

LA TROBE UNIVERSITY

ACADEMIC BOARD

Minutes of the four hundred and sixteenth meeting of the Academic Board held in the Council Chamber, John Scott Meeting House, La Trobe University, Bundoora Campus on Wednesday 13 June 2007 at 9.30am

**PRESENT:** Professor R W Parish (Chair), Professor C Adams, Professor M Chanock, Dr L Crase, Dr M Davidson, Professor D de Vaus, Dr J Fahey, Professor D Finlay, Professor J Fitzgerald, Mr P Foreman, Ms C Freebody, Mr B Goddard, Mr J Griffiths, Ms J Gwynn, Dr L Howie, Dr J Jackson, Professor P Johnson (Vice-Chancellor), Dr D Kirkby, Professor M Lake, Ms L Lavender, Professor G Leder, Professor L Ling, Dr G Mayer, Professor S Paxton, Mr A Plaisted, Mr K Reed, Mr P Richardson, Professor M Rimmer, Professor I Robinson, Dr D Rogers, Dr J Russell, Professor H Swerissen, Dr A Vongalis-Macrow and Professor E Weigold.

**SECRETARIAT:** Ms A Cowburn

**IN ATTENDANCE:** Professor R Adams, Professor A Borowski, Professor L Cahill, Mr B Carboon, Professor R Dixon, Dr K Ferguson, Mr P Gould, Professor C Handley, Dr E Martens, Mr J Molony, Ms C Morriss, Ms B Paton (*vice* Professor E Gow), Professor A Smith (*vice* Professor H Westerbeek) Dr D Wilkinson and Dr L Yates.

**PART A: PROCEDURAL MATTERS**

**(i) Apologies and Attendance**

Apologies were received for Dr Roger Croome, Professor Simon Crowe, Dr Jacinta Douglas, Professor Geoff Durden, Professor Gerald Farrell, Ms Margarita Frederico, Professor Earle Gow, Professor Frank Hardman, Dr Trevor Hogan, Professor Nick Hoogenraad, Professor Denise Kirkpatrick, Ms Lyn Lang, Ms Virginia Mansel Lees, Ms Frances Sheean, Professor Gordon Walker and Professor Hans Westerbeek.

The Board noted that it was Professor Gilah Leder's last meeting prior to her retirement on 30 June 2007 and wished her well.

**(ii) Approval of Agenda and ordering of Agenda Items**

The Board resolved to approve the Agenda, as circulated.

The Board received the following tabled papers:

- AB07/99 *Attachment G*, Report of Selection Committee: Professor/Associate Professor of Allied Health
- AB07/99 *Attachment H*, Report of Selection Committee: Associate Professor in Finance
- AB07/99 *Attachment I*, Report of Selection Committee: Professor in Finance
- AB07/99 *Attachment J*, Report of Committee for Emeritus Professors and Scholars
- AB07/100 Award of Degrees and Diplomas

**(iii) Outstanding Matters**

The Board received and noted report AB07/98.

(iv) **Matters approved on behalf of Academic Board**

The Board received report AB07/99 and noted the following matters which had been approved on its behalf since its last meeting:

- (a) Award of degrees and diplomas, as detailed in Attachment A to AB07/99;
- (b) Membership of Committees:
  - (i) *Selection Committee: Associate Professor/Senior Lecturer in Paediatric Speech and Language Pathology*, as detailed in Attachment B to AB07/99;
  - (ii) *Selection Committee: Professor in Finance and Associate Professor in Finance:*
    - Additional Member: Professor Carol Adams;
  - (iii) *Selection Committee: Professor/Associate Professor in Management:*
    - Additional Member: Professor Carol Adams;
    - Professor Boris Kabanoff (QUT) *vice* Professor Tanya Castleman (Deakin University);
  - (iv) *Committee on Outside Studies Programs*
    - Dr Trevor Whiffin *vice* Dr Katherine Seaton, as representative of the Faculty of Science, Technology and Engineering;
- (c) Establishment of Prizes:
  - (i) *Faculty of Health Sciences: Inglewood & Districts Health Service Prize for Nursing*, as detailed in Attachment C to AB07/99; EO(AB)
  - (ii) *Faculty of Health Sciences: Inglewood & Districts Health Service Social Work Prize*, as detailed in Attachment D to AB07/99;
- (d) Course proposal:
  - (i) a proposal from the Faculty of Science, Technology and Engineering to introduce the Bachelor of Biological Sciences (Advanced Science), as detailed in Attachment E to AB07/99; EO(AB)
- (e) Review of Policy and Procedures for Promotion from Level A to Level B and from Level B to Level C;
- (f) Report of Selection Committees:
  - (i) *Professor/Associate Professor of Allied Health (Dr Keith David Hill)*, as detailed in confidential tabled Attachment G to AB07/99;
  - (ii) *Associate Professor in Finance (Dr Darren Henry)*, as detailed in confidential tabled Attachment H to AB07/99;
  - (iii) *Associate Professor in Finance (Dr Adam Clements)*, as detailed in confidential tabled Attachment I to AB07/99;
- (g) Report of the Committee for Emeritus Professors and Scholars, as detailed in confidential tabled Attachment J to AB07/99.

(v) **Report of the Vice-Chancellor**

The Vice-Chancellor reported on a number of matters of current interest.

- (a) *Visits to regional campuses*

The Vice-Chancellor reported that he had now visited all of the regional campuses, apart from Beechworth, and was impressed with the staff and students. The Board noted that there were different issues affecting the smaller campuses in comparison to Bundoora and that the service provided was greatly valued by local communities and politicians.
- (b) *Forging links with Federal and State politicians*

The Vice-Chancellor advised that he had recently met with the Federal and State Education Ministers and the Premier. The Board noted that having political influence was becoming more important for universities due to the significant amount of discretionary funding available to higher education institutions. The University was committed to increasing its profile.

(c) *Launch of "Team Melbourne"*

There had recently been the launch of "Team Melbourne", supported by the Victorian Government, to present a unified image of Melbourne as a leading sport city. La Trobe University had given a three year commitment to "Team Melbourne" and would make scholarships available to high profile sports people. The Board noted that this was another initiative to raise the University's public profile.

(d) *Deputy Vice-Chancellor (Academic) and Deputy Vice-Chancellor (Research) appointments*

The positions of Deputy Vice-Chancellor (Academic) and Deputy Vice-Chancellor (Research) would be advertised in the next few weeks. The search would not be confined to Australia.

The Board noted that Professor Weigold had agreed to stay on in the role of Pro Vice-Chancellor (Research) until the end of September.

The Vice-Chancellor advised that Dr Kay Souter had been appointed Interim Director of Learning and Teaching for the period July to December. In this role, Dr Souter would have oversight of the Academic Development Unit and a number of other related units. Various Professors would be taking on the role of Chair of a range of Committees that Professor Kirkpatrick currently Chaired in her role as Pro Vice-Chancellor (Academic), including Academic Committee and Promotions Committees.

(e) *Public transport links to the University*

Mr Reed queried whether the University had any plans to lobby for better public transport links to the University and local areas.

The Vice-Chancellor advised that previous lobbying by the University had improved certain bus links, but that he did not believe that the State Government were prepared to spend money on this issue.

(f) *RQF*

Mr Reed queried whether RQF measures would be used to judge staff on their performance whichever government was in power.

The Vice-Chancellor advised that the RQF was an externally imposed process which had made transparent the level of research across the higher education sector. It was noted that it had been reported that the great majority of academic staff in Australian universities were employed on teaching and research contracts, but that perhaps only 50% would be eligible for submission in the RQF. It was agreed that there were significant challenges ahead regarding the higher education funding structures.

**PART B: MATTERS FOR APPROVAL**

**416.1 CONFIRMATION OF THE MINUTES**

The minutes of the meeting held on 9 May 2007 [AB07/96(M)] were confirmed.

**416.2 ITEMS APPROVED WITHOUT DISCUSSION**

**416.2.1 Award of Degrees and Diplomas**

The Board received tabled report AB07/100 and **resolved** to recommend to Council the award of degrees and diplomas as detailed therein.

EO(AB)

**416.2.2 Establishment of prizes**

The Board **resolved** to establish formally the following Prizes:

- (a) Faculty of Science, Technology and Engineering: Environmental Management and Ecology Second-Year Prize, as detailed in report AB07/101;
- (b) Faculty of Law and Management: Australian Government, Department of Finance and Administration Prize, as detailed in report AB07/102;

Fac. Reg.  
Ms L Smith  
Ms A Forden

- (c) Faculty of Law and Management: Australian Government, Productivity Commission Prize, as detailed in report AB07/103;
- (d) Faculty of Law and Management: Department of Economics and Finance (School of Business) Prize for Economics, as detailed in report AB07/104;
- (e) Faculty of Law and Management: Department of Economics and Finance (School of Business) Prize for Finance, as detailed in report AB07/105;
- (f) Faculty of Law and Management: Jack Just (Postgraduate) Memorial Award (Taxpayers Australia), as detailed in report AB07/106; and
- (g) Faculty of Law and Management: Victorian Government, Department of Treasury and Finance Prize, as detailed in report AB07/107.

#### 416.2.3 Report of Selection Committee

- (a) *Selection Committee: Professor/Associate Professor of Public Health and Head of School*

This item was removed from the agenda.

#### 416.2.4 Membership of Committees

- (a) *Standing Committee on Level D Academics: annual review of membership*

The Board received report AB07/109 and **resolved** to approve the annual review of membership of the Standing Committee on Level D Academics, as detailed in report AB07/109.

Dr J Carr

- (b) *Committee on Outside Studies Programs*

The Board **resolved** to approve the following appointment to the Committee on Outside Studies Programs:

Dr J Carr

- Professor Lorraine Ling (nominated by the Vice-Chancellor as Chair for 2007) *vice* Professor Denise Kirkpatrick.

### 416.3 STANDING COMMITTEES OF ACADEMIC BOARD

#### 416.3.1 Report of Research and Graduate Studies Committee: 29 March 2007

The Board received report AB07/110.

- (a) *Victorian e-Research Strategic Initiative*

The Board noted that Dr Mark Kosten had been appointed Director, e-Research, and was developing a strategic plan for initiatives at the University and coordinating activities related to the Victorian e-Research Strategic Initiative (VeRSI). It was also noted that VeRSI-supported activity could leverage significant additional Federal support.

- (b) *Research Quality Framework*

The Board noted that academic staff that had commenced at the University after the beginning of 2001 had been identified. Identification and collection of their research achievements and outputs prior to joining the University posed a major challenge. Outputs to be put forward for the RQF did not need to be limited to those collected as part of the Higher Education Research Data collection, but could be a wider group according to discipline. The funding formula was likely to take into account the size of a grouping, the quality or impact rating for that group and the cost of research in the discipline. Cross-institutional groupings were possible, but participating institutions would be required to reach agreement regarding apportioning the group achievements.

Current advice from the Department of Education, Science and Training was that draft specifications for the RQF would be released in the second quarter of 2007, and final specifications would be released in the third quarter. Universities would be called on to submit expressions of interest at the beginning of December 2007.

The Board also noted that the RQF is unlikely to proceed in 2008 if a Labor government is elected.

(c) *Animal Ethics Committee*

The Board noted that the Animal Welfare Bureau had recommended the establishment of the position of Animal Welfare Officer and this position had been advertised. The Board also noted an amendment to the terms of reference of the Animal Ethics Committee making the Animal Welfare Officer an ex officio member of the Animal Ethics Committee, as detailed in Attachment 1 to AB07/110.

(d) *Sub-Committee Membership*

Animal Ethics Committee

The Board noted the addition of Dr T Frankel as an alternate under Category A (veterinarian) membership of the Animal Ethics Committee.

Publications Committee

The Board noted the following additions to the membership of the Publications Committee:

- Dr A Grant, Education (alternate Dr M Robertson)
- Dr M O'Keefe (as alternate for the Faculty of Humanities and Social Sciences)
- Dr O Niinenen (co-opted member)

Genetic Manipulation Supervisory Committee

The Board noted the reappointment of Dr D Hay as the Category H member of the Genetic Manipulation Supervisory Committee.

Human Ethics Committee

The Board noted the following membership of the Human Ethics Committee:

- Category B: Associate Professor K Reiger (Chair, HEC, Humanities and Social Sciences), term 1 January 2007-31 December 2009;
- Category B: Dr G Flannery (Chair, HEC, Science, Technology and Engineering), term 1 January 2007-31 December 2009;
- Category B: Dr H McBurney (Chair, HEC, Health Sciences), term 1 January 2007-31 December 2009;
- Category B: Professor P Murphy (Chair, HEC, Law and Management), term 1 January 2007-31 December 2009;
- Category B: Dr Wan Ng (Chair, HEC, Education), term 1 January 2007-31 December 2009;
- Category D: Rev L Mackle, term 1 January 2007-31 December 2007
- Category F: Professor J Oates, term 1 January 2007-31 December 2007
- Category H: Ms J Elsworth-Campbell, term 1 January 2007-31 December 2007
- Category I: Mr N Romas, term 1 January 2007-31 December 2007
- Category I: Mr M Kennedy, term 1 January 2007-31 December 2007
- Category J: Dr A Love, term 1 January 2007-31 December 2007
- Category H: Dr M Emison, term 1 March 2007-31 December 2007
- Category I: Mr J McBride, term 1 March 2007-31 December 2007
- Category J: Mr G Thomas, term 1 March 2007-31 December 2007

#### 416.3.2 Report of Research and Graduate Studies Committee: 27 April 2007

The Board received report AB07/111.

(a) *International Fee Remission Scholarships*

Professor Robinson stated that the proposal that the international fee remission scholarships be “awarded as part of the University’s competitive scholarship ranking and award process” would make the applications too restrictive as this process occurred only once a year. He requested that a more flexible approach be taken.

The Vice-Principal (Resources and Administration) advised that he had been Chairing the International Students Scholarships Working Party where many of these issues had been discussed. A final report from the Working Party was due to be provided to the Senior Planning Group and Senior Management Group by the end of the month. The Vice-Principal (Resources and Administration) offered to provide a copy of the final report to Academic Board.

VP(R&A)

The Board **resolved** to approve the proposal that the University award up to 40 full international tuition remission scholarships per year, in additional addition to its EIPRS allocation, to international students who were also awarded a La Trobe University Postgraduate Research Scholarship or who were already in receipt of a living expenses scholarship from their home country, home university or from another funding agency. These fee remission scholarships would be awarded as part of the University’s competitive scholarship ranking and award process, as detailed in Attachment 1 to AB07/111, and with the proviso that this may occur at other times of the year for sponsored students.

PVC(R)

(b) *Research Quality Framework*

The Board noted that Professor Weigold had been appointed to Chair the Physical, Chemical and Earth Sciences RQF assessment panel.

(c) *Sub-Committee Membership*

Human Ethics Committee

The Board noted the following appointments to the Human Ethics Committee:

- Category D: The Reverend Noel Whale, Vicar of St Peter’s Anglican Church in Bundoora (term until 31 December 2007);
- Category J: Dr A Ward, Senior Lecturer in the Division of Health Studies (term until 31 December 2007).

Animal Ethics Committee

The Board noted the appointment of Dr Johannes Schuijers (Category B) as Deputy Chair of the Animal Ethics Committee.

#### 416.3.3 Report of Academic Committee: 22 May 2007

The Board received report AB07/112.

(a) *Use of Electronic Mail (Email) for Official Correspondence with Students*

The Pro Vice-Chancellor (Albury-Wodonga Campus) voiced her concerns about the draft policy for “*Use of Electronic Mail (Email) for Official Correspondence with Students*”, which stemmed from the assumption that students would have access to the internet and their student email outside of semester time. It was noted that this could be particularly difficult for regional students.

Professor Handley advised that item 6.9 of the policy – “*Application of this policy must not cause disadvantage*” – was designed to deal with these types of issues.

<p>The Director, Academic Services, noted the concerns of the Pro Vice-Chancellor (Albury-Wodonga) and advised that these would be incorporated into the guidelines document, which was currently being drafted. The Director, Academic Services, agreed to forward the draft guidelines documentation to the Pro Vice-Chancellor (Albury-Wodonga) for comment.</p>	Dir. AS
<p>The Board <b>resolved</b> to endorse, for referral to Council, a draft policy for the use of electronic mail (email) for official correspondence with students, as detailed in Attachment A to report AB07/112.</p>	EO(AB)
<p>(b) <i>Proposal to revive the Graduate Diploma in Orientation and Mobility</i></p>	
<p>The Board <b>resolved</b> to endorse, for referral to Council, a proposal from the Faculty of Health Sciences to revive the Graduate Diploma in Orientation and Mobility, as detailed in Attachment B to report AB07/112.</p>	EO(AB)
<p>(c) <i>Proposal to introduce a Bachelor of Arts (Natural Resource Education), a Bachelor of Arts (Outdoor Environmental Education) and a Bachelor of Arts (Outdoor Recreation Education)</i></p>	
<p>The Board <b>resolved</b> to endorse, for referral to Council, a proposal from the Faculty of Education to introduce a Bachelor of Arts (Natural Resource Education) (BA(NaturalResourcesEd)), a Bachelor of Arts (Outdoor Environmental Education) (BA(OutdoorEnvEd)) and a Bachelor of Arts (Outdoor Recreation Education) (BA(OutdoorRecEd)), as detailed in Attachment C to report AB07/112.</p>	EO(AB)
<p>(d) <i>Core/essential undergraduate unit materials are provided on-line</i></p>	
<p>The Board noted that Academic Committee had resolved to endorse the following wording to be used as the basis for information in unit materials in relation to the QAU process to inform and encourage students to participate:</p>	
<p><i>Quality Assurance of Units is a process where you are invited (via a paper-based or on-line survey) to tell your teaching staff about your learning experiences in the unit/s you studied. Your teaching staff want to hear about how you experienced the unit. They will take your views seriously, many of them will have already mentioned to you what they did in response to the comments from last group of students. Your views will assist the teaching staff to enhance the unit for the next group of students. When the survey reaches you, please make time to tell us your views.</i></p>	
<p>The Board also noted that staff should use the proposed wording as an example only and personalise it where possible, eg “I would like to hear about how you experienced the [<i>insert unit name</i>]”.</p>	
<p>(e) <i>Establishment of a First Year Experience Questionnaire Steering Group</i></p>	
<p>The Board noted that Academic Committee had agreed to establish a First Year Experience Questionnaire Steering Group, whose membership would consist of a representative from each Faculty and the Pro Vice-Chancellor (Equity and Student Services), or nominee.</p>	
<p>(f) <i>Establishment of a University Graduate Attributes Working Party</i></p>	
<p>The Board noted that Academic Committee had agreed to establish a University Graduate Attributes Working Party, with the membership to include a representative from each Faculty and the Academic Development Unit. The Working Party would report back to Academic Committee and be given a timeline of two months.</p>	

#### 416.3.4 Report of Research and Graduate Studies Committee: 25 May 2007

The Board received report AB07/113.

(a) *Musculoskeletal Research Centre*

The Board **resolved** to approve the proposal from the Faculty of Health Sciences to expand the Musculoskeletal Research Centre from being a School-based centre to a Faculty-based centre, with a revised draft constitution, as detailed in Attachment 1 to AB07/113.

It was noted that the Centre was closely aligned to and supports teaching and research in physiotherapy, podiatry, prosthetics and orthotics and occupational therapy. The area offered a significant opportunity for development in the future and the Faculty had allocated \$300,000 over the next three years to support this initiative.

Sec. RGSC/  
Fac. Reg.

### **PART C: MATTERS FOR INFORMATION**

#### **416.4 ITEMS FOR INFORMATION**

##### **416.4.1 Minutes of the Faculty Boards**

The Board received and noted the following minutes of the Faculty Boards:

- |  |                  |
|--|------------------|
| (a) Humanities and Social Sciences: 7 March 2007 | LHUSS/FB2007/32M |
| (b) Law and Management: 19 March 2007            | FLM/FB07/01M     |

##### **416.4.2 Minutes of the Library Committee: 20 April 2007**

The Board received and noted the minutes of the Library Committee, as detailed in report LIB07/12(M).

### **PART D: QUESTIONS WITH NOTICE**

There were no "Questions with Notice" provided.

### **PART E: DISCUSSION**

#### **416.5 INTERNATIONAL RECRUITMENT**

The Chair introduced the Expert Panel who were to lead the discussion:

- Mr John Molony, Chief Officer, International
- Dr David Wilkinson, Associate Dean (International), Faculty of Law and Management
- Dr Lynda Yates, Associate Dean (International), Faculty of Education

##### Mr John Molony: International Cohort

Current La Trobe University statistics:

- 3,327 international students onshore in Australia.
- \$51 million in tuition income for 2007.
- Ranked 19<sup>th</sup> among all Australian universities.
- 13% of the cohort are international.
- Postgraduate 43%, undergraduate 57%.

Compared to similar Universities (ie. IRUA, capital city location, Griffith and Macquarie), La Trobe currently has less than half the international student load and less than half the income stream. Griffith and Macquarie are both well inside the top 10 international cohorts with approximately 8,000 international students, around 25% of the student body, and in excess of \$100 million in tuition revenue. For Macquarie it will be closer to \$120 million this year excluding royalties from the IBT partnership pathway and revenue from the language centre.

Broad targets for La Trobe within five years are as follows:

- 8,000 international students.



- \$100 million in international student revenue.

Postgraduate coursework program development is essential in enhancing our competitiveness and achieving those targets.

Market demand:

- Graduates looking to internationalise upgrade their first degree – undergraduate recruitment is not enough.
- Developed 1 year postgraduate coursework programs (Australia has created a niche. Even very conservative institutions such as the University of Sydney have developed suites of 1 year professionally oriented programs).

Demand:

- Demand comes from traditional Asian source countries but also from Europe and the Americas.
- Mature students, well prepared and succeed academically – high progression and graduation rate.

Program Development:

1. Faculty of Law and Management  
commencing students

1/05 ug 212; pg 49

1/07 ug 280; pg 301

Postgraduate numbers grew by a factor of 6 in 2 years as a result of program development responding to market demand.

- M Acct & Financial Mngt
- MPA
- MIB

2. Master of Biotechnology & Bioinformatics

An attractive program which could take significantly more students (particularly from the sub-continent).

Barriers:

- Only 1 in-take per year (July)
- Quota of 15 (it is full now with students being turned away – they will not wait a year to come to the LTU program)
- Strong research focus

3. Master of International Policy Studies

LTU has a strong reputation in this area and the program could attract many more students if:

- Direct entry from undergraduate courses (no work experience)
- 1 year duration
- Fully taught program

#### Dr David Wilkinson: Program Innovation

Aim: a significant increase in full fee revenue

How: through innovative program offerings attractive to international students

Innovative does not necessarily mean new. It can simply mean doing what we already do in a better or different way. It may simply mean a change in a degree title that has more resonance in the market. Neither does innovation mean that you have to be the leader – followers can also be successful

So, we can:

1. increase numbers in existing programs  
can be achieved in a number of ways: for example, better marketing, obtain professional accreditation for programs, have better processes (such as faster turnaround times on applications), better reputation, better facilities, greater flexibility in program delivery (evenings, weekends, block mode, summer semesters) or developing better linkages with suppliers (pathways), and assist students with post-course work experience

Alternatively, we can:

2. introduce new programs  
Broad-based (appealing to large groups)  
Niche programs (appealing to smaller markets)

Broad-based programs, while meaning quicker returns, can also mean you are hostage to changed circumstances (for example, over supply of graduates, or changes to immigration regulations)

It is instructive to look at two programs offered by the Faculty of Law and Management. In Semester 2, 2005, the Faculty of Law and Management introduced two new accounting masters programs. They attracted 91 students in the first intake. We knew they would be successful. Why? Because accountants were listed on the Department of Immigration's MODL list (Migrant Occupations in Demand List). We did not, however, anticipate that by the end of 2006, we would have over 450 students in the two programs, primarily from India.

Two points emerge from this experience:

- (i) the programs could not be described as innovative – the decision to introduce them was more of what could be termed a 'no brainer' and should have been done earlier. Observation of our competitors told us there was a market. We simply followed the market.
- (ii) Their very success has introduced a large element of risk to both the Faculty and La Trobe. To be notably reliant on one or two programs which attract students from predominantly one country exposes us to significant risk of change. For example, as soon as the accounting occupation is taken off the MODL list, this demand will largely disappear.

Despite their success, I am already working with other members of schools in our Faculty to plan on their replacements. Early signs are that the demand for these programs has peaked, and that we need new programs if the growth of the past is to continue.

Niche programs are, from one perspective, easier to develop. But, by their nature – you need more of them to achieve a revenue objective.

Within the Faculty of Law and Management, we are working on not developing new programs per se, but combining existing programs. For example, we have a very good LLM (International) that works very well with Europeans. In 2005, following discussions with students at European education fairs, we realised there was a demand for law/Business. We quickly introduced a new degree – the MIBL – which simply took half of the LLM (Int) and half of the MIB. No new units (and hence no resource implications) – just a different way of cutting the cloth.

Alternatively, we are commencing the development of double masters degrees. This is also being done in conjunction with other faculties – Faculty of Health Sciences and Faculty of Science, Technology and Engineering, with recent discussions being held with the Faculty of Humanities and Social Sciences.

We do not expect these proposed new offerings to be as successful as the accounting masters – but there is a market which can be tapped into at minimal cost in terms of program development – these proposals are simply a re-packaging of existing programs in a way that will attract new students.

Program innovation requires a culture a willingness to try new things and look at the world in a different way – to realise that the world has changed. Take masters: the world has moved on from two years/thesis. It requires the tolerance of failure – some programs don't work in the market place.

What we need:

1. market intelligence/environmental scanning
  - what are students asking for?
  - what are our competitors doing?
2. fast processes in program development

Whatever happens, innovation, once started, is constant.

Dr Lynda Yates: Faculty of Education experience

Although the Faculty of Education is a relatively new and small faculty at La Trobe University, it, has been very successful in attracting postgraduate international students. The Faculty has repackaged existing programs and watched markets quite carefully.

The one year Graduate Diploma in Education has been particularly successful and, packaged with a one year program as part of a 2 yr masters has been attracted to students from India. The Faculty are aware that the market will not last forever. There has also, been interest from Canada due, in part, to a successful marketing link. Canadian students and students from other English medium countries find it appealing to do a one year postgraduate course in Australia. In order to support this market, there has been research on the Faculty's behalf to find out what particular regulations/accreditation is required when they return home.

Future possibilities:

- A cross Faculty Masters combining existing units. This kind of cross-faculty cooperation might enable courses or individual units within different faculties to become viable whereas they may not achieve this on their own. We should facilitate this kind of cooperation.
- Increase in sponsored students.
- Increased pathways from coursework Masters to Research degrees – there is no pathways from Masters by coursework to a PhD for sponsored students.
- The development of an integrated PhD which combines coursework and preparation for research with a thesis and which could draw on coursework units from across the university.
- Research degrees for students offshore, by doing at least part of the supervision at a distance using email, Skype etc.: La Trobe could attract groups of candidates for doctoral studies in different parts of the world using that type of model.

Some of the practical things we need to consider:

- 3 semesters (more flexible teaching times).
- Mid year intakes.
- Block/weekend mode teaching.
- The university operational services need to ensure that they can respond to these newer modes of working, e.g. having rooms open at non-standard times, ensuring accurate room bookings etc.
- We also need to increase staff to awareness of the positives involved when dealing with international students and see them as an internationalising force for our local students within the university.

***Discussion:***

Professor Chanock stated that the University should not just focus on the recruitment of international students, but what we do with them once they are here. International students were sometimes dissatisfied with their experiences, ie. an academic culture which they are not always prepared for, language problems, social isolation etc. There also appeared to be no thought of the impact of the growing number of international students on domestic students, particularly at undergraduate level.

Dr Yates advised that she was currently researching the impact of international students, and agreed that there were professional development issues and more structural support areas were required at the University.

Dr Stanton advised that she had been heavily involved in the Master of International Business which had originally had a cohort of 16 students and now had 34 students, from many different countries. The increase in numbers was due to a number of factors: word of mouth; the Faculty had picked their students well and provided an excellent learning experience; staff working closely with IPO; and academic staff had been overseas to promote the program. The School was also developing new initiatives regarding articulation programs. Dr Stanton agreed that it was important to create pathways from Masters to PhDs. Dr Stanton advised that there was a cost in terms of resources and staff time, even when courses are repackaged from existing programs.

Dr Russell queried how many international students would take up permanent residency. Mr Molony advised that it was a motivating factor for the Indian and Chinese cohort, with approximately 60% applying for permanent residency. There was a new Graduate Migration Policy, where students who get an IELTS score of 7 or above are automatically given residency and others who enter occupations in demand for 18 months are given permanent residency.

Dr Russell queried if the University planned around longer term indications of what occupations could be placed on the MODL list.

Dr Wilkinson advised that many of the international students who do apply for permanent residency only stay for 5-8 years, in what is considered to be short term permanent residency.

Professor Lake queried whether there had been successful Masters by coursework in the area of Humanities at Macquarie during Mr Molony's time there. Mr Molony advised that a Master of International Relations and Master of Arts in International Communications and double degree versions were popular with international students at Macquarie. Dr Wilkinson reported that he had recently met with the Dean, Faculty of Humanities and Social Sciences, and the Head, School of Communication, Arts and Critical Enquiry, and discussed renaming the Master of Media Studies to the Master of International Communications to make it more attractive to international students.

The Chair queried if there have been changes introduced by the Group of 8 universities that La Trobe should be looking into with some urgency. Mr Molony advised that one year professionally oriented Masters programs had been introduced and been successful.

Dr Reed stated that a major motivation for international students appeared to be to get permanent resident status. Was this going to be a top university or money making institution? Would resources for support at teaching level be provided?

The Vice-Chancellor advised that an institution could be both academically excellent and derive more revenue from international students than government funding. He had recently met with the Department of Immigration and discussed the issue of manpower planning. The government had recognised that the long standing issue of skill shortages in Australia could be addressed by universities attracting students that fill those gaps and then providing them with permanent residency. It was now part of government policy to encourage overseas students to stay in Australia.

The Vice-Chancellor agreed that there was a resource issue and recognised that even when courses were simply repackaged to attract international students there was additional work involved. When the University develops offerings for international students resources need to be freed up elsewhere. Too much time was spent on undergraduate teaching and the University needed to provide more challenging, modern undergraduate offerings.

The meeting closed at 11.10am.

**NEXT MEETING:**      **9.30am**  
                                 **Wednesday 8 August 2007**  
                                 **Council Chamber**  
                                 **John Scott Meeting House**  
                                 **Bundoora Campus**

**CONFIRMED BY CHAIR** \_\_\_\_\_ **DATE** \_\_\_\_\_