The first 5 months
Laying the foundations

Stephen Connelly
Deputy Vice-Chancellor (International and Development)
The first 5 months

Listening
Talking
Travelling
Watching
Committees, meetings, projects
Reviews
Findings

RMIT is big - this is the biggest challenge
It is still a great university and its reputation is deserved
It is the quintessential urban university, very Melbourne, which creates challenges for a globally focussed university
Students want to study here
Getting students in to RMIT - clunky? An opportunity for I&D
There are lots of committees, meetings, projects
The strategic plan development is an opportunity
The Vice Chancellor is visionary, and supportive of I&D - another opportunity
Four reviews

Alignment of Marketing Services Project
Global Business Development Unit
Recruitment and Admissions in International Services
Apply International
Alignment of Marketing Services Project

Critical Issues
Scope of services provided centrally
Marketing strategy development
Framework for provision of marketing services - policies, procedures, guidelines
Roles and responsibilities of marketing units and marketing staff centrally and around the university
Review of Global Business Development Unit

Critical Issues
Recognition of excellent work of GBD
Is the current structure of GBD the most appropriate?

Teams
- Transnational Education
- Industry Engagement
- Operations
- Flight Training School

How can GBD engage in more strategic discussions and activity and balance current operational workload?
Review of recruitment and admissions functions in International Services

Critical Issues

Processes - are they appropriate?
Team structures - do they work and can they be improved?
Systems - see Apply International
Marketing, recruitment, enquiry management, counselling, filtering, application processing, offer production and follow up, close of sale/admissions

- are they best practice?
- what improvements can be made?
Apply International

Current functionality - is it appropriate?
Can problems be fixed?
Project deliverables
  High level business requirements document
  Business case review document (review against requirements)
  Strategic solution options: do nothing, re-use, buy, build
  Next steps recommendations: Project scope, schedule, budget and sensitivity analysis.
Process

Each report made available to relevant staff
Opportunity for comment and feedback on recommendations
Any organisational changes arising from the reports will be subject to the University’s Enterprise Agreement and advice from Human Resources
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