International & Development Portfolio

March 2011 - Update
International & Development Business Units

- **Global Business & Engagement**

  Executive Director, Julie Eisenbise

  Responsible for:
  - Industry engagement in Australia and overseas
  - Alumni relations
  - Advancement services
International & Development Business Units

- **Development**
  
  Director, Melissa Smith
  
  Responsible for:
  
  - Fundraising
  - Major gifts focus
  - Donor relations and stewardship
International & Development Business Units

- **Marketing & Communications**
  
  Executive Director, Cratis Hippocrates

  Responsible for:
  
  - Marketing and communications
  - Domestic student recruitment
  - Brand management
  - University events
International & Development Business Units

- **RMIT International College**
  
  Director, Nigel Wood
  
  Responsible for:
  
  - Pathway programs for international students bridging the gap between pre-university programs and degree programs offered by RMIT.
International & Development Business Units

- **International Relations**

  Director, Tony McKittrick

  Responsible for:
  - International institutional linkages
  - Memoranda of Understanding
  - Delegations
  - RMIT International Internship Exchange & Research Program (RIIERP)
International & Development Business Units

- **International**

  Executive Director, Ailsa Lamont

  Responsible for:
  - International student recruitment
  - International admissions
  - International student arrival and visa services
  - Transnational Education
  - Regulatory compliance
International & Development Business Units

- **Portfolio Resources & Operations**
  
  Principal Advisor, Jennifer Niven
  
  Responsible for:
  - Portfolio finance & budget
  - Facilities and accommodation
  - Human resource issues
  - Occupational health & safety

- **Strategy, Planning & Quality**
  
  Principal Advisor, tbc
  
  - Portfolio planning processes & procedures
  - Coordinating Business Plan and special projects
  - Oversight of Portfolio business processes and quality systems
International & Development Strategic Priorities - 2011

1. Telling the RMIT Story
2. Internationalisation
3. Transnational Strategy
4. Student Recruitment
5. Pathways
6. Industry Engagement
7. Donor & Alumni Engagement
8. Engaging staff in portfolio priorities
International & Development Strategic Priorities - 2011

1. **Telling the RMIT Story**
   1.1 Strengthen the RMIT brand domestically & internationally
   1.2 Harnessing devolved marketing resources to central marketing strategy

2. **Internationalisation**
   2.1 Implement comprehensive internationalisation plan *(Business Plan Project)*
   2.2 Increase student mobility – student mobility strategy & targets
   2.3 Internationalisation of research *(Business Plan Project)*
   2.4 Partner Cities Strategy *(Business Plan Project)*
International & Development Strategic Priorities - 2011

3. Transnational Strategy
   3.1 Optimise current partner arrangements
   3.2 Identify new markets, partners and modes of delivery
      - completion of Transnational Strategy Development Project

4. Student Recruitment
   4.1 Achieve revenue targets (domestic & international)
   4.2 Review student recruitment models
   4.3 Develop an integrated domestic & international admissions system (Business Plan Project)
   4.4 Global Student Recruitment Strategy (Business Plan Project)
International & Development Strategic Priorities - 2011

5. Pathways

5.1 Onshore – product enhancement

5.2 Offshore – product development
  - identification of offshore pathway locations and partners

6. Industry Engagement

6.1 Review and evaluate industry engagement strategy (Business Plan Project)
  - formalise plan for offshore industry engagement strategy

6.2 Achieve commercial targets, deliver on Huawei & MaxHealth initiatives
International & Development Strategic Priorities - 2011

7. Donor & Alumni Engagement
   7.1 Fund raising strategy
   7.2 Alumni & donor engagement strategy

8. Engaging staff in Portfolio priorities
   8.1 Communications plan for I&D staff
   8.2 Engagement plan for RMIT staff
   8.3 Business Unit service maps
International & Development Business Units

- **Global Business & Engagement**
  
  Executive Director, Julie Eisenbise

  Responsible for:
  - Industry engagement in Australia and overseas
  - Alumni relations
  - Advancement services

  Focus:
  - Industry engagement strategy
  - Development of an Alumni plan
  - Increase commercial income of the University
International & Development Business Units

- **Development**

  Director, Melissa Smith

  Responsible for:
  - Fundraising
  - Major gifts focus
  - Donor relations and stewardship

  Focus:
  - Development of a fund-raising plan
International & Development Business Units

- **Marketing & Communications**
  
  Executive Director, Cratis Hippocrates
  
  Responsible for:
  
  - Marketing and communications
  - Domestic student recruitment
  - Brand management
  - University events
  
  Focus:
  
  - Roll out of the "Author of My Own Story" DVD by Easter
  - Revisiting the next phase of the Brand extension
International & Development Business Units

- **RMIT International College**

  **Director, Nigel Wood**

  **Responsible for:**
  - Pathway programs for international students bridging the gap between pre-university programs and degree programs offered by RMIT.

  **Focus:**
  - Manage current programs effectively
  - Develop new market-attractive products for onshore & offshore delivery
International & Development Business Units

- **International Relations**

  Director, Tony McKittrick

  Responsible for:
  - International institutional linkages
  - Memoranda of Understanding
  - Delegations
  - RMIT International Internship Exchange & Research Program (RIIERP)

  Focus:
  - Establishment of an internal connections database/CRM to identify country/city and RMIT connections re student mobility, research, and industry contacts
  - Implementation of RIIERP 3-year business plan
  - Sources of external funding for research through collaboration with overseas universities initially focussing on Canada, Europe and Latin America
International & Development Business Units

- **International**

  Executive Director, Ailsa Lamont

  Responsible for:
  - International student recruitment
  - International admissions
  - International student arrival and visa services
  - Transnational Education
  - Regulatory compliance

  Focus:
  - Switch to regional recruitment & admissions teams
  - Planning for a new admissions system (domestic & international)
  - Reviewing recruitment strategy to increase yield management
International & Development Business Units

- **Portfolio Resources & Operations**
  
  Principal Advisor, Jennifer Niven

  Responsible for:
  - Portfolio finance & budget
  - Facilities and accommodation
  - Human resource issues
  - Occupational health & safety

  Focus:
  - Supporting staff through change management
International & Development Business Units

- **Strategy, Planning & Quality**
  
  Principal Advisor, tbc
  
  - Portfolio planning processes & procedures
  - Coordinating Business Plan and special projects
  - Oversight of Portfolio business processes and quality systems

  **Focus:**
  
  - Establishing planning & project management processes and systems