Welcome to the I & D Portfolio Town Hall Meeting

Monday 24 September 2012
I&D Portfolio Town Hall Meeting: Agenda

• **Overview of I&D Portfolio Structure**
  Stephen Connelly, DVC (I&D)

• **Advancement: Who are they, What do they do?**
  Melissa Smith, Director (Advancement)

• **International Admissions System**
  Julia Hoon, Assistant Director, Business Services (International) & Chris Williver, ITS
International & Development Portfolio
Executive Group
Understanding Advancement

.....in a few easy steps
What potential do we have?
What is Advancement?
What can we learn from the past?
What are we doing differently?
What is the impact of our work with alumni?
What does our alumni community look like?

Age group - All

Top 10 International Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore</td>
<td>27486</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>7881</td>
</tr>
<tr>
<td>Malaysia</td>
<td>7113</td>
</tr>
<tr>
<td>China</td>
<td>5307</td>
</tr>
<tr>
<td>Vietnam</td>
<td>4267</td>
</tr>
<tr>
<td>Indonesia</td>
<td>2407</td>
</tr>
<tr>
<td>India</td>
<td>1314</td>
</tr>
<tr>
<td>Thailand</td>
<td>1215</td>
</tr>
<tr>
<td>Japan</td>
<td>857</td>
</tr>
<tr>
<td>United States</td>
<td>571</td>
</tr>
</tbody>
</table>
How do we engage our alumni over their lifetime?
Major gift fundraising is a science and an art

• For success:
  – The **right** person… asking the **right** prospective donor… at the **right** time… for the **right** amount… for the **right** project

• Science:
  - Research, Strategic Planning, Coaching, Best Practice
  - Emotional Intelligence, Awareness, Listening
Moves Management Cycle

- Identification
- Qualification
- Stewardship
- Solicitation
- Cultivation
- Advanced Cultivation

- <18 months
- <2 months
- <3 months
- 6-12 months
Science of Major Gift Fundraising

• People give to people

• People have always given

• But transformational giving doesn’t happen without a strategic framework
The Advancement team

Development (Fundraising)

Alumni (Engagement)

Advancement Services (Knowledge management)
Thank you
International Admissions System

RMIT International
Introduction

• New international admissions system
  – SITS:Vision by Tribal Group

• Project commenced 25 May 2012
  – Release 1 projected for Nov 2012
    – Implementation TBA
  – Release 2 in May 2013

• The IAS project team
  – International
  – ITS
  – Tribal
The new International Admissions System

• What are the key benefits?
  – Cleaner workflows delivering efficiencies and consistent practices across teams
  – Flexibility without compromising compliance
  – Enhanced student/channel interactions
The new International Admissions System

• It will look and feel different
  – Remains an online system with improved AI functionalities
  – No change to login details

• Quicker application management workflows and turnarounds

• Different interactions with students, agents and SOs
  – Application tracking via portals
  – Communications (apply, track, respond)

• More structured information collection (more details to follow)
Preparing for Release 1

• “Name your system!”
  – International staff only

• Project updates:
  – Weekly updates to INT by email
  – Comms to wider University community
  – Yammer group created for interested parties
  – Roadshows

• Attend training sessions (scheduled to commence 22 October)
Questions?