Sources and uses of statistical data to support program proposals

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Policy and Planning

Program Proposal Development Training
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Learning Outcomes

• Gain familiarity with statistical information about RMIT programs and other relevant data.

• Develop an understanding about accessing different sources of information – both internal and external (nationally and internationally).

• Understand the relevance of informed program proposal development in achieving intended outcomes or strategic directions.
Ready, set, go: Where do I start? 1

- Program Proposals: http://www.rmit.edu.au/browse;ID=30pb7tywmgg6z;STATUS=A;STYPE=LOCATION;PAGE_AUTHOR=Ming%20Shu;QRY=program%20proposal;SECTION=1; (staff login required)
Ready, set, go: Where do I start?

- Profile planning: Program Performance Reports
  http://www.rmit.edu.au/planningresearch/ (staff login required)
Strategic alignment

• Strategic Plan RMIT 2015 Transforming the Future:
  http://www.rmit.edu.au/browse;ID=if1c83z42eua1

• High impact areas
  – Technology
  – Design
  – Global Business
  – Communication
  – Global Communities
  – Health Solutions
  – Urban Sustainable Futures.
Ready, set, go: Where do I start? 3

• OPIS - Online Planning and Information Service: (http://www.rmit.edu.au/sr) (staff login required)
Management information tools

Sources of Statistical Information at RMIT


An overview of statistical information that can be used to support decision-making at RMIT

Comprehensive details of indicators, local / national in scope with some international coverage.

Environmental Scanning Guide


A preferred framework and approach for the practice of environmental scanning

Over 200 active web links, sorted by category; global in scope.
Addressing items in Program Proposal Forms
Market Analysis: Demand for places in program

• Who are the target students? e.g. location, age, specific need?
• What is the evidence that the demand for the program will be sustained or have grown beyond the duration of one program iteration?
• Will the program address future skill shortages?
• What are current employment rates within the sector?
• Does this address an area of current or future technological change?
Market Analysis

Items under consideration:
- Market demand
- Competitors
- Program differentiation
- Employment outcomes

Data key words:
- Applications / Preferences / Offers
- Student load / Student contact hours
- Enrolments (head counts)
- Completions / Graduates
- Labour market
- Technological change

Dimensions (where relevant):
- Metropolitan Melbourne
- Regional
- Victoria
- Australia
- Asia / Pacific
- Europe / The Americas / Middle East / Gulf Africa

Starting Points:
http://www.rmit.edu.au/planningresearch,
http://www2.rmit.edu.au/departments/rp/OPIS/OPIS_Index.html
What is the evidence that demand currently exists? How significant is demand? Is demand largely local, international or global?

RMIT sources (trends, comparative data, by program):
- VTAC applications (preferences, offers, enrolments / deferments)
- Direct applicants
- International applicants

External sources (trends, comparative data, system-wide, by FOE):
- OECD Education at a glance: Source OECD (via RMIT Library) – login required
Who are the target students? e.g. location, age, specific need?

**RMIT sources**

- Various levels of data are available via **OPIS** and **Profile Planning** report on student cohorts:
  - HE / VET enrolled students
  - Prospective students (applicants).

  Market segmentation of enrolment data available upon request from Stats & Rep.

**External sources**

- VTAC statistics also provide breakdown for various cohorts (e.g. school leavers, mature age, et al)
- DEEWR enrolments provide State and Australia wide perspectives
  
  http://www.highereducationstatistics.deewr.gov.au
  
  By field of education, age, citizenship category, level, mode /type attendance
- Australian Bureau of Statistics – census demographic and estimated population
  
  http://www.abs.gov.au
Will the program address future skill shortages?

- **Industry/ labour market statistics**
  
  
  
  Australia skills shortages  
  

- **Other industry/ labour market information**
  
  
  
  
  IBIS Industry reports IBISWorld reports available via the RMIT Library (staff login required)  [http://www.rmit.edu.au/library](http://www.rmit.edu.au/library)
Will the program address future skill shortages? - 2

• International industry/ labour market statistics

  International Labour Organization  http://www.ilo.org
  Organisation for Economic Cooperation and Development (OECD)  http://www.oecd.org/statsportal
What are current employment rates within the sector?

Australia labour force statistics

- Labour Force, Australia (Cat 6202.0)
- By occupation / industry (Labour Force, Australia, Detailed, Quarterly; Cat 6291.0)

Graduate employment

Does this address an area of current or future technological change?

Australian references

- Australia - Academy of Science http://www.science.org.au

International references

- Gartner Research http://www.gartner.com/technology/
- European Science Foundation http://www.esf.org/
- UK - Science and Technology Facilities Council or STFC http://www.stfc.ac.uk/
- USA - EDUCAUSE http://www.educause.edu/
- USA – National Science Foundation http://www.nsf.gov/
Industry consultation

- (Industry/Program advisory committees (IAC/PACs) should have been consulted prior to the decision to propose the new program).

- What industry groups were consulted?

- What emerging needs or trends were identified through these consultations?

- How will these trends impact on the capabilities/skills/etc required by organizations in the future

- Were industry groups supportive of the provision of this program?

- Were there any issues arising regarding accreditation of this program?

- What industry data is available?
Industry Analysis

**Items under consideration:**
- Industry / Program advisory committees
- Consultation
- Impact of trends
- Industry support
- Program accreditation

**Data key words:**
- Drivers of change
- Economic outlook
- Employment data
- Labour market
Industry Consultations

• RMIT Industry/Program Advisory Committees
  – Refer to your School for details

• External reference industry groups
  Victorian Industry Advisory Bodies

Refer to Sources of Statistical Information for complete listing and web references: http://mams.rmit.edu.au/pnchgqwb5afg1.pdf
Industry – emerging trends

To further assist with emerging needs or trends identified through industry consultation, useful references:

**Deloitte Industry Reports:**  

**McKinsey:**  
https://www.mckinseyquarterly.com/home.aspx

**Australian Industry Group:**  

**Economist Intelligence Unit:**  
Industry Briefings: http://www.eiu.com

**UN Industrial Development Organization:**  
http://www.unido.org/
Industry trends and impact on capabilities

• Useful reports
Industry support for program

• Evidence of support
  – Gathered through industry consultation
  – Correspondence
  – Networks, research an exchange collaboration.

  Ability to substantiate.
Issues arising regarding program accreditation

• Program accreditation satisfies
  – Industry / relevant bodies
  – National and international standards

• Useful references:
  – RMIT policies and procedures (Program, accreditation, amendments)
    http://www.rmit.edu.au/policies
  – National Training Information Services www.ntis.gov.au
Assessment of the competition

• What other programs provided by other local institutions will compete with this program?
• If the program is to be delivered on-line or off-shore what is the international and interstate competition?
• Why will this program compete successfully against them?
• What are the key features of this program that distinguishes it from its competitors?
• What is the evidence that these differences are important to students or industry and will therefore promote student demand?
What other programs provided by other local institutions will compete with this program?

- Institutional student load and enrolment data
  - by field of education
  - by program level
  - commencing / returning
  - attendance mode / type
  - citizenship status


Customised national datafiles

Universities websites (Stats Books, Planning Offices)
New entrants / private providers – limited information online
If the program is to be delivered on-line or off-shore what is the international and interstate competition?

- Global universities rankings

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Website</th>
</tr>
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<tbody>
<tr>
<td>QS World University Rankings</td>
<td><a href="http://www.topuniversities.com">http://www.topuniversities.com</a></td>
</tr>
<tr>
<td>Times Higher Education – World University Rankings</td>
<td><a href="http://www.timeshighereducation.co.uk/world-university-rankings/">http://www.timeshighereducation.co.uk/world-university-rankings/</a></td>
</tr>
<tr>
<td>Higher Education Evaluation and Accreditation Council of Taiwan</td>
<td><a href="http://ranking.heeact.edu.tw">http://ranking.heeact.edu.tw</a></td>
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<tr>
<td>Ranking Web of World Repositories (Webometrics)</td>
<td><a href="http://repositories.webometrics.info/index.html">http://repositories.webometrics.info/index.html</a></td>
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</tbody>
</table>
Why will this program compete successfully against them? What are the key features of this program that distinguishes it from its competitors? What is the evidence that these differences are important to students or industry and will therefore promote student demand?

- University course guides provide good information about programs
  and
  VTAC course indices and selection data: http://www.vtac.edu.au/reports.html
Opportunities for graduates

• What are the employment opportunities for graduates of the proposed program given the present state of the industry/profession and its trends for growth or decline?

• Are any changes anticipated in the short- to mid-term future that will impact on program development?
What are the employment opportunities for graduates of the proposed program given the present state of the industry/profession and its trends for growth or decline?

• Graduate Destination Survey
  – Graduate destinations report
  – Graduate salaries
  – Graduate outlook

Are any changes anticipated in the short- to mid-term future that will impact on program development?

• **Graduate employment trends**
  – As a starting point refer to the Program Performance Report [http://www.rmit.edu.au/planningresearch](http://www.rmit.edu.au/planningresearch) (staff login required)

• **Macro perspectives**
  
  
Thank you!

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