International & Development

Story
Background

• I&D Portfolio loves telling stories for others

• It makes good sense for all I&D staff to be ‘singing from the same hymn sheet’ on a day’s march around campus
What do I&D people reckon the story is?
The basis for the portfolio story

• Transforming the Future

• And it’s perfect for I&D, giving us a high-profile, lead role

• The I&D strategy flows from Transforming the Future
## 2012 Plan Overview

<table>
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<th>Priorities</th>
<th>Objectives</th>
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<td><strong>Sustainable growth</strong></td>
<td><strong>Grow offshore student enrolments in key cities in Asia, Europe and Latin America, including degree-granting locations and pathway nodes, with a wide range of quality partnership and standalone options</strong>&lt;br&gt;<strong>Achieve student enrolment targets for Melbourne campuses</strong>&lt;br&gt;<strong>Grow student mobility, emphasising RMIT’s global network of campuses and partnerships</strong>&lt;br&gt;<strong>Identify sources of research funds outside Australia</strong></td>
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<td><strong>Expanding relationships</strong></td>
<td><strong>Tell the RMIT story to internal and external stakeholders</strong>&lt;br&gt;<strong>Establish and maintain relationships and communications channels with internal stakeholders</strong>&lt;br&gt;<strong>Focus on identified priority cities around the world to develop institutional linkages, research relationships, industry partnerships and alumni and donor engagement with the University’s global aspirations</strong>&lt;br&gt;<strong>Build connectivity with industry, alumni and donors to identify opportunities for philanthropic support and commercial revenue</strong></td>
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<td><strong>Focus and capacity</strong></td>
<td><strong>Achieve continuing improvement in business processes and systems, including budget, change management, planning, quality assurance, and project management</strong>&lt;br&gt;<strong>Implement a sustainable, market-responsive fundraising strategy that supports RMIT's strategic priorities</strong>&lt;br&gt;<strong>Set targets to guide the advancement of industry engagement activity in Australia and globally</strong>&lt;br&gt;<strong>Strengthen I&amp;D involvement in product development processes to achieve greater market attractiveness and diversity by discipline in enrolments inside and outside Australia</strong></td>
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How do I tell it?
Is there a secret?

• Frequent, open and honest communication – it is not a confessional – but it comes down to relationships.

• Collaboration is easy to say, harder to do

• The more you involve people, face-to-face, and genuinely act on their contribution, the more often you get good feedback and a good outcome.
So what’s the story?

• The fish were jumping in the boat

• Perfect storm

• Enter: bold global strategy

• Bumps

• At times an up-hill climb
So what’s the story?

• We are now seeing the results of months of planning

• It’s coming through in concrete examples based on:

  better collaboration and better systems.

• Hey, check out the mid-year stats in the latest Frontline Bulletin.
Show me the money

• M&C and GBE joining forces opening up better ways of serving the needs of industry and Colleges. Colleges and R&I to be involved in their July strategy day.

• GBE working with John Barnes on post-TAFE cuts approach; and had a lead role in getting the Vietnam ‘AusAid’ tender submitted.

• Luisa on board in SPQ, has background and contacts in Policy and Planning.

• Ollie comes into International …

• Melissa Smith returns from maternity leave to her leadership role.

• Indonesia gets the ‘big tick’ … more to do, but the endorsement from VCE, Academic Board and Council is a milestone, with REW starting in July, Foundation Studies contract set to signed in the next three months, and UG to signed in December.
‘better collaboration and better systems … ’

- Planning around ‘global university of technology and design’ is coming to life, with Colin Fudge heading to Barcelona next month to set up an office.
- International working with REW, RIC, Colleges and DVC A portfolio to unlock efficiencies to improve support for students arrivals.
- International admissions systems set to sign major contract, aiming for partial implementation by year end
- Mobility introducing Move On (QS), a type of CRM
- TVCs with cross-uni staff (e.g. Geoff Crisp from DVCA in TVC), SAB (digital signage, the B108 move comms) and Design Hub (major promos set).
- And re the TVCs, great for morale across the university having the likes of Aleks, Suresh, Colin, Karen … in the ads – staff really like it, and I&D is behind all this
Key messages

• I&D stands for ‘better collaboration and better systems’

• We respect the university culture and protocols – knowing that it’s not ‘what we do’, but ‘how we do it’

• Without the support of Colleges, R&I and DVCA portfolio – I&D strategy and, therefore, Transforming the Future may flounder

• Offshore growth opportunities are coming to life

• We are focused on hitting semester 2 targets

• Less manual and more automation, allowing more accurate projections.

• We are playing our role in RMIT’s flagships – SAB and Design Hub
Apologies to Bob

• Then some discussion