the business, government, and nonprofit sectors — and more likely to lose it forever.

23. 9 Ways to Doom Your Data Analytics Efforts. While data has become an essential tool for decision-making on campus, analytics are a tricky business. Here are nine pitfalls to avoid.

24. Top Ten Trends in Higher Education Websites in 2015. Today, the student community has moved to digital spaces, and expects information, that can be made available beyond the conventional route. A website is their first touch point to initiate further interaction with an institute.

25. To Tweet or Not to Tweet – What role should presidents play in campus social media? Over the course of the past decade, higher education has been profoundly impacted by changes in technology. Distance education, MOOCs, and even campus e-alert systems have exploded in the past decade. And then there is social media. But there are still many presidents who are still unsure of social media and might believe that it is not a good use of their time or something that is the providence of the young.

26. New LinkedIn feature makes adding ed credentials easier. LinkedIn's new "Add to Profile," button, available broadly today, allows institutions to embed a link on their website or in emails to graduates so they can add educational experience to their profile in one click.

Rankings, Ratings and Benchmarking

27. The university rankings roller coaster. Recent international rankings of universities seem to show that Canada's major universities are slipping. But looking closer, they're in fact not doing badly.

28. THE MENA Ranking: Interesting Results. Times Higher Education (THE) has just published its ranking of universities in the MENA (Middle East and North Africa) region. The ranking contains precisely one indicator, field-normalised citations, meaning that it is not the number of citations that matter but the number compared to the world average in specific fields.

29. U.S. Education Department. Considers Creating Not 1 but 2 College-Ratings Systems. The Education Department, under continued fire over its planned college-rating system, is considering creating two systems. The first ratings system would be geared toward consumers and be based on raw outcomes metrics. The second would be geared toward policy makers and researchers, and would rely on metrics adjusted for student and institutional characteristics.

30. Why U-Multirank deserves a second look. With U-Multirank's second world university rankings to be published on March 30, this article looks at why the EU-backed initiative is treated with suspicion by some higher education stakeholders.

Student Recruitment and Mobility

31. The China challenge: Diversification and managing risk in international education. It might be the biggest "What if?" in international education. What if Chinese demand for study abroad changes? Or, more drastically still, what if something happens to significantly alter the nature and scale of outbound student mobility from China?

32. Universities 'over-reliant' on Chinese students: HEFCE. English universities have become over-reliant on growth in recruitment of full-time postgraduate

students from China and have developed a risky dependence on scholars funded by their own governments, according to new analysis by the Higher Education Funding Council for England, or HEFCE.

33. China focuses on regional students as inbound enrolments up. China will focus its student recruitment efforts on neighbouring growth markets, it has announced, as government statistics reveal increasing incoming student numbers in India and Pakistan are offsetting stagnation in other markets. Meanwhile, the number of outbound students is on the rise.

34. UK losing out to US and Australia in race for overseas students. The UK's slight growth in international student recruitment over the past year over-shadows a "global under-performance" when compared with other countries, an analysis has warned. A British Council report, which analyses Higher Education Statistics Agency figures and Home Office data on student visa issuances, finds that the UK's market share of international students will continue to decline in 2014-15 amid continued US domination, as it has for the past three years.

35. UK HE agent spending tops £86.7m. UK universities paid out an average of £1,767 per international student to education agents in 2013-14 and overall spending on non-EU recruitment is increasing sharply, an investigation by Times Higher Education has revealed.

36. Forecasts point to strong growth in outbound mobility for Pakistan. Pakistan, the sixth most-populous nation on Earth, is predicted to see its population grow to nearly 300 million people by mid-century. Despite a very low current ratio of 17-to-23-year-olds active in higher education (only 5.1%), demand for higher education is growing in the country and so is demand for study abroad.

37. MOOCs could be 'major recruitment tool', says FutureLearn head. Massive open online courses will be one of the most important tools for recruiting overseas students over the next five years.

38. Iraq government cuts threaten its brightest students abroad. Iraqis pursuing postgraduate study abroad face a difficult future, after the country's higher education minister signed two measures cutting their stipends by up to 50% and limiting support to three years. The measures,

due to come into effect from April, will also affect any student hoping for an advanced degree from a foreign institution.

39. Student Recruitment Strategies for the New Age. Ten years ago student recruitment was simply about school visits, open days and a big paper prospectus. Liz Murphy, Head of Education Marketing and Advertising, UCAS (Universities and Colleges Admissions Service – a UK based Charity) shares recruitment strategies for the new age.

40. Getting started on Snapchat, one of the world's fastest-growing social media apps. For marketers in the education sector, there is obviously one age range in particular around which promotional and branding strategies must hinge: that of students. This is a relatively narrow range that skews young, particularly from mid-to-late teens and into the mid-20s. And this is why Snapchat deserves the serious consideration of educational marketers.

AAIR Newsletter Issue 3, April

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 April. Please send your contributions to the editor@aair.org.au by Friday April 17.

Louise Hargreaves
AAIR eNewsletter Editor