

Thursday, October 11, 3:30 p.m. – 5:00 p.m. | Sydney



#aiec2018

Getting future-ready: Impact of megatrends on global engagement strategies

- **Rahul Choudaha**, Executive Vice President of Global Engagement & Research at Studyportals



- **Youmin Xi**, Xi'an Jiaotong Liverpool University, Executive President, China and Pro-Vice-Chancellor of University of Liverpool, UK

- **Nigel Healey**, Fiji National University, Vice-Chancellor, Fiji



- **Rongyu Li**, Deputy Vice-Chancellor, External Engagement and Pro-Vice-Chancellor, Future Students, University of Queensland, Australia

- **Rob Stevens**, General Manager, Massey University Worldwide, New Zealand



What we need to do is always
lean into the future;
when the world changes around
you and when it changes against
you—what used to be a tail wind
is now a head wind—you have to
lean into that and figure out
what to do, because
complaining isn't a strategy.

Jeff Bezos



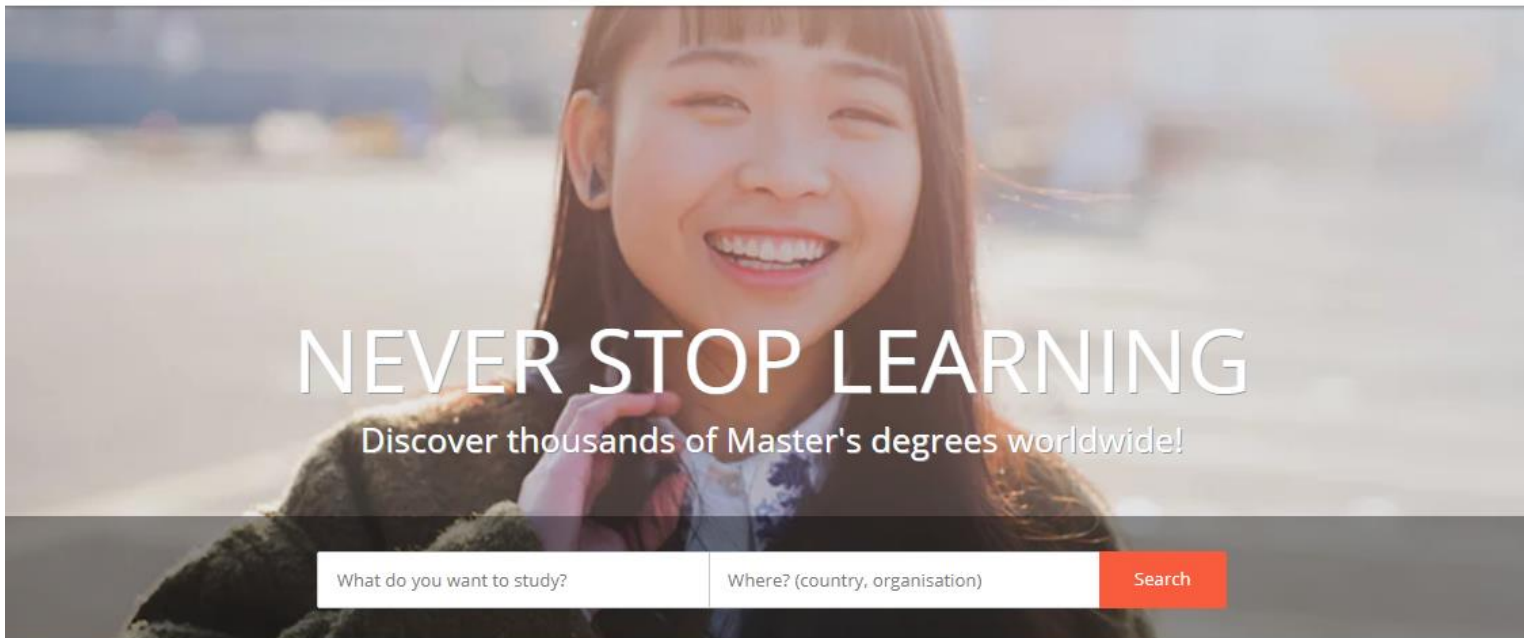
Reading the right signals and trends...for future strategies



- ▶ Founded in 2009, Studyportals is the global study choice platform with over 30 million users searching for their options to study abroad

 **studyportals**
Masters

 US / USD  Wishlist  Log In / Register



Explore



Compare



Decide



Apply 

Rahul Choudaha, PhD **Executive Vice President** **Studyportals** **San Francisco Bay Area**

Lead external relations and outreach on the foundations of research

Presented over 150 sessions at professional conferences and mentioned in over 300 media publications in the last decade

Elected member of European Association of International Education's General Council (2018-2020)

- ▶ Founded in 2006, XJTLU is the largest international joint venture university in China, a partnership between Xi'an Jiaotong University and the University of Liverpool with more than 15,000 students



Youmin Xi, PhD
Executive President
Xi'an Jiaotong Liverpool
University
Pro-Vice-Chancellor of
university of Liverpool

Research and teaching areas cover strategic management and policy analysis, decision-making and decision support systems, organizational behavior and leadership

Sits on a variety of national-level boards including President (rotating) of Chinese Academy of Management and National Steer Committee of Business Administration Education

Holds PhD in Management Engineering from Xi'an Jiaotong University

- ▶ Fiji National University is a public, comprehensive university with approximately 20,000 students. It was founded in 1885 as Suva Medical School and incorporated as a national university in 2010.



**Nigel Healey, PhD
Vice-Chancellor
Fiji National University**

Professor Nigel Healey is vice-chancellor of Fiji National University. He is chair of the QS-APPLE international education conference and a council member of the Association of Commonwealth Universities. His research interests are the internationalisation of higher education and, more specifically, transnational education.



- ▶ **University of Queensland** is a research-intensive institution in the top 50 universities world-wide, with 52,300+ students of which 15,400+ are international students



Rongyu Li
Deputy Vice-Chancellor,
External Engagement and
Pro-Vice-Chancellor,
Future Students
University of Queensland

20 plus years' leadership experience in international education at both country and provider levels

Prior to joining UQ, Rongyu was the Deputy Vice-Chancellor Students and Partnerships at the University of Canberra.

He is a current Executive member of the Universities Australia DVC/PVC International Group and the longest-serving board member of International Education Association of Australia (IEAA)

- ▶ Massey University is a multi-campus university with nearly 18,000 students enrolled on three main campuses in New Zealand and 17,000 national and worldwide distance learning students.



Rob Stevens, General Manager Massey University Worldwide

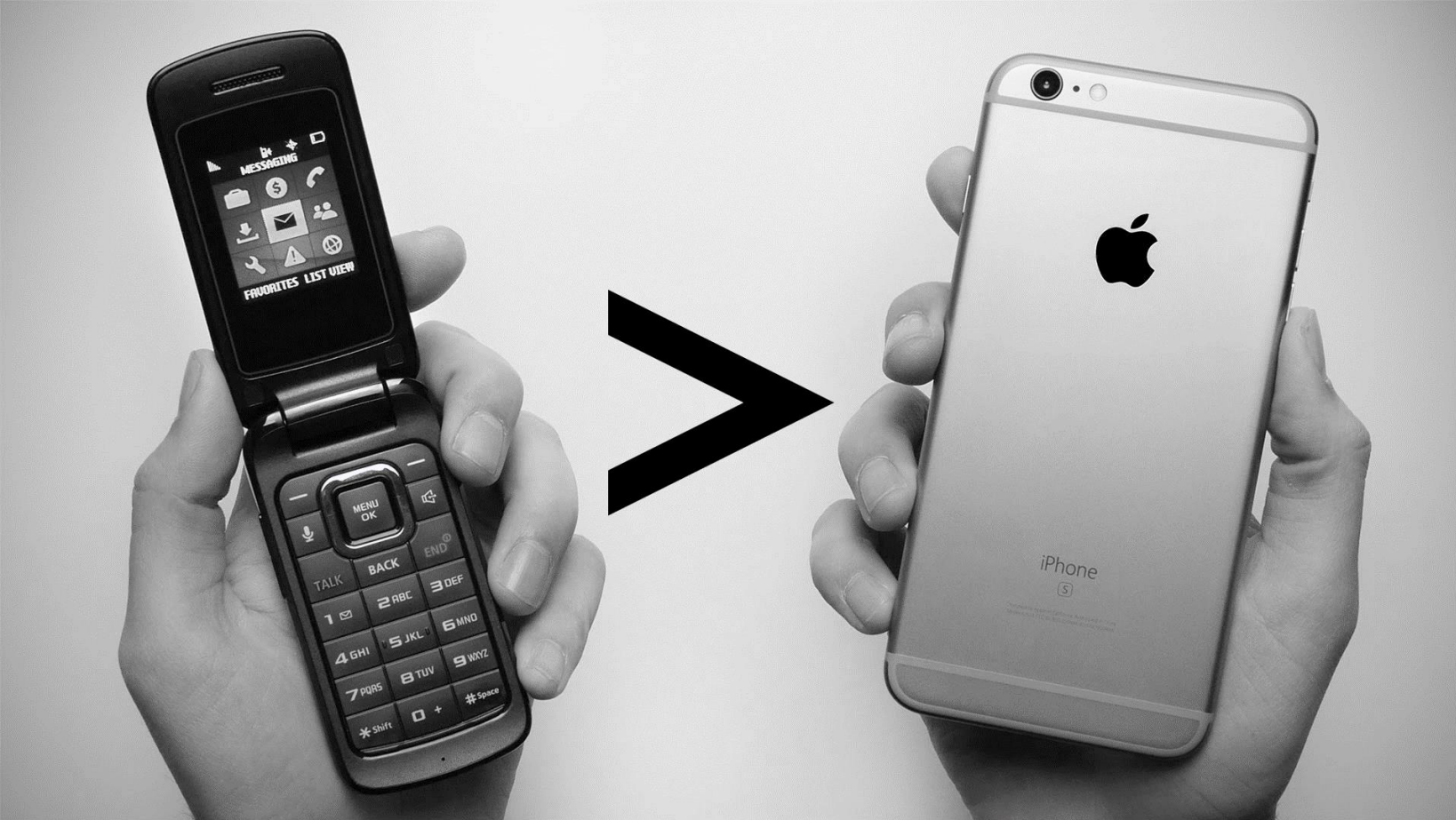
Rob Stevens has the leadership responsibility for offshore and transnational education for Massey University of New Zealand.

Rob has worked in and around international education for 23 years in both Australian and New Zealand.

Rob was previously in the leadership team of Immigration New Zealand; Chief Executive of Education New Zealand; Director International Policy within the Australian Department of Education, Science and Training; and International Manager at the New Zealand Ministry of Education.



MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA
UNIVERSITY OF NEW ZEALAND



► Megatrend:
a long-term,
transformational
process with global
reach, broad scope,
and a dramatic
impact

(John Naisbitt, 1982)



Slido.com
#AIEC

Q. “My institutions global engagement strategies are ‘future-ready’—adapting to the transformative impact of the megatrends in the next decade?”

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree



Slido.com
#AIEC

Q. What are key megatrends transforming global higher education?

- [use one or two words to indicate each megatrend]

8 Megatrends

Envisioning pathways to 2030: Megatrends shaping the future of global higher education and international student mobility. <http://bit.ly/Megatrends2030>

- ▶ Aging world: finding new opportunities of education and employment
- ▶ Labour market shifts: increasing automation to affect global workforce
- ▶ Skills mismatch: gap between what employers demand vs. what education provides
- ▶ Rapid urbanisation: shift towards cities in search of jobs and career advancement
- ▶ Stricter immigration policies: more barriers for mobility to high-income destinations.
- ▶ Economic shifts: dependence on emerging markets for economic growth.
- ▶ Capacity imbalance: demand in emerging economies vs. supply in developed economies
- ▶ Budget pressures: higher education is facing decline in public funding

**Changing
nature of
work:
Automation,
labor markets,
demographics
and skills gap**

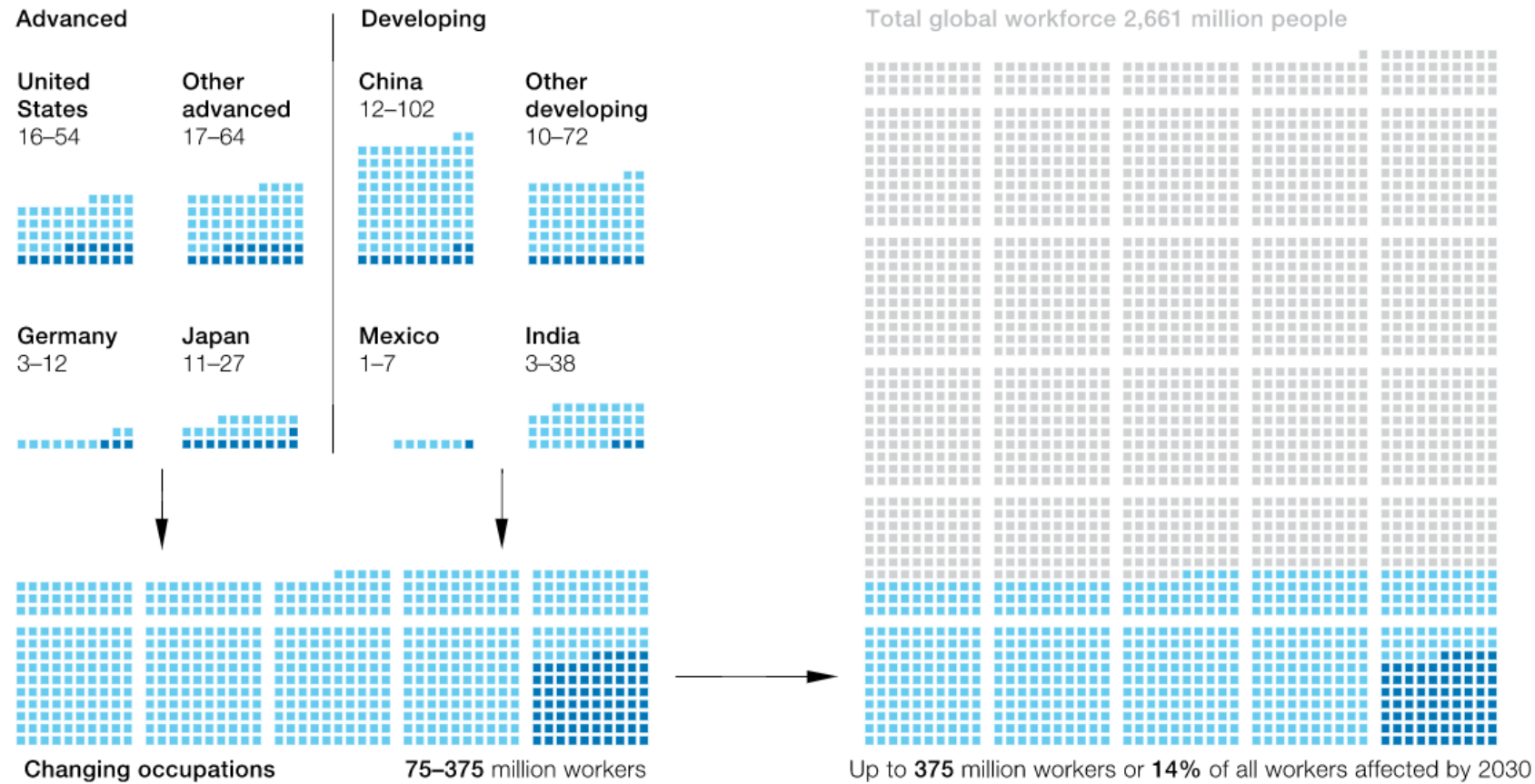


Globally, up to 375 million workers may need to switch occupational categories.

Number of workers needing to move out of current occupational category to go find work, 2016–30 (trendline scenario)¹

■ Midpoint automation ■ Additional from rapid automation adoption (each block = 1 million workers)

Labor market shifts: increasing automation to affect global workforce



¹ Some occupational data projected into 2016 baseline from latest available 2014 data.

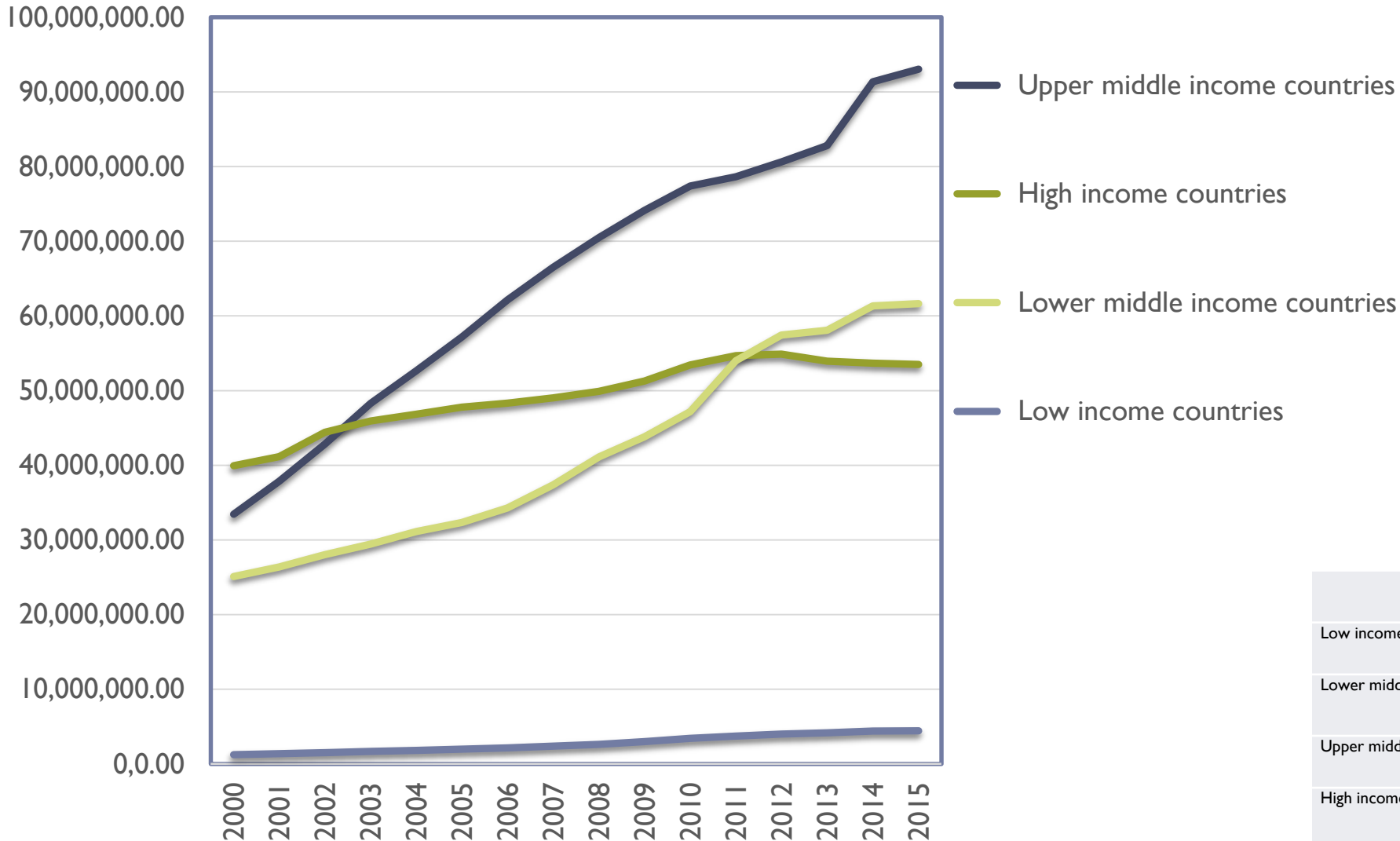
McKinsey&Company | Source: US Bureau of Labor Statistics; McKinsey Global Institute analysis

Source: [McKinsey](#) (2017) What the future of work will mean for jobs, skills, and wages

**Changing
economics of
education:
demand and
supply, budget
cuts,
technology,
public funding**



Tertiary Enrolment by Country Income



Source: UNESCO Institute of Statistics

- ▶ Tertiary enrolment growth driven by Upper middle income countries
- ▶ Lower middle income countries surpassed high income countries in 2012

World Bank Regions (GNI per capita)		
Low income countries	\$1,005 or less	Nepal, Afghanistan
Lower middle income countries	\$1,006 and \$3,955	India, Philippines, Vietnam, Sri Lanka
Upper middle income countries	3,956 and \$12,235	China, Turkey, Russia, Mexico, Malaysia
High income countries	\$12,236 or more	UK, US, Australia, Canada, Japan



-
- ▶ Confluence of megatrends to alter what higher education offers to whom and how

**Which
megatrends are
you following
and what could
be its impact on
higher
education?**



Global Engagement Strategies



- ▶ “a committed, meaningful interaction with the world as a whole”
- ▶ for preparing “global citizens”

Source: CBIE (2015)

Modes of Engagement

- International student recruitment
- International alumni engagement
- Education/work abroad and exchanges
- Internationalization of curriculum
- Internationalization at home
- Internationalization of research
- Joint/double degrees
- Foreign branch campuses
- Online learning
- MOOCs
- Industry-academia collaboration

► Conceptual framework of global engagement

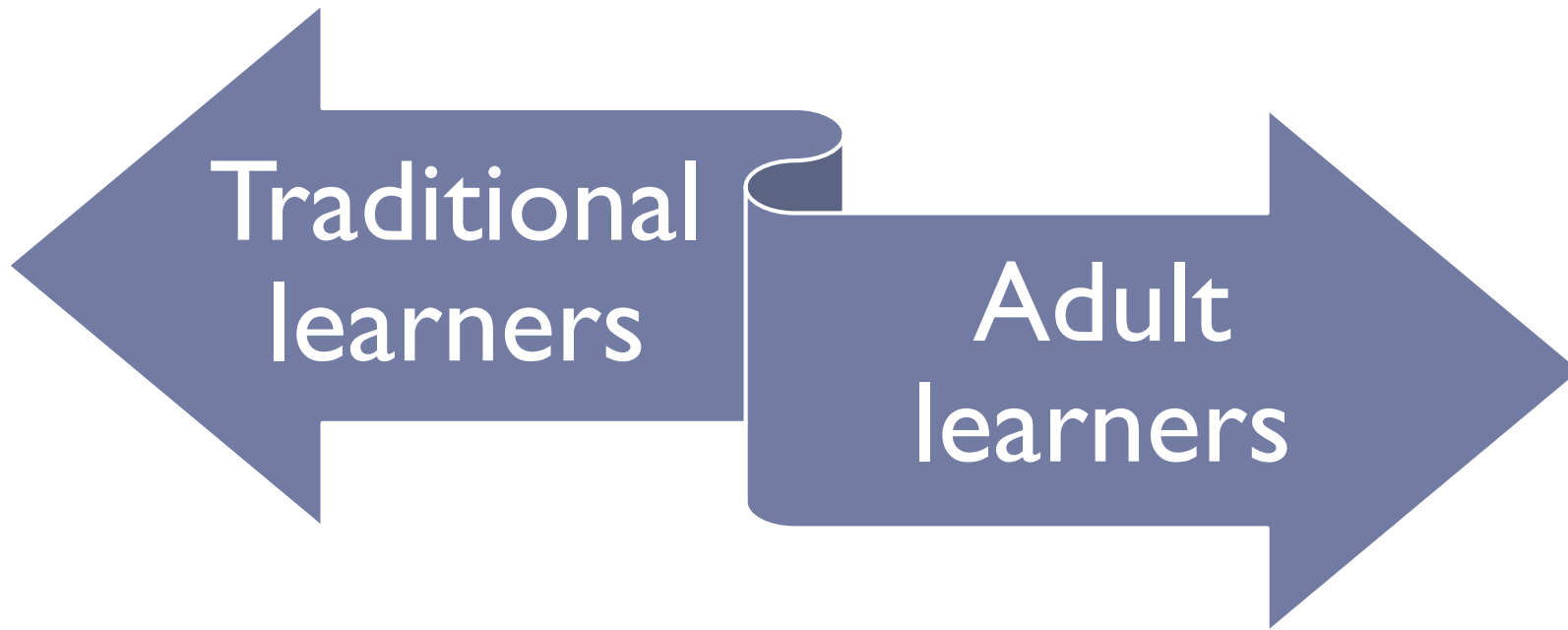
Problems/Needs	New	<p>Challengers English-taught programmes in Asia/Europe</p> <p><i>Regional mobility</i></p>	<p>Innovators Lifelong learning, unbundling and networks</p> <p><i>Programme innovation</i></p>
	Familiar	<p>Defenders Programmes in English-speaking countries</p> <p><i>Student mobility</i></p>	<p>Adapters Online, blended, and transnational education</p> <p><i>Programme mobility</i></p>
		Familiar	New
Solutions/Approaches			



What are your 1-2 strategic priorities for global engagement—why and how are you approaching them?

**What are 1-2
key constraints
in working
towards global
engagement
priorities?**





Students

How are the changes in student profiles/expectations shaping your global engagement strategies?

**How is
technology
shaping your
global
engagement
strategies?**





Slido.com
#AIEC

One global engagement strategy my university is adopting to become future-ready is...

[brief response in a few words]



**What is one piece of advice you would offer
for institutions to become “future-ready”?**

- Questions/Comments/
Experiences

aiec
2018 Sydney
Empowering a new generation

#aiec2018



Change is coming but don't lose value proposition...



Draft Session Flow

- ▶ Introductions (10 mins.)
 - ▶ Poll
 - ▶ Each presenter introduces themselves, context of their institution (1 slide)
- ▶ Part I: (20 mins.)
 - ▶ Megatrends: Rahul (3 mins.)
 - ▶ Poll
 - ▶ Each panelist shares which megatrends they are watching and why (3 mins. x 4 = 12 mins.)
 - ▶ 1-2 audience questions
- ▶ Part II: (30 mins.)
 - ▶ Poll
 - ▶ Global engagement strategies: Rahul (3 mins.)
 - ▶ Moderated Q&A with panelists by Rahul (25 mins.)
- ▶ Audience Q & A (30 mins.)