

LA TROBE UNIVERSITY

ACADEMIC BOARD

Minutes of the four hundred and twelfth meeting of the Academic Board held in the Council Chamber, John Scott Meeting House, La Trobe University, Bundoora Campus on Wednesday 8 November 2006 at 9.30am

PRESENT: Professor R W Parish (Chair), Professor C Adams, Dr S Beeton, Dr L Crase, Professor S Crowe, Professor D de Vaus, Professor G Durden, Professor D Finlay, Mr B Goddard, Professor N Gough, Professor R Harbridge, Dr L Howie, Dr J Jackson, Ms A Kelly, Professor M Lake, Ms L Lang, Ms L Lavender, Professor G Leder, Dr R Lewis, Dr G Murphy, Dr J Oates, Ms B Paton (*vice* Professor E Gow), Professor S Paxton, Professor V Prain, Mr P Richardson, Professor I Robinson, Dr D Rogers (*vice* Professor C Handley), Dr J Russell, Dr M Ryan, Dr M Sandeman, Professor B Stoddart (Vice-Chancellor), Dr L Thwaites, Mr G Villalta Puig, Dr A Vongalis-Macrow, Professor G Walker, Professor R Walker and Professor H Westerbeek.

SECRETARIAT: Ms A Cowburn

IN ATTENDANCE: Mr P Barton, Professor A Borowski, Professor L Cahill, Mr R Cook, Dr K Ferguson, Professor B Graetz, Ms B Knowles, Professor R La Polla, Dr E Martens, Professor P Murphy and Professor A Perry.

PART A: PROCEDURAL MATTERS

(i) Apologies and Attendance

Apologies were received for Professor D Altman, Professor E Gow, Dr J Fahey, Professor C Handley, Professor D Kirkpatrick, Ms V Mansel Lees, Professor M Rimmer, Ms F Sheean, Dr K Souter, Professor G Stephenson, Mr D Stuchbery, Professor H Swerissen and Professor E Wiegold.

(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:

- AB06/158 Award of Degrees and Diplomas
- AB06/162 Report of the Academic Promotions Committee
- AB06/163 Report of the Standing Committee on Level D Academics
- AB06/171 Allocation of Full Fee Income

(iii) Outstanding Matters

The Board received and noted report AB06/156.

The Board also received and noted tabled paper AB06/171, Allocation of Full Fee Income, a report regarding how international full fee funding was being distributed within the University. This had been listed as an outstanding item for action.

(iv) Matters approved on behalf of Academic Board

The Board received report AB06/157 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 report AB06/157;
- (b) Membership of Committees:
 - (i) *Selection Committee: Chair in Tourism Management*, as detailed in Attachment B to report AB06/157; and
- (c) Re-establishment of position:
 - (i) *Chair in Tourism Management*, as detailed in Attachment C to report AB06/157.

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

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

- (a) The POP Polls for La Trobe currently show that Health Sciences and Education continue to prove extremely popular, with other areas at this point showing fairly predictable patterns. It was noted that there had been a massive increase in first preferences for Agriculture (up by 42.6%) which was clearly a direct result of the initiative to declare first year Agricultural Science places as HECs free. There had also been a substantial increase in applications for international postgraduate places.
- (b) The University would be signing an agreement of co-operation with HCL Computers, one of India's major information technology firms, at 10.30am this morning.
- (c) The University was currently discussing the creation of a dental school and the provision of \$14.5 million in capital development funding with the State Government. The Vice-Chancellor congratulated the Dean, Faculty of Health Sciences, for this initiative.
- (d) The Vice-Chancellor thanked the members of Academic Board for their support over the past year and hoped that the Board would continue its development in becoming the main debating ground for new academic developments and improvements at La Trobe.

The Chair thanked the Vice-Chancellor for his leadership and support of the Academic Board.

PART B: MATTERS FOR APPROVAL

412.1 CONFIRMATION OF THE MINUTES

The minutes of the meeting held on 11 October 2006 [AB06/154(M)] were confirmed.

412.2 ITEMS APPROVED WITHOUT DISCUSSION

412.2.1 Award of Degrees and Diplomas

The Board received tabled report AB06/158 and **resolved** to recommend to Council the award of degrees and diplomas as detailed therein.

EO(AB)

412.2.2 Establishment of prizes

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

- (a) Law and Management: The North East Water Prize, as detailed in report AB06/159; and
- (b) Law and Management: Sparke Helmore Clinical Program Award, as detailed in report AB06/160.

Fac. Reg.
Ms L Smith
Ms A Forden

412.2.3 Adjunct Professorial Appointments

The Board received report AB06/161 and noted that the Vice-Chancellor had recently made the following adjunct professorial appointments and **resolved** to report this to Council:

EO(AB)

- (a) Mr Bill Healy: Adjunct Associate Professor, School of Social Work and Social Policy (three year appointment); and
- (b) Professor Terry Hillman: Adjunct Professor, Department of Environmental Management and Ecology (five year re-appointment from 1 October 2006).

412.2.4 Report of the Academic Promotions Committee

The Board received confidential tabled report AB06/162 and **resolved** to recommend to Council that the persons named therein be promoted to Level B or C, as detailed in the report, with effect from 1 January 2007.

EO(Sec)

412.2.5 Report of the Academic Promotions Committee

The Board received confidential tabled report AB06/163 and **resolved** to recommend to Council that the persons named therein be promoted to Level D, as detailed in the report, with effect from 1 January 2007.

EO(Sec)

412.3 STANDING COMMITTEES OF ACADEMIC BOARD

412.3.1 Report of Research and Graduate Studies Committee: 29 September 2006

The Board received report AB06/164.

(a) Allocation of Scholarships

The Board noted that the Research and Graduate Studies Committee had accepted a proposal for the allocation of Australian Postgraduate Awards and La Trobe University Postgraduate Scholarships for postgraduate students commencing in 2007. A total of 100 APA and La Trobe University Postgraduate Scholarships would be awarded, with the additional scholarships being funded from the Research Investment Fund. Following were the minimum number of scholarships that Faculties would be assured of:

Faculty of Education	3
Faculty of Health Sciences	14
Faculty of Humanities and Social Sciences	15
Faculty of Law and Management	4
Faculty of Science, Technology and Engineering	43
Research Centre for Linguistic Typology	2
Total	81

The remaining 19 scholarships would be distributed among areas of recognised research strength and focus, taking into account suitable supervisory capacity as evidenced by timely completions and evidence of leveraging funding support provided by Faculty or other sources.

The Board noted that Faculties and all areas of research strength were strongly urged to use a range of means to support research postgraduate students, including scholarships funded by Faculties and Schools, grants and top-up scholarships.

Professor Harbridge reported that the number of scholarships allocated to the Faculty of Law and Management had been halved. It was noted that there was a good demand in the Faculty for scholarships. The Dean, Faculty of Humanities and Social Sciences, advised that the current allocation formula had led to the halving of their scholarships too. It was suggested that the Research and Graduate Studies Committee should review their method of allocation. Professor Harbridge agreed to meet with the Pro Vice-Chancellor (Research) to further discuss this issue.

Dean, FLM/
PVC(R)

(b) La Trobe University Postdoctoral Fellowships

The Board noted that the Research and Graduate Studies Committee had considered a Review of the La Trobe University Postdoctoral Research Fellowship Scheme, as detailed in Attachment A to AB06/164.

It was also noted that the scheme was viewed by both Supervisors and Fellows as beneficial and highly valuable to the University and that 88% of Fellows continued to having on-going collaboration with their Supervisors.

The Committee urged staff to encourage applicants for the current round of La Trobe University Postdoctoral Fellowships to also consider applying for ARC Fellowships. The Committee had agreed to allocate up to \$5,000 per year per Fellow for research support.

(c) *Membership*

Publications Committee

The Board noted that the Committee had endorsed the appointment of Professor Randy LaPolla as Chair of the Publications Committee, for a two year term, following the end of the term of Dr Ian Topliss. The valuable contribution of Dr Topliss was noted.

Genetic Manipulation Supervisory Committee

The Board noted that the Committee had endorsed the appointment of Mr Zisis Pouris to the position of alternate Category J (Occupational Health and Safety), for the period 21 September 2006 to 20 September 2008.

412.3.2 Report of Academic Committee: 17 October 2006

The Board received report AB06/165.

(a) *Proposal to introduce a Master of Commercial Law and a Master of Global Business Law*

The Board **resolved** to endorse, for referral to Council, a proposal from the Faculty of Law and Management to introduce a Master of Commercial Law (MCL) and a Master of Global Business Law (MGBL), as detailed in Attachment A to report AB06/165.

EO(AB)

(b) *Proposal to amend the Bachelor of Behavioural Science, Graduate Diploma in Psychology, Bachelor of Occupational Therapy/Bachelor of Behavioural Science, Bachelor of Law/Bachelor of Behavioural Science and units offered by the School of Psychological Science*

The Board **resolved** to approve a proposal from the Faculty of Science, Technology and Engineering to amend the Bachelor of Behavioural Science, Graduate Diploma in Psychology, Bachelor of Occupational Therapy/Bachelor of Behavioural Science, Bachelor of Law/Bachelor of Behavioural Science and units offered by the School of Psychological Science, as detailed in Attachment B to report AB06/165.

Fac. Reg.

(c) *Faculty actions in support of the CEQ*

The Board noted that the Committee had received a paper regarding La Trobe University and the Course and Experience Questionnaire and noted that the University's performance on the CEQ generic skills scale was less than optimal.

Academic Committee had agreed that students were generally unaware of the importance of the CEQ to the external value of the degree they were graduating with from the University and the affect it had on University funding and rankings.

It was noted that the Committee had resolved to endorse the following recommendations:

1. All unit outlines would be revised to include an explicit statement of the generic skills that would be taught, practised or assessed in that unit. These generic skills should be expressed in language that is the same or close to that in the CEQ. This information should also be available where relevant on unit web pages.
2. The language used to describe the faculty graduate attributes should be aligned where possible to that of the generic skills in the CEQ.
3. Staff should make explicit to students when generic skills are being taught and practised.
4. All teaching staff should receive a copy of the CEQ and Faculty and school or department learning and teaching groups should have focused conversations about what the items on the CEQ mean and what may be done at unit level to address these. These decisions should be implemented.
5. Course and program review requirements would be amended to require that all reviews explicitly address performance on the CEQ and specify the changes that will be implemented in response to student feedback.

6. The CEQ be discussed with final year students, staff should point out the importance of this survey – for providing us with feedback about students' experiences and because it communicates to employers and others a value associated with the degree or program that students have achieved. Students should be encouraged to respond to the CEQ and to be aware of the effect of their responses on the perceived value of their qualification and program.

(d) *Unit Approval Process*

The Board noted that Academic Committee had resolved that revised units could be approved at Faculty level, unless the changes affected the course structure, with the existing Academic Services function to continue.

412.3.3 Report of Committee for External Programs: 18 October 2006

The Board received report AB06/166.

(a) *Membership*

The Board noted that the Faculty of Health Sciences did not have an Associate Dean (International) and that the Dean was currently listed as the member on Committee for External Programs. The Faculty had requested that the Registrar, Mr Richard Taylor, be able to attend in the Dean's place. The Chair advised that there had been an Academic Board decision made in 1991 that "*administrative staff are ineligible for election as members of the Standing Committees of Academic Board*" and that the Selection and Enrolment Committee had previously requested that this rule be waived for them and had members of general staff on that Committee.

The Board **resolved** to endorse the Committee for External Programs request that the Academic Board decision made in 1991 be waived to allow Mr Richard Taylor, Registrar, to be the Faculty of Health Sciences' representative on the Committee for External Programs.

Sec. CEP

(b) *International Student Revenue Targets*

The Board noted that the international onshore student revenue was approximately \$44 million, exceeding the revenue target of \$41 million and the University had prescribed a 2007 target of \$50,600,000. The target laid down for 2008 was \$59 million.

It was noted that clinical placements were a real issue for the Faculty of Health Sciences with faculty revenue targets seen as having been unrealistically set and that it was particularly hard to place international students due to the health system prioritising domestic students.

The Board also noted that there were concerns regarding the sustainability of high annual revenue growth targets and increasing staff and student ratios with an apparent lack of suitable teaching and office space in the University.

Dr Russell queried if the concerns listed above were being reviewed. The Pro Vice-Chancellor (Strategic Planning) agreed that the Faculty of Health Sciences had special issues regarding international students and clinical placements. The Vice-Chancellor advised that, in comparison with other universities, La Trobe is playing "catch up". The Vice-Principal (Resources and Administration) also reported that a Physical Planning and Management Committee had recently been established to review the physical resources of the University.

(c) *Revised ESOS Transition Period*

The Board noted that the Committee for External Programs had received a progress report regarding the ESOS Transition project.

The project group had held two meetings with all relevant staff to introduce the project and develop the methodology. Staff had been identified to form sub-groups for each of the fifteen Standards, reviewing the requirements, confirming what is already in place to provide evidence of compliance, identifying any gaps and proposing new processes which would enable the University to be fully compliant.

Other Victorian universities and the University had been invited to observe and comment on the project through the Victorian inter-University ESOS group, the equivalent grouping in NSW had been informed and ISANA had shown a strong interest in the project also.

(d) *Student Exchange Grants Received by the University*

The Board noted that ten students had been nominated as recipients of the Vice-Chancellor's Language Scholarships and the following summarises recent external grants received by the University.

2007 Scholarships

UMAP funding

- East China Normal University, China (Chinese language students)
\$9000 - 2 scholarships outgoing LTU students
- Carleton University, Canada (Science students)
\$9000 - 2 scholarships outgoing LTU students
- University of Florida, US (Education students)
\$9000 - 2 scholarships outgoing LTU students

Cheung Kong Endeavour Awards

- Ateneo University, the Philippines
\$20,000 - 2 scholarships both ways
- Mahidol University, Thailand (Tourism students)
\$20,000 - 2 scholarships both ways
- Chinese University of Hong Kong
\$20,000 - 2 scholarships both ways

One student, Timothy Kane, had received a UMAP scholarship from the Taiwanese Government and was currently studying in Taiwan under this scheme.

(e) *International Network of Universities*

The Board noted that the International Network of Universities had held a Workshop on "International Research Cooperation and Funding" at Ritsumeikan University in Kyoto, Japan.

It was also noted that the INU Council Meeting would be held at La Trobe University in November which would include the first meeting of the International Special Interest Group. A particular focus in this special interest group would be the benchmarking of international activities across INU members.

(f) *Agreements of Exchange and Co-operation*

The Board noted that Agreements of Exchange and Cooperation had recently been established formally with the following institutions:

- Capital University of Medical Sciences, China: memorandum of understanding;
- CRU Oresund, University College Oresund, Denmark: proforma application for approval of an international student exchange agreement;
- Bordeaux Business School, France: proforma application for approval of an international student exchange agreement; and
- Vietnamese Academy of Social Sciences, Vietnam: agreement of academic cooperation.

(g) *City Campus Update*

The Board noted that construction at the new city campus had commenced on 11 September 2006 and was scheduled to be completed at the end of March 2008, with the target occupancy date being April 2008.

A supplementary business case was being prepared, setting out revised course, enrolment, revenue and expenditure projections and modelling the impact of a May 2008 commencement and would be submitted to the November meeting of the Senior Management Group. It was also noted that a Marketing and Communications Plan had been prepared.

The Board noted that NEAS had advised that courses proposed to be held at the new city campus could be advertised and students enrolled prior to accreditation. The University would not be able to teach until NEAS had signed-off on the new campus.

(h) *Meeting Dates for 2007*

The Board noted that Committee for External Programs meetings would be held on the following dates in 2007:

Wednesday 21 February	Wednesday 15 August
Wednesday 18 April	*Wednesday 19 September
*Wednesday 16 May	Wednesday 17 October
Wednesday 20 June	*Wednesday 21 November
*Wednesday 18 July	
(* = reserve meeting dates)	

412.4 OTHER MATTERS

412.4.1 Report of the Selection Committee: Associate Professor/Senior Lecturer in Educational Innovation

The Board received the Report of the Selection Committee: Associate Professor/Senior Lecturer in Educational Innovation, as detailed in report AB06/167.

It was noted that the position was offered at the level of Senior Lecturer and that appointments at Senior Lecturer level did not require the approval of Academic Board or Council. The selection process for this position had now been completed.

412.4.2 Professorial Reports

(a) *Professor Alison Perry (Human Communication Sciences)*

The Board received and noted, for referral to Council, a professorial report submitted by Professor Alison Perry (Human Communication Sciences), as detailed in report AB06/168.

EO(Sec)

(b) *Professor David Brown (Management and Marketing)*

The Board received and noted, for referral to Council, a professorial report submitted by Professor David Brown (Management and Marketing), as detailed in report AB06/169.

EO(Sec)

(c) *Professor Geoffrey Durden (Graduate School of Management)*

The Board received and noted, for referral to Council, a professorial report submitted by Professor Geoffrey Durden (Graduate School of Management), as detailed in report AB06/170.

EO(Sec)

PART C: MATTERS FOR INFORMATION

412.5 ITEMS FOR INFORMATION

412.5.1 Minutes of the Faculty Boards

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

- | | |
|--|-------------------|
| (a) Humanities and Social Sciences: 6 September 2006 | LHUSS/FB2006/111M |
| (b) Law and Management: 8 August 2006 | FLM/FB06/04M |

412.5.2 Minutes of the Library Committee: 28 July 2006

The Board received and noted the minutes of the Library Committee, as detailed in report LIB06/24.

PART D: QUESTIONS WITH NOTICE

There were no "Questions with Notice" provided.

PART E: DISCUSSION

412.6 MARKETING AND COMMUNICATIONS FUNCTIONS AND BRAND STRATEGY

Mr Rob Lawrence, Prospect Marketing, gave a presentation on the La Trobe University Brand and Positioning Strategy. [*Secretariat Note: a copy of this presentation was circulated via email after the meeting.*]

The Pro Vice-Chancellor (Strategic Planning) advised that there would be 22 new positions created in the Marketing and Communications Division and the new brand "+Xtra" would be launched in April 2007.

The Chair queried how core business would be handled with an integrated centralised marketing and communications model. Mr Lawrence advised that there would be a coordinated process with academics working with marketing staff to enhance and augment what they were currently doing.

It was noted that the slides showing the University's positioning in comparison to other Victorian universities illustrated that they were all similar and it was queried how La Trobe could differentiate themselves from the others. Mr Lawrence explained that this is where the branding strategy would identify what is important to students and advised that every student should be offered something extra.

Mr Goddard advised that a report fully explaining the brand strategy would be made available in 2007.

The Chair thanked the Board for their involvement this year and praised the work of the Committees which report to the Board, the Working Group established to reinvigorate the Board meetings and Expert Panels which had been involved in the discussions throughout the year.

The meeting closed at 10.55am.

NEXT MEETING: **9.30am**
 Wednesday 14 February 2007
 Council Chamber
 John Scott Meeting House
 Bundoora Campus

CONFIRMED BY CHAIR _____ **DATE** _____