

Outbound Student Mobility:

Open Access Mobility Manifesto 2.0 –

Diversity, the Second 5 Year Plan

AIEC 2017 Cafe Session

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The single most transformative intervention we can make into a student's education.

1. Address the Obstacles: 5 Fs

- Fear, including language: *Students*
- Family, including friends: *Community*
- Feasibility, including work: *Business*
- Flexibility, including faculty: *Universities*
- Finance, including equity: *Governments*

2. Mainstream

- From Niche Boutique Ambassadorial Programs to
- Embedded Mainstream Programs Accessible to All Students

The simple recipe for massification

1. Messaging

- VC, DVC, PVC, Deans all 'on message'
- Explicit, with targets, in 10 year University Plan

2. Structuring

- Independent and accountable offices
- Location in student focal point

3. Goal Setting and Planning

- Explicit target: 30% by 2023
- Deconstructed annual targets by type and area

The simple recipe

4. Efficiency

- Computerisation and Reconceptualising Processes
- Peer Counselling and 3rd Party Providers

5. Marketing

- Internal within Hub, Open Days, Faculty
- External with social media and billboards

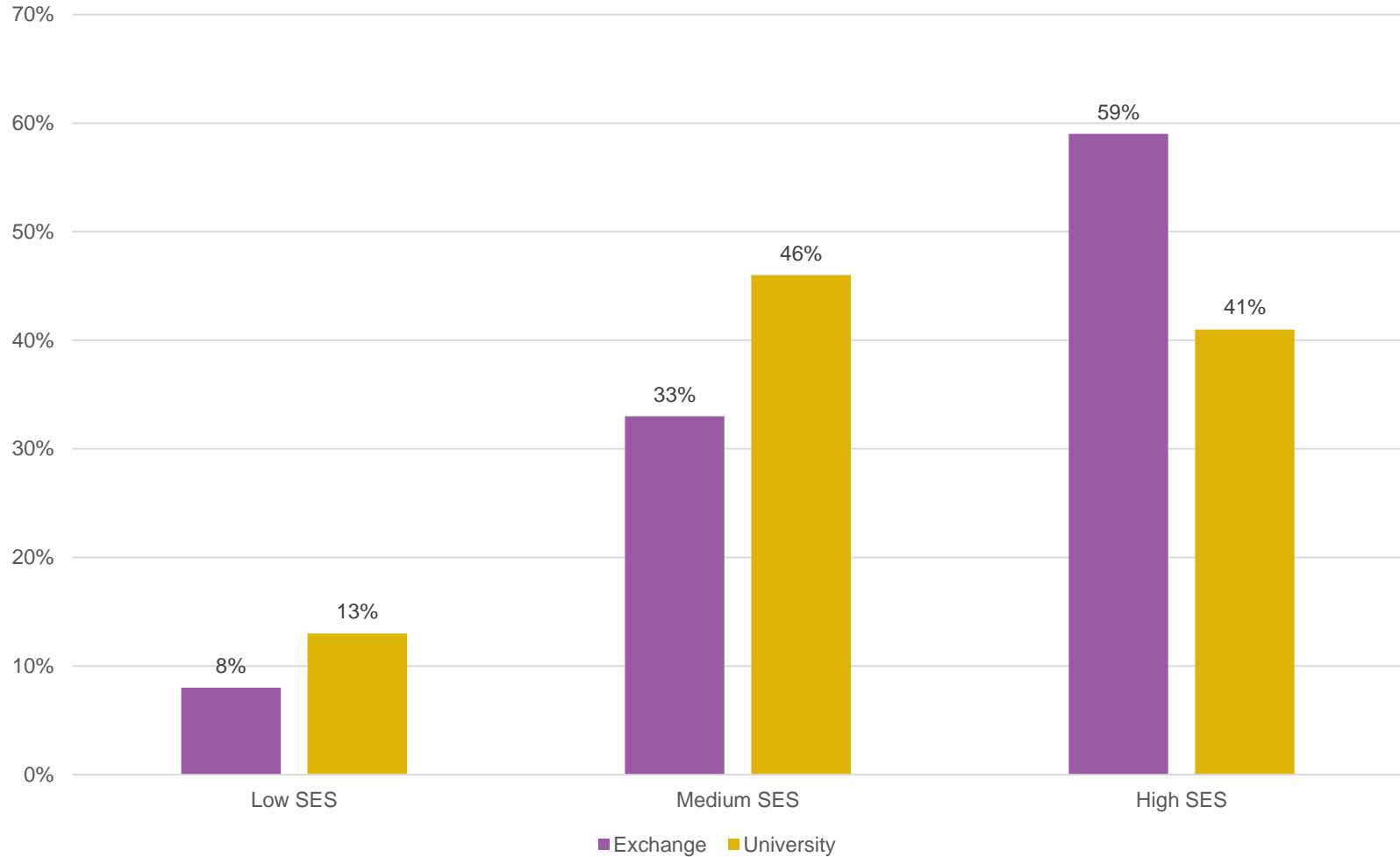
6. Financial

- Travel Grants: Internal, ISEP, AsiaBound/NCP
- Development Grants: Internal, STMP, AsiaBound/NCP
- Income Sharing: “HECS Recycling”

The Result

- 38,000 out-bound Australian Students in 2015
- 14% of all students, 19.3% undergraduates (cf US 14.8%)
- Increasing rapidly from less than 5% in 2007
- Roughly 1/3 Asia, 1/3 Europe, 1/5 North America
- Rapid increase in short-term programs
- Strongest interest in discipline-specific and practical placements
- Govt & university support available: NCP, STMP/ISEP, OS Help

The Unintended Consequence of Success: The Diversity Challenge



Exchange vs University (n=705, 2014-2015), G Stafford (2014, 2016)

Open Access Student Mobility 2.0

- *All* students
- At anytime
- Mainstreamed
- Embedded

while addressing Equity

Defining Diversity and Strategies

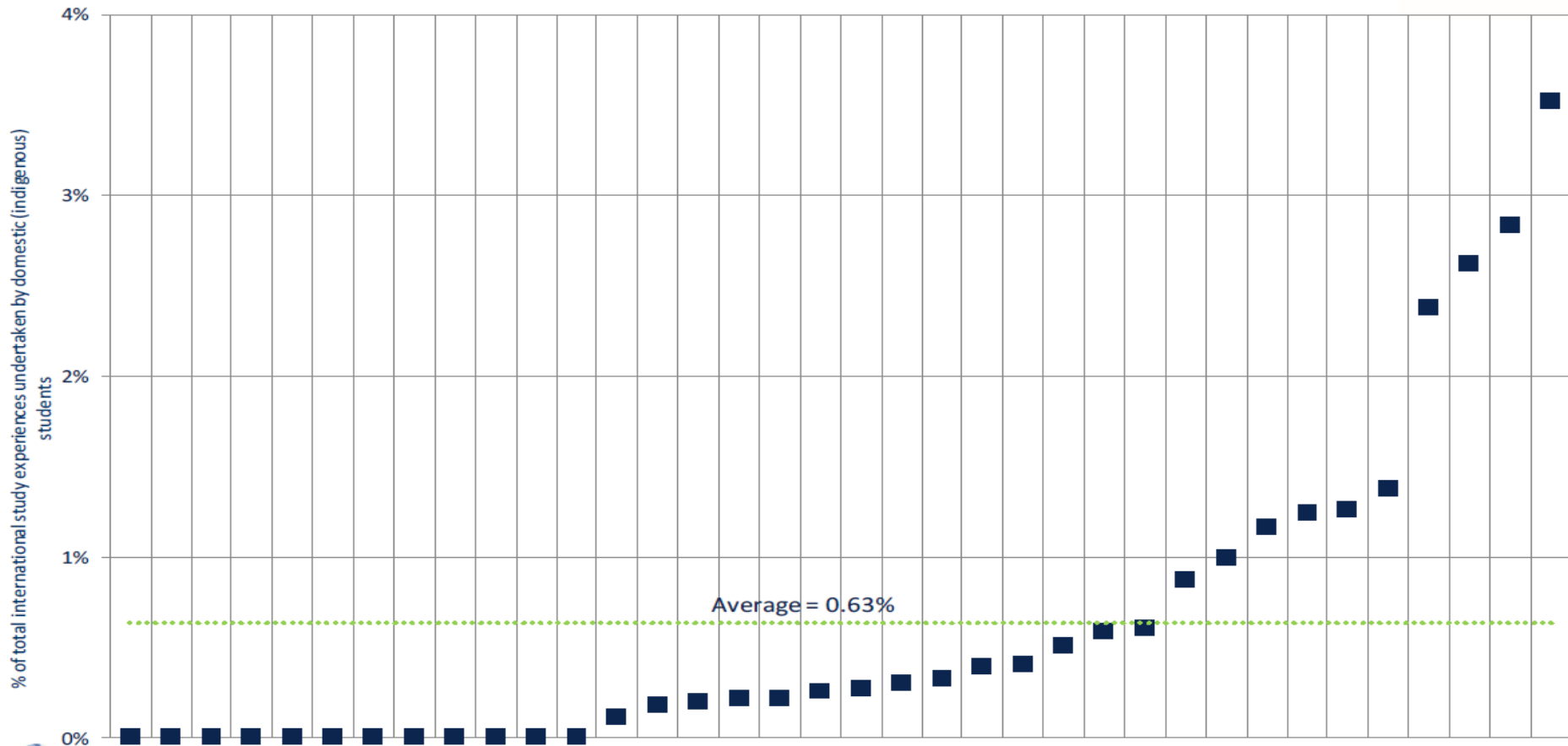
Diversities

- Gender Diversity
- Indigenous and Ethnic Diversity
- Social Economic Status Diversity
- Discipline Diversity
- Geographic Diversity

Strategies

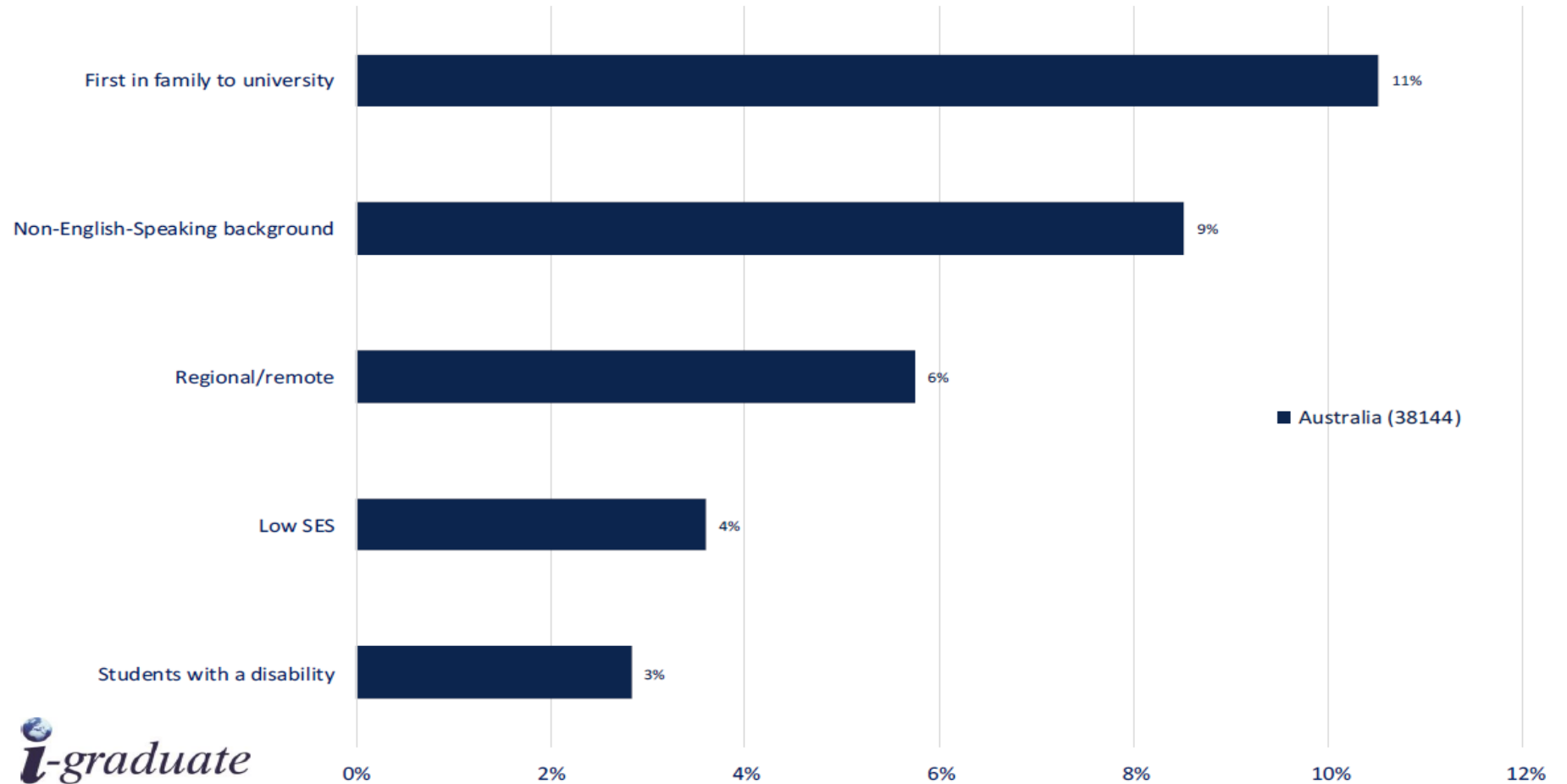
- Costs
- Opportunity Costs
- Inexperience
- Awareness
- Planning

Percentage of international study experiences undertaken by domestic (indigenous) students



Other access and equity categories

All study levels



One Success Story

2012

- 242 students
- Semester exchange centric
- 140 partners at 2 places per partner
- 2.5 staff
- Within International Office
- No student grants and limited government funding

2014

- 1100+ students
- Spread across Exchange, Short-term, & Work Placement
- “Super Partners” at 10 EFTSL with ‘flexibility clause’
- 6.5 staff with new Global Learning (outbound) within Student Hub and Study Abroad (inbound) within private arm of university
- 3 internal funding support schemes & significant government support

A random slide about Short-Term Mobility

Short-Term Mobility is critical to achieve scale

- Student Demand and Growth
- Step to Long-Term Mobility
- Efficient and Quality Outside Market Available
- Addresses Opportunity Cost Financial Obstacle
- Better Equity Profile

But, challenge of 'transformative-ability' or 'intensity'

- Duration is only a proxy for transformative-ability
- Key is to understand what makes an experience transformative and seek to reconstruct that on a shorter timeframe
- Catch word: 'intensity', 'critical', 'authentic', 'different'??