Achieve Commercial Revenue Targets and Grow Margin

Julie Eisenbise
Achieve Commercial Revenue Targets and Grow Margin

1. Steering Committee:
   • Stephen Connelly - DVC, I&D
   • Robert Webster - ED, Policy & Planning
   • Stuart Donaldson - ED, Financial Services
   • Julie Eisenbise - ED, GBE
   • Christine Robertson - D. Dir., TAFE
   • Jim Garton - Principal Advisor, Strategy, Planning, Quality, I&D
   • Ian Kearney - Asst. Dir., Industry Engagement, GBE
   • David Parrish - Project Mgr., Industry Engagement, GBE

2. Project Scope and Objectives/Outcomes:
   • Resolve the definition of “Commercial Income” in use across the university.
   • Work with FSG to address issues around the interpretation and application of consistent accounting practices
   • Define / deploy commercial targets and reporting mechanism for schools / colleges.
Achieve Commercial Revenue Targets and Grow Margin

3. Progress:
   • Steering Group has been reconvened.
   • Pilot project tracking major commercial contract established
   • Working group between FSG and GBE initiated
   • VCE commercial planning discussion paper updated

4. Next steps:
   • Consult central business units / schools / colleges on “commercial income” definition (Q. 4, 2011).
   • Implement cost codes and standardised accounting practices, in conjunction with FSG (Q. 4, 2011).
   • Pilot commercial revenue targets in selected schools / colleges (Q. 2, 2012).
   • Deploy policy / procedure to achieve targets (Q. 2, 2012).
   • Establish pilot budgets and profile for 2012/2013 (Q. 2, 2012).
International Student recruitment Strategy

Michelle Hoodbhoy
International Student Recruitment Strategy

1. **Steering Committee:**
   - Stephen Connelly - DVC I&D
   - Ailsa Lamont ED - Int
   - Robyn McCutchan - Dir Mktg & Student Rec (VN)
   - Maddy McMaster - AR
   - Robert Webster - ED P&P

2. **Project Scope and Objectives/Outcomes:**
   - Map recruitment & admissions activities in RMIT (AU, VN & transnational partners) & identify improvement opportunities
   - Establish an agreed process for an integrated global recruitment and admissions framework
   - Establish a fully integrated recruitment plan for 2012
   - Develop a global communication and marketing strategy for internal and external stakeholders
International Student Recruitment Strategy

3. Progress:
   • Completed mapping of recruitment and admissions activities.
   • Briefing with Web Services to address key issues, including virtual admissions, social media recruitment, online assessment, and assessment on requirements for and alignment between AU, VN and partners.

4. Next steps:
   • Entry requirements mapping for top 10 countries - BUS Degrees only.
   • Assessment on tuition fees and Agents' involvement in recruitment (i.e. agents arrangements, contract structures, etc).
   • Complete documentation for pilot program (i.e. pathway completion, transfer procedures, etc).
   • Finalised plan Q1, 2012
Internationalisation Plan

Stephen Connelly
Internationalisation Plan

1. Steering Committee:
   - Stephen Connelly - DVC I&D
   - Merilyn Liddell - President RMIT Vietnam
   - Daine Alcorn - DVC R&I
   - Gill Palmer - DVCA
   - Ailsa Lamont - ED Int

2. Project Scope and Objectives/Outcomes:
   - Guide the University in implementing a comprehensive University-wide internationalisation strategy
   - Establish a path to achieving an increased international presence
   - Targets, roles, responsibilities
Internationalisation Plan

3. Progress:
   • Outline of Internationalisation Plan developed
     • designed around nine themes
   • Stakeholder consultation conducted across RMIT
     • the Senior Leadership Forum (SLF)
     • International Advisory Committee (IAC)

4. Next steps:
   • Analyse feedback from SLF, identify gaps & ideas
   • Workshop with the IAC group in July (test/validate direction)
   • Present to Academic Board for strategic discussion in August
   • Continue pulse checks via steering committee and other key stakeholders.
   • Finalise plan Q3
Partner Cities Strategy

Tony McKittrick
Partner Cities

1. Steering Committee:
   • Stephen Connelly - DVC I&D
   • Tony McKittrick - Dir IR (project lead),
   • Paul James - Dir Global Cities
   • Daine Alcorn - DVC R&I
   • Robert Webster - Dir P&P
   • Matthew Sukumaran - ED Ops VN

2. Project Scope and Objectives/Outcomes:
   • Identify key partner cities to further develop relationships in education, research, consulting and training.
   • Support RMIT’s aspiration to be a global university of technology and design, including global in education, research and services.
Partner Cities

3. Progress:
   • Mapping Exercise of current city-linked activities

4. Next steps:
   • Establish methodology and criteria, Q3
   • Provide guidelines including decision-making authority, Q3
   • List of cities of interest, Q4
Review RMIT’s Industry Engagement Strategy

Julie Eisenbise
Review Industry Engagement Strategy

1. Steering Committee:
   - Julie Eisenbise - ED, GBE (Chair)
   - Peter Coloe - PVC, SEH
   - Allan Ballagh - Director of TAFE
   - Aaron Smith - Deputy PVC, College of Business
   - Deborah Warrender - Dir., Planning & Resources, DSC
   - Steve Gower - Dir., Research Partnerships, R&I
   - Fiona Ellis - Dir., Student Services
   - Ian Kearney - Asst. Dir., Industry Engagement, GBE

2. Project Scope and Objectives/Outcomes:
   - Review current strategy, including five industry focus areas and university-wide models of engagement with industry sectors. Develop International IE Plan.
   - Refine targets and benchmark against similar universities.
Review Industry Engagement Strategy

3. Progress:
   • Five industry sectors under review, including pathways for aspirational sectors during the strategy’s lifespan (to 2015).
   • Draft report produced aligning IE Strategy with university-wide business plans (Internationalisation, Partners Cities, R & I, etc.).
   • University-wide consultation plan under development.

4. Next steps:
   • Produce report detailing rationale behind focus sectors (Aug).
   • Commence university-wide consultation on modes of engagement / best practice (July-Sept).
   • Generate updated IE Strategy (Nov).
   • Draft International Industry Engagement Plan, aligned with Internationalisation Plan, Partner Cities Plan, Research Plan, and others (Nov).
   • Develop Implementation Plan (Nov).
Transnational Strategy Development Project

Jim Garton
Transnational Strategy Development Project

1. Steering Committee:
   • Stephen Connelly - DVC (International & Development)
   • Gill Palmer - DVC (Academic)
   • Steve Somogyi - (VP Resources)
   • On Kit Tam - (Deputy PVC International - COB)
   • Julie Wells - (University Secretary)
   • John Lambrick - (General Counsel)

2. Project Scope and Objectives/Outcomes:
   Aligned with University's Plan and international strategies for 2011 - 2015 to:
   • Assess business models for transnational activity
   • Review current alliances to identify partnerships with further potential
   • Assess foreign jurisdictions for transnational opportunities
   • Identify and prioritise new opportunities for a broad range of transnational activities
   • Initiate specific priority opportunities
Transnational Strategy Development Project

3. Progress:
Project commenced June 2010
• Report #1 recommendations to steering committee on 15th Feb 2011 then to Vice Chancellor re strategic priorities and models for transnational activity
• Report #2 submitted to Transnational steering committee on 7th June re types of global presence
• Tianjin Forum held, and first Tianjin Working Group meeting on 15 June

4. Next steps:
• Action plan developed for each strategic priority as part of the I&D planning process
• Working Groups formed for each strategic priority
• Latin America Working Group in planning stages
• Working Groups to be formed for target cities in Europe, India and Indonesia
• Deadline: 31 August 2011
Thank you