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FROM THE PRESIDENT

Looking forward...and backward...

Annual AAIR Forum 2017



Have you registered for the 2017 AAIR Forum in Alice Springs yet? I have and I am really looking forward to seeing you there. The theme this year is *The Centre of Australia, Centre of Decision Making*. The Forum runs from 31 October with pre-forum workshops and special interest group meetings, through to 2 November. The program is in the process of being finalised, and I believe you will find that the papers presented, the keynote presentations, and the panel discussions, will be lively and stimulating. Social and networking events are always important and are often a highlight of an AAIR Forum. The welcome reception on the evening of 31 October will be held in the courtyard at the [Alice Springs Convention Centre](#), and the Forum dinner on 1 November will be held outdoors at [The Old Quarry, Alice Springs](#).

We are lucky again this year to have [eXplorance](#) as our Platinum Sponsor. [Altis Consulting](#), who have been involved with the AAIR Forum since 2011, will also be participating in the AAIR Forum 2017. So, if you haven't already registered,

make sure that you go to www.aairforum.com.au and fill in your details to be sure that you don't miss out on this important event. Take this opportunity to upskill, interact, learn and network – oh, and have an amazing experience!

AAIR SIG Forum 2017



For those of you who were lucky enough to attend the 2017 AAIR SIG Forum – *Creating Connections and Exploring Possibilities* – in Sydney this past July, you will know what an advantageous event it was. Some 80 participants attended the event at Macquarie University, with participants hailing from Australia, New Zealand, and from as far as Hong Kong. With every area except the Northern Territories represented from Australia, the most participants came, not surprisingly, from NSW with four participants each from the University of Technology Sydney, University of Wollongong, Western Sydney University, and Macquarie University.

Apart from the very informative and interesting keynotes, topics covered included the areas of Surveys, Student Feedback, Business Intelligence, Government Reporting and Load Management.

Congratulations go to Dr Richard Price (Flinders University) for being awarded the Best Presentation for 'Trends in

learning analytics research – A report on the major themes from Lak16 and Lak17'. Congratulations also go to Mark Lang (Newcastle University) who was awarded the Best New Presenter for 'Square, Arch or Circle? Insights gained by taking a different view of international admissions data'. This was Mark's first time presenting at an AAIR event.

Again, we were lucky to attract sponsorship from several organisations, without whom we couldn't run these events so successfully. Therefore, we offer special thanks to the following sponsors:

Platinum [Altis Consulting](#)
Gold [MIP](#)
Gold [NeoData Australia](#)
Silver [eXplorance](#)
Bronze [QILT](#)
Dinner [Cortell Australia](#)



Kathie Rabel
AAIR President



EDITORIAL

Welcome to the August 2017 edition of *The Institutional Researcher*.

Two significant activities this month: the release of the *Change the course* national report on sexual assault and harassment at Australian universities, and; the continuing debate over the federal government's higher education proposals. Both issues created plenty of media time and we've attempted to summarise here.

Amidst all these talks around higher education funding cuts and debate, Australian vice-chancellors' pay packets unsurprisingly drew scrutiny once again with their million dollar salaries (average salary package of Australian VCs were \$890,000 in 2016).

This month's Institutional Researcher is Emma Farley, Director for the Office of Planning Services from Griffith University in Brisbane.

And finally, the co-editors thank Alex Sieniarski for her excellent overview of the recent AAIR SIG Event in Sydney. The event was a wonderful prelude to the annual [AAIR Forum](#) to be held in Alice Springs, Northern Australia 31 October to 2 November. Registrations are now open and we are also calling for abstracts which closes on 28 August (deadline extended).

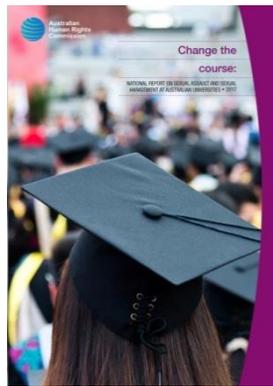
Happy Reading.

Tracy and Monica

SECTOR NEWS AND VIEWS

Change the course - Australian Human Rights Commission report on sexual harassment at Australian universities

There was much commentary and discussion following the August 1 release of the [Australian Human Rights Commission survey](#) on sexual assault and harassment in Australian universities. Click [here](#) to read the full report and infographics.



Immediately after the release, [Universities Australia](#) responded with a 10-point plan including training for staff and education for students on how each university responds. The [IRU](#) endorsed the UA response and [TEQSA](#) has released further material to help providers understand responsibilities around fostering a safe environment, including [guidance notes](#) for wellbeing and safety on campus.

Michael Flood's piece in [The Conversation](#) on the day of the release is worthy of a read to understand the context of this issue and examples of existing practice both nationally and internationally. Additionally, Sex Discrimination commissioner Kate Jenkins, Monash VC Margaret Gardner and QUT Sociologist Michael Flood were further interviewed the following day in [Universities unveil plan to reduce sexual harassment and sexual assault on campus](#).

The Australian followed up the release of the survey results with [questions](#) regarding the methodology of the survey itself and the nature of the small survey cohort asking whether the findings were actually representative of the national cohort of students. *The Pie News* also added that [international students](#) are generally more susceptible to

exploitation due to a lack of awareness, and that the survey should reflect a higher prevalence of harassment and assault within that population than the domestic cohort.

Internationally there has been some coverage of the survey results. In [Alarming Levels of Sexual Violence Found on Australian Campuses](#), *The New York Times* detailed the main results and *University World News* included a suite of articles in a [special report](#).

The [Consortium of Australian Sexual Violence Researchers](#), which has more than 60 members, will release regular evidence briefs to help inform university responses to the *Change the Course* report. Anastasia Powell, RMIT justice and legal studies lecturer formed the consortium on the back of the Human Rights Commission's report on sexual violence in university communities. "We aim to be an independent voice that will advocate for change and sustainable solutions to issues of sexual violence and harassment that we hope that universities will then take on board and use to develop their responses," Dr Powell said.

Higher Education Reform Package

Latest update as at the time of publication: The fate of \$2.8 billion in savings at the heart of the Turnbull government's higher education reforms remains in the balance after senators delivered [a split verdict on the proposed changes](#). Education Minister Simon Birmingham will need the support of 10 of the 12 crossbenchers if the government is to win parliamentary backing for its changes. At the moment, the Coalition does not have the numbers.

Leading up to the Senate meeting, the Turnbull government has [slammed "doomsday statements" from universities about its planned funding cuts](#). Based on the Department of Education data released on 25 July 2017, the per-student amount from taxpayers over the next two years will be more than in past years when all universities posted surpluses, despite government plans to cut funding. Education Minister Simon Birmingham says this shows universities should be able to find efficiencies in their operations because as recently as 2011 they successfully operated with far fewer students and less per-student funding.

The federal government's proposal to lower the HELP repayment threshold



leaves it with [no excuse not to extend loans to vocational education and training students](#). Tertiary education policy professor Peter Noonan says the planned \$42,000 yardstick puts repayment well within the reach of people with certificates in high-volume disciplines such as human services. Professor Noonan said the new threshold removed any rationale for restricting income-contingent loans to degree and diploma students. He added that maintaining the status quo would disproportionately disadvantage students from low socioeconomic backgrounds who gravitate to certificate courses. It could also jeopardise the labour market by impeding study in key skill shortage areas, such as childcare and aged care.

HECS architect Bruce Chapman has [opposed calls to remove an inequitable fee on loans for private courses, arguing instead that the impost should be extended to all students](#). Under current arrangements, higher education students at private providers and TAFEs must repay a 25 per cent surcharge in addition to their tuition loans. Public universities students do not attract this fee. The unequal treatment has fuelled bitter resentment at private colleges, which say the fee contravenes the principles of competitive neutrality and should be eliminated. But Professor Chapman said it would be fairer to make the fee universal. "I wouldn't be removing it from the private providers, I'd be putting it on all of them," he told the Australian Conference of Economists in Sydney last week.

University chiefs were lining up meetings with crossbenchers prior to the delivery of the Senate Inquiry report. University leaders were [urging Senate crossbenchers to stop the higher education reform package](#), taking a state-by-state approach to building the numbers in the upper house to vote down the reform.

Outspoken University of Queensland economist John Quiggin said policy discussions had become dominated by two sets of ideas, neither of them rooted in reality. One was an "obsolete" hankering for the days when university was an elite optional extra rather than a labour market necessity. The other was the "zombie idea" that competition, markets and incentives could build a better higher education sector than professionalism and a teaching ethos. ["All this discussion about markets,](#)

[competition and choice totally misunderstands what education's about](#). There's no way around this, in my view, while we have this language" said Professor Quiggin.

The National Union of Students (NUS) has appealed for time-out in the slanging match between the government and universities, and called for a serious and considered discussion on higher education reform. NUS president Sophie Johnston said she was [frustrated by the childish point-scoring that seemed to be dominating this week's Senate education committee hearings into proposed higher education legislation changes](#). "We wanted a discussion on reform but it just hasn't happened. The rest of the world is taking serious reform and acknowledging changes in the job market but it isn't happening here" said Ms Johnston.

Other news

Australian university vice-chancellors were paid an average salary package of \$890,000 in 2016 according to a review in [The Australian](#). Michael Spence from the University of Sydney topped to pile earning \$1.4m.

International education is at a "tipping point" as [the landscape is remoulded by forces including a global demographic shift](#), the fading primacy of university brands and the diminishing importance of English as the lingua franca. The British Council has identified 10 trends ushering change across the industry, topped by a demographic tilt towards Africa. The report, by the council's Hong Kong-based Education Intelligence arm, also predicts intensifying corporate sponsorship and accelerating technological change will transform the sector.

Also from the British Council, their [second global education study](#) which used a framework to draw comparisons across 38 countries and territories against three broad categories: International student mobility; Transnational education (TNE); International research engagement. Australia scored extremely highly on almost all measures. It came first in openness, degree quality and transnational engagement. Where it fell notably short was in sustainable development policies; placing 30th out of 38 countries. The criteria in this last category relates to outbound scholarships and foreign language provision in the country. The countries

with minimal efforts in this space are Australia, Russia and the UK

Unprecedented growth in international student enrolments saw [\\$2.4 billion flow into the Australian economy in the last financial year](#), an 18.5 increase on 2015. Phil Honeywood, executive director of the International Education Association of Australia, said universities accounted for nearly all the additional growth which had been concentrated in Sydney and Melbourne.

Western Sydney University (WSU) confirmed that it has accepted an invitation to [join the Innovative Research Universities \(IRU\) network](#). The IRU's existing members are: James Cook, Griffith, La Trobe, Flinders, Murdoch and Charles Darwin. IRU Chair and Flinders University Vice-Chancellor, Professor Colin Stirling said, "WSU is well aligned with the ethos and values of the IRU. We are very pleased to welcome them as a member. We share a commitment to fostering student success, innovation and excellence in our education and research".

Professor Peter Shergold, the Chair of the Higher Education Standards Panel has predicted that [build-your-own education is poised to make the jump from vocational to higher education](#). "You can already see that people are starting to not just enter a degree and complete it, but make decisions along the way" said Professor Shergold. It is anticipated that university students would increasingly take detours into the private sector as new forms of training became available. This would present universities with an underappreciated competitive front. The prediction echoes a recent report from the British Council, which identified corporate investment as one of the top 10 trends in higher education policy. The report names Google among the corporate giants wading into the education space.

Campus news

As reported last month, Federation University's new Brisbane campus will begin student admissions from November. The University will run a [trimester model](#). Additionally, the University is offering [free accommodation](#) to new international students from 2018.



VET news

Three out of every four young people say [they would not consider an apprenticeship or traineeship as a career](#). This finding comes despite 43 per cent of Year 12 students have no idea of what they want to do with their lives once they finish school. The group behind a new survey of 5000 young people, on attitudes to school and post-school transitions, say the fact that nearly half of Year 12 students are directionless in their final year of school suggests teachers are failing to prepare students for life after school. They say ATAR dominates the final couple of years, inflaming stress and mental health issues.

Robin Shreeve, the former Director of TAFE NSW – Western Sydney Institute, shared his thoughts on the OneTAFE modernisation program that is currently underway. Mr Shreeve argues that, “to dismantle 10 TAFE Institutes and form a new OneTAFE delivery structure is a far bigger endeavour than merging a few Institutes and centralising corporate services”. His full article is available on [LinkedIn](#).

Rankings

Spanish research agency Consejo Superior de Investigaciones Cientificas has released the [biannual issue of its Ranking Web of Universities](#) which assesses rank by volume and impact of web presence. The University of Melbourne (world rank 59) remains number one Australia followed by the rest of the Group of Eight. The University of Auckland (world ranking 163) and Curtin University follow.

Meanwhile in New Zealand

A hundred international business students at the International College of New Zealand (ICNZ) will be forced to start their studies all over again elsewhere - after [the school lost accreditation for three of its business courses](#). The NZQA identified issues with the quality of the school's assessment processes in three courses that led to students passing when they shouldn't have. As a result the NZQA has withdrawn the accreditation for ICNZ's National Diploma in Business, Level 5 and Level 6, and its Diploma in Business Management Level 7.

Around the world

With some interest in the rising cost of student fees in Australia, it has been fascinating following comments from UK Chair of the National Infrastructure Commission Andrew Adonis, a former Tony Blair Labour Minister. Adonis began his commentary in early July via [The Guardian](#) and has since criticised both the [cost of tuition](#) in the UK and, most recently, the salaries of [current VCs](#). He's been persistent on social media detailing his views on the sustainability of higher education. You might want to follow him on Twitter [@Andrew_Adonis](#)

Academic scholarship and publishing

Earlier this month publishing giant Elsevier became a major player in the institutional repository landscape with the acquisition of the private company [Bepress](#). Bepress was founded by academics in 1999 to help journals speed up the peer-review process, Bepress's most popular offering is now a service called Digital Commons - a cloud-based institutional repository. This service, which is used by more than 450 institutions, allows universities to share research outputs such as preprints, student theses, data sets and special collections with the public and is free. An [Elsevier news release](#) said the acquisition of Bepress was part of a deliberate effort to shift the company from journal publishing into research and technology data management.

The Bepress acquisition has caused some concern in different corners: Richard Schonfeld's post in [The Scholarly Kitchen](#) and on his [blog site](#) summarise suspicions around commercial publishers controlling and owning most of the publishing workflow; [Library Babel Fish's](#) piece in Inside Higher Ed articulated the frustration felt by academic librarians who see companies like Elsevier as predatory and profit focused.

BIG DATA, ONLINE LEARNING, ANALYTICS & TECHNOLOGY

[Artificial intelligence holds great potential for both students and teachers – but only if used wisely](#). Simon Knight and Simon Buckingham Shum from UTS explore the ethical development of innovations in teaching and learning in

their piece in *The Conversation* and note the importance of understanding the “datafication” of our lives.

[Linking data to decision making](#). From *Campus Technology*, an interview with five US information technology leaders about how they use metrics to measure the impact of IT projects or cost-justify new investments.

[The library of the future? It's digital](#). In the UK the National Student Survey and the teaching excellence framework are placing growing emphasis on the learning environment and student experience. But [discussions](#) have moved on from thinking about physical spaces. Instead, libraries are putting digital innovation at the top of their lists.

GRADUATE OUTCOMES AND EMPLOYABILITY

Excellent short summary in the *Campus Review* (if you can access): [Value of degrees in decline: HILDA report](#) by Loren Smith outlining key outcomes for graduates. Key points: Graduate salaries have mostly gradually decreased; a 13 per cent drop in full-time employment, post-graduation, between 2001–05 and 2012–13; While 59 per cent post-grads secured full-time employment within a year of graduating in 2011–05, only 41 per cent did so in 2012–13. Their weekly earnings similarly slid downward between those years, from \$1170 to \$956

A study funded by the National Centre for Student Equity in Higher Education (NCSEHE) has found that amongst those students from six disadvantaged groups, the poorest graduate outcomes were experienced by [women graduating from science, engineering and IT-related courses](#). Indigenous graduates outperform other disadvantaged groups in employment outcomes with better pay and security of tenure.

[Maintaining a delicate balance between domestic graduates and skilled migration in the labour market will be made more difficult](#) as new rules to the visa system and permanent residency come into play and graduate employment outcomes continue to worsen. A recent report by the Australian Council for Educational Research showed that while the number of degree-qualified people in Australia increased by 25 per cent between 2011 and 2015, the proportion in full-time work fell from about 75 per cent to 72 per



cent. And while Australian-educated graduates were holding steady in the tightening jobs market, with about a 90 per cent labour force participation rate, those for skilled migrants were considerably lower at 80 per cent in 2015.

Graduates are struggling in a tough labour market but they have [kept their edge over less qualified people](#). Of those who finished university in 2010-11, 57 per cent held down full-time jobs three years after graduation, while the figure for 2001-05 graduates was 77 per cent, according to the Melbourne Institute's Household, Income and Labour Dynamics in Australia (HILDA) survey. The earlier group of graduates also enjoyed more in weekly earnings (\$1126) than the later (\$968).

Where are [the careers of tomorrow](#) set to emerge for students soon to start uni? The World Economic Forum predicts "a perfect storm of business model change in all industries," however landing full-time work after uni is already tough for many graduates. Andrew Norton from the Grattan Institute nominates health, IT and engineering as strong career paths, warning however that studying STEM courses is no passage to job security.

From the US, [Archway to a Better Job](#) details McDonald's venture to join the large number of companies that pay for employees to attend college, with a relatively new tuition assistance benefit that includes some unusual features. Begun two years ago, the fast-food giant's Archways to Opportunity [program](#) is open to managers and front-line workers, at both McDonald's-owned and franchised restaurants, a total of roughly 800,000 employees. Participants can finish a high school diploma online, learn English, attend college courses and talk with career and education advisers

LEARNING & TEACHING

The University of New South Wales (UNSW) has introduced a [new law admission's test this year](#). The test is designed to assess a candidate's ability to analyse, evaluate arguments, draw inferences and make comparisons, generate ideas and write effectively. "We're looking for students with the aptitudes and skills that would help them succeed in studying law at UNSW: critical thinking, good communication, ability to

analyse material, problem solving, and being able to organise and express ideas," says Dean of Law Professor George Williams.

[Macquarie University](#) has announced a four-year, graduate-entry Doctor of Medicine program beginning in 2018 with domestic students paying \$64,000 per year (\$256,000 over four years). The [Australian Medical Association](#) (AMA) has been critical of the degree saying that charging full-fees for doctor training will keep students from lower socio-economic backgrounds out of the profession.

RESEARCH

The [University of Sydney](#) and [Microsoft](#) have signed a multi-year partnership for quantum research in Australia. As part of the deal, the university will host [Station Q Sydney](#), a laboratory dedicated to research into the mathematics and physics of topological quantum computation.

Australian Agriculture Minister Barnaby Joyce has announced a \$5m project at [Murdoch University](#). The Grain Research and Development Corporation has included \$3m with Murdoch committing a further \$1.5m. The balance comes from partner Curtin University and the state government. The research facility will focus on plant physiology, genetic improvement and crop pathology.

Professor Paul Wellings, Vice-Chancellor of the University of Wollongong ponders of the idea that Australia may be in danger of falling behind in research in [The Australian](#) on 2 August. According to Professor Wellings, our framework for research infrastructure has evolved gradually. The university sector has expanded and become more research-active. A complex and fragmented set of medical research institutes has emerged. Other government-funded research organisations have formed. Attempts have been made to accelerate mission-driven research through co-operative research centres. Industry has benefited from myriad programs designed to partially offset the development costs of new products and services. This raises the question as to whether our research ecosystem, and the way we invest in it, remains fit for purpose and capable of delivering the outcomes needed in such a fast-paced world.

(MORE) REPORTS AND RESOURCES



[NCSEHE Focus: Successful outcomes for low SES students in Australian higher education](#)

The National Centre for Student Equity in Higher Education

To date the NCSEHE has funded 34 research projects that inform policy and practice, ten of which have a primary focus on students from low SES backgrounds – forming the basis of this report compiled by Paul Farnhill and Nina Thomas. The report summarises the key issues and challenges, opportunities and recommendations and links and summaries of each of the ten reports. There is a useful [overview](#) from Associate Professor Sarah O'Shea on the NCSEHE site as well.



[The new work smarts: Thriving in the new work order](#)

Foundation for Young Australians

By 2030, automation, globalisation and flexibility will change what we do in every job. To prepare young people for this future we must urgently shift our understanding of what it will mean to be smart in the New Work Order. Analysing 20 billion hours of work completed by 12 million Australians each year, this report reveals the most important skills we will need to be work smart in the future.





Estimating the public and private benefits of higher education

Deloitte Access Economics and Australian Government Department of Education and Training

The department commissioned Deloitte Access Economics on 17 June 2016 to estimate the relative public and private benefits for higher education with breakdowns for disciplines, qualification levels (sub-bachelor, bachelor and postgraduate coursework), and for types of higher education provider. The results from this study represent a significant extension of the empirical base of evidence on the private and public benefits from higher education in Australia. Critically, for the first time, robust estimates of the relative private and public benefits are provided at a qualification and discipline level, expanding on previous research.

Editor's note: The release of this report coincided with the release of the [HILDA 2017 Report](#) – which aligns comfortably to the chapter on 'The Labour Market: The transition from study to the labour market' and specifically pages 57-64.

ON THE MOVE

Eileen Baldry, who has been the UNSW chair of the diversity, equity and inclusion board has been announced as DVC for the portfolio.

Kevin Jameson is confirmed as DVC Academic of Macquarie University after acting in the role for this year following the departure of John Simon.

Julie Hare, Higher Education Editor for *The Australian*, has left her position to take up a new role with KPMG. Her last [High Wired column](#) was on August 4.

Former Government minister **Chris Ellison** will become chancellor of the University of Notre Dame Australia on January 1. **Michael L'Estrange** will serve as his deputy.

Kerrie Campbell will move from the University of Adelaide to become Chief Information Officer at Flinders University. She will lead the Information and Digital Services Division from September 2017.

Larissa McLean Davis is the new associate dean for learning and teaching at the University of Melbourne's Graduate School of Education. Associate Professor Davis is also chief investigator of a current ARC study on the role of literary studies in the early careers of school teachers of English.

Margie Jantti has a second term as president of the Council of Australian University Librarians. She is library director at the University of Wollongong.

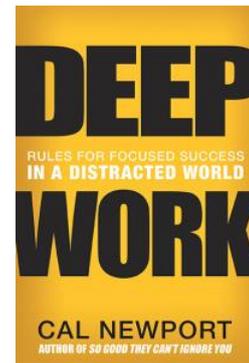
BOOK REVIEWS



In the Swarm: Digital Prospects

Byung-Chul Han (translated by Erik Butler)

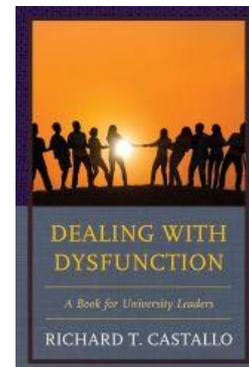
Digital communication and social media have taken over our lives. In this contrarian reflection on digitised life, Byung-Chul Han (Professor of Philosophy and Cultural Studies at the Universität der Künste Berlin) counters the cheerleaders for Twitter revolutions and Facebook activism by arguing that digital communication is in fact responsible for the disintegration of community and public space and is slowly eroding any possibility for real political action and meaningful political discourse. A recent review of the book by Scott McLemee can be found in [Inside Higher Ed](#)



Deep Work: Rules for a Distracted World

Cal Newport

In *Deep Work*, author and professor Cal Newport flips the narrative on impact in a connected age. Instead of arguing distraction is bad, he instead celebrates the power of its opposite. Dividing this book into two parts, he first makes the case that in almost any profession, cultivating a deep work ethic will produce massive benefits. He then presents a rigorous training regimen, presented as a series of four "rules," for transforming your mind and habits to support this skill. The book has been previously reviewed in [The Guardian](#).



Dealing with Dysfunction: A book for University leaders

Richard Castallo

Dealing with Dysfunction seeks to address leadership problems common at universities. Walking through case studies involving professors in a fractured department, the main character attempts to guide the department to stability as the newly selected chairman and Castallo, a professor at California State University, Northridge, offer insight and leadership recommendations at the end of each chapter. *Review and interview with author in [Inside Higher Ed](#)*



POSITIONS VACANT

Seeking another opportunity in Institutional Research in Australia? Try our [Higher Education Jobs](#) webpage for current vacancies in the profession. If you are seeking an international career change see our American colleagues [AIR Careers](#) page.

Editor's note: There are currently no vacancies. Want to list a vacancy? Upload your own vacancy at <http://air.org.au/jobs-board/submit-job/>

LOOKING FOR SOME TRAINING AND DEVELOPMENT?

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

Funding Grants for Women's Leadership Development Women & Leadership Australia (WLA) is administering a national initiative to support the development of female leaders across Australia's education sector. Find out more and register your interest by completing the Expression of Interest form here prior to September 15th: <http://www.wla.edu.au/funding.html>

LOOKING FOR HIGHER EDUCATION CONFERENCES AND EVENTS?

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

[EAIR 2017](#)

3-6 September, 2017

[EAIR](#) is the European Association for Institutional Research (International association for higher education researchers, practitioners, managers and policy-makers). There will be eight major tracks: governance and management, teaching and learning, quality management, strategy and strategising, professionals, performance and assessment, funding and regional innovation.

[Universities Australia Marketing Communications and Development Conference](#)



6-7 September 2017

A UA signature event run by the sector for the sector, bringing together marketers, communications teams, media officers and development officers from the higher education sector to share best practice and new ideas in a rapidly transforming marketing landscape

[SEAAIR 2017 Annual Conference](#)

6-8 September 2017

Theme: ASEAN Higher Education at the Crossroad: Challenges, Changes, Capacities, and Capabilities

From networking with peers to presentation sessions by leading experts in the field, the annual conference is the must attend event for academics, educators, researchers and practitioners in higher education

[Tertiary Education Management Conference 2017](#)

17-20 September 2017, Crown Convention Centre, Melbourne
The TEMC this year will be exploring the theme *Eureka*. The conference will be revolutionary in exploring ideas that encourage and create fabulous discussion, innovation, awesome networking and important information sharing.

[Australian International Education Conference](#)



10-13 October, 2017, Hobart Grand Chancellor, Hobart, Tasmania

AIEC 2017 will explore this landscape in all its variety by embracing our 'diversities'. Whether it be people, cultures, languages, places, partnerships, education sectors, pathways, delivery models, approaches to learning and teaching or careers and employment, we will look critically at what we are achieving.

[Service Improvement and Innovation in Universities](#)

19-20 October 2017, Pier One, Sydney Harbour

This year's conference will sharpen the focus on innovation; what innovation is in tertiary education and skills for creating innovation.

[28th ISANA International Education Association & 22nd Australia and New Zealand Student Services Association Conferences](#)

5-8 December 2017, STAR, Gold Coast, Australia

The theme for the conference is *Widening Perspectives of Student Success*.

The conference will give us the opportunity to explore and discuss the many factors that contribute to the overall student success, both within and outside the classroom. There will be an exciting program of speakers, workshops, social activities and lots of networking opportunities. Delegates will be able to share successful strategies, engage with key stakeholders and develop important partnerships.

[ASCILITE 2017 Conference](#)



4-6 December 2017, The University of southern Queensland, Toowoomba, Australia

The ASCILITE conference is the leading annual conference for practitioners and researchers committed to best practice and excellence in the use of technologies for teaching and learning in the tertiary sector throughout Australasia.



SPECIAL FEATURE



Creating Connections and Exploring Possibilities – AAIR SIG Forum 26-27 July 2017

By Alex Sieniarski

Seventy-five attendees gathered at Macquarie University, Sydney for the AAIR SIG with representatives from across Australia, Hong Kong and New Zealand.



Macquarie's DVC COO Tim Beresford invited attendees to explore the grounds and listed the vast number of research and teaching industry partnerships with the corporates that neighbour Macquarie University including the Australian Hearing Hub and Cochlear.

The concept of data being the currency used in the car industry was a key takeaway from the keynote presentation by Monica Ikladios from Toyota who *revved* up the audience further with a discussion on disruptive models. We learnt that within Toyota the term 'guest' is not only a synonym for 'customer', but actually replaces it. The presentation continued with a focus on digital retailing, mobility as a service and Industry 4.0.

Chris Kearns (Altis) was our story teller, as he used data to show how important it is to tell the audience what they want to hear and to answer their questions. He gave us an insight into his Christmas dinner ritual whereby the Kearns would weigh their guests and map out their data visually (and possibly save some money during Christmas as they scare a few guests away).

Alex Crossley from the University of Sydney *sprinted* through a succinct visual representation of Agile Management in Business Intelligence Projects and delivered three key words to describe agile – *planning, communication and delivery* and left us with ten things to prepare for.



If you *surveyed* the room from the QILT workshops with Phil Aungles, Lisa Bolton, Daniela Iarossi and Graham Challice, you would most likely get quite a response. There was a great deal of active enquiry and participation as the calendar was discussed and the new inclusion of postgraduates in the SES survey.

Learning from the Analytics and Knowledge provided by Richard Price (Flinders University), retention rate is old school while 'cognitive presence' and the learning process is the new 'in', using machine learning to determine how people learn and how immersed they are in their learning. Richard was voted best presentation at the end of the AAIR SIG.

The *plan* for Andrew Bradshaw from Macquarie University was to *load* us with insights on how his University analyses, maps and forecasts out their load and the mechanism of how this is done. Andrew discussed the use of Calumo in the top-down and bottom-up approach to understanding the continuing load, the factors that affect modelling and the lifecycle from admission to enrolment and retention.



In a *rasch* to tell us about the modelling used to measure perceived learning gains was Christine Armatas from the Hong Kong Polytechnic University. She

discussed the benefits of using Rasch modelling as opposed to classic test theory or the likert scale to be able to detect changes in students' generic skills.

The forum concluded on Day 1 with an insightful panel discussion chaired by Chris Kearns with a panel consisting of Lisa Bolton, Alexandra Sieniarski, Daniel Mockler and Richard Price on the nexus of qualitative and quantitative data. Challenges regarding data structures were discussed, as was the ability to distinguish between 'noise' and meaningful data, which led to a lot of noise as the rambunctious attendees piled into a courtesy bus and were taken to Curzon Hall for their dinner and festivities.

The animated presentation from Peter O'Donnell was a welcome treat after a big night for some. His presentation on *Big Data Analytics and How It's Transforming University Business* was enlightening. Peter was a lecturer at Monash University for the last twenty-seven years before he decided to take the jump and work on his own. Despite no longer being an academic, Peter was able to give an energetic presentation on the history of big data analytics and how the future of the use of data and analytics can be found in the past.

A New Model for Load Analysis was an informative session from Amir Rouhi from RMIT University. Unlike many of the previous presentations on educational student load analysis, this discussion centred around a vector based analysis for student load distribution. What followed was an in-depth mathematical discussion on how RMIT compares its student load across the years and how this approach could lead to a shift in student recruitment away from historical patterns to one where new possibilities are considered.

The session before lunch was chaired by Andrew Bradshaw, and there were three representatives from the Department of Education and Training—Maureen Wood, Andrew Heard and Phil Aungles—providing an update on the Higher Education Reforms package. A range of questions from the audience followed their short presentation, ranging from the 2018 student contribution amounts to new performance measures including changes in Commonwealth funding for postgraduate coursework students. The representatives from the Department are greatly appreciated by the audiences at the AAIR Forums, as in most cases they are creating the administration around



sometimes difficult government policies and this can sometimes be seen as a thankless task.

Chandrama Acharya from Macquarie University showed us how many miles we have left to walk in her presentation on SEQuery, the SES autocoder for qualitative analysis. She summarised the themes from the needs improvement and best aspect verbatim comments and performed a deep dive on the sub-themes. She found that 72-74% of the data are fitting using SEQuery and that there was further improvements to be made.



The best new presenter Mark Lang from the University of Newcastle took us back to our early childhood days of watching *Play School*, with a *play* on the square, arch and circle concepts used on our beloved childhood show. He displayed the many different perspectives of international admission data: from the planning process, data students and business rules, to the high level strategic concepts, new perspectives and future possibilities.

Craig Napier provided a wrap up of the AAIR SIG and thanked the speakers, the chairs and participants attending the event. Continuing the tradition from AAIR past forums of donating our speakers' money to a local charity, this year's donation will be sent towards research into Motor Neurone Disease at Macquarie University Hospital. Craig also thanked Leishman Associations for their assistance in organising the AAIR SIG, along with the organising committee. ***The participants left the Forum with new ideas and found themselves looking forward to seeing each other again in Alice Springs for another breath of fresh AAIR!***

Links to speaker presentations can be found on the forum [website](#).



Alex Sieniarski is Manager, Statistical Analysis and Surveys at Australian Catholic University.



INSTITUTIONAL RESEARCHER'S CORNER

Five questions with ... Emma Farley, Griffith University



What is your job title?

Director, Office of Planning Services

Briefly, how would you describe your role in terms of your place in your institution?

Planning Services predominantly plays an information function to the organisation, with additional work in relation to strategy, continuous improvement and quality assurance.

From your perspective, what are the emerging areas of interest in institutional research?

I tend not to focus on IR, rather I focus on how our function can evolve to support the organisation whether that be:

- The best information, at the right time, in the easiest to understand way so informed decision making occurs
- Advancing the organisations investment in information as a strategic asset, including how we enhance, manage and protect information. Leveraging information
- What technology, storage, integrations, skills and analytics are emerging that we can take advantage of (anything and everything in my view!)?
- Using appropriate marketing and engagement technologies and approaches to engage our stakeholders be they internal or external. Perception is so critical.

What do you believe will be the future priorities for institutional research?

Working as a strategic partner with executive in being a competitive organisation.

If I focus on the minute for a moment, I would love to see the development of a student 360-degree view. Gold!

Complete this statement: *In my role, I can't operate effectively without ...*

Our fantastic team. Without the people, none of it is worth anything. We don't save lives, but we do have a positive impact on those around us and that is worth a lot.

CALL FOR CONTRIBUTIONS

The Institutional Researcher Issue 9, September 2017

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 late August. Please send your contributions to the editor@aaair.org.au by Wednesday 13 September 2017.



AAIR on Twitter [@AAIRaustralia](https://twitter.com/AAIRaustralia)



Monica Chen and Tracy Creagh
The Institutional Researcher Editors.