Enhancing Student Experience
Customer centric services & innovative learning environments in higher education
25th & 26th May 2016, Victoria University City Convention Centre, Melbourne

Key Speakers

Angelo Kourtis
Vice President (People & Advancement)
WESTERN SYDNEY UNIVERSITY

Sheona Thomson
Associate Director, Learning & Teaching Transformation
QUEENSLAND UNIVERSITY OF TECHNOLOGY

Peter Lambert
Pro Vice Chancellor, Learning & Teaching
UNIVERSITY OF BATH

Mark Gregory
Chief Information Officer
UNIVERSITY OF ADELAIDE

Attend & learn how to:

➢ Collaborate effectively to improve student experience

➢ Create a customer centric service culture

➢ Evolve the learning environment for future student success

Gain a competitive advantage through a student centric approach

Register 3 delegates at the ‘standard price’ & bring a 4th delegate FREE!* Spaces are limited, book early to avoid missing out!

Site Tour & Mid Conference Workshop:

A How to improve collaboration across student services

B How to embed a customer centric culture

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Gain a competitive advantage through a student centric approach

phone 1300 316 882 fax 1300 918 334 registration@criterionconferences.com www.criterionconferences.com/event/set/
Strategies to adopt a student centric approach in higher education

The higher education sector is facing unprecedented change from a number of forces such as digital disruption, government policy and global mobility. These influences are challenging the traditional learning models and those institutions that rise up and adapt, will secure their long term competitive advantage.

As students become increasingly consumer orientated, institutions must shift their mind set to think of students as customers as well as academic minds. This conference will focus on how institutions can transform in order to enhance the student experience. Bringing together leading practitioners from the higher education sector, this is the ideal opportunity to network and create strategies to become truly student centric.

The conference will discuss how to:

- Collaborate effectively for a holistic approach to student experience
- Create a customer centric service culture
- Evolve the learning environment for future student success

Who will attend?

Leaders and practitioners from higher education with responsibility for;

- Student experience
- Learning & teaching
- Learning environments
- Service delivery
- Student services
- Service desk
- Client engagement
- Library services

“The competitive edge of this conference was the blending and co-creation of ideas across industry and education to stimulate highly innovative thinking”

- Duncan Bentley, Deputy Vice-Chancellor, Victoria University

Sponsorship opportunities

We work closely with corporate partners to create unique and innovative tailored sponsorship packages that best meet your specific marketing, business development and corporate entertainment objectives.

Contact Chris Chutuk on 02 9239 5770 and find out how you can make your mark on this industry.
Day 1
Wednesday 25th May 2016

8:00 Registration, coffee & networking

8:30 Welcome remarks from the Chair

World class student experience

8:40 Why a student first approach is vital to the future of Universities
- Rebranding the Universities student message
- Improving communication to drive cross functional collaboration
- Strategies to bring the University on the same journey

Angelo Kourtis
Vice President (People & Advancement)
Western Sydney University

9:20 Delivering a world class student experience to secure long term competitive advantage
- Strategies to respond to changing student expectations
- Building employability outcomes into the curriculum
- Agile approach to student services

Peter Lambert
Pro Vice Chancellor, Learning & Teaching
University of Bath
Ranked 1st in the Student Experience Survey 2015- Times Higher Education

10:30 Morning tea & networking

11:00 Strategies to drive student engagement using digital technologies
- Investing in technology to meet the changing student landscape
- Co design to understand student needs
- Future strategies to drive user experience

Mathew Unwin
Senior Digital Solutions Manager
Deakin University

Embedding a customer service driven culture

12:20 Applying private sector learnings to create a customer experience driven culture
- Key theoretical approaches behind improving customer experience
- Using data to understand your student needs
- The vital role of proper project and program management to ensure change

David Gunsberg
Director IT Transformation
Griffith University

1:00 Networking lunch

ROUNDTABLE DISCUSSIONS
2:00
- Learning technology
- Customer service
- Student engagement
- Learning analytics
- Learning environments
- Service delivery
- Student management systems
- Student admissions

3:00 Afternoon tea & networking

3:30 Centralising student support to advance customer service
- Providing online and physical support to improve the student experience
- Modelling customer service off leading private sector organisations
- Data analytics to address areas for improvement

Owen Hughes
Dean of Students
RMIT University

4:10 Creating a customer-centric culture at CQ University
- Strategic plan to embed student experience across the University
- Human Resources as a business partner in the student experience

Chris Veraa
Director of Student Experience
&
Barbara Miller
Director, People and Culture
Central Queensland University

4:50 Closing remarks from the Chair & end of day one

5:00 Networking drinks

5:30 Mid Conference Workshop B Commences
How to embed customer centric culture
Day 2
Thursday 26th May 2016

8:00 Welcome, coffee & networking

8:30 Welcome remarks from the Chair

Evolving the learning environment to drive student engagement

8:40 Preparing for the disruptive factors threatening higher education
- Case Study: The Beacon Enlightenment project
- The vital role technology will play in driving the University
- Putting the student at the heart of the business strategy

Mark Gregory
Chief Information Officer
University of Adelaide

9:20 Business models for transforming learning environments
- What the future of learning and teaching looks like
- Learning experiences to prepare students for the real world

Sheona Thomson
Associate Director, Learning and Teaching Transformation

&

Glen Murphy
MBA Director
Queensland University of Technology

10:00 Designing innovative spaces to improve student engagement & learning outcomes
- Aligning the physical space to changing student requirements
- Benefits from engaging students in the design and construction phase

Professor Tom Kvan
Pro Vice Chancellor (Campus & Global Developments),
University of Melbourne

10:40 Morning tea & networking

11:10 Learner analytics to improve pedagogies & empower students
- Implementing learning analytics to support students study
- Student data to profile learning habits and evolve teaching

Jonathan Powles
Director, Teaching & Learning
University of Canberra

11:50 Strategies to improve the student experience for distance learners
- Understanding the target group
- Preparing students to study in the online environment

Liz Smith
Director Academic Success & Strategic Practice Leader in Distance Education
Charles Sturt University

12:30 Empowering teachers to evolve the learning environment
- Why teaching is the most vital component of student experience
- Coordinating with students to understand their learning needs
- Change management processes when shifting the learning environment

Mike Keppell
Pro Vice-Chancellor, Learning Transformations
Swinburne University of Technology

1:10 Networking lunch

Transforming to create a holistic student experience

2:10 A vision to deliver holistic, world class student services
- Introducing a culture of customer-centric thinking in HE context
- Structural changes to facilitate a coordinated approach to student services
- Technology and system upgrades to reinforce change

Stephanie Taylor
Executive Director, Student Experience
University of Tasmania

2:50 Planning & designing a holistic student service program
- Technology, culture and capability at the core of the changes
- Roadmap to create world class student services

Michelle King
Program Director, Student First
Monash University

3:30 Afternoon tea & networking

4:00 Building collaboration across the university to enhance the student experience
- Breaking down silos and move towards a common agenda
- Applying Governance across multiple faculties

Fiona Salisbury
Deputy Director Learning & Teaching, Library
La Trobe University

PANEL DISCUSSION
4:40 How to overcome the core challenges when creating a holistic student experience
- Creating service driven culture
- Service differentiation across department and faculties
- Student engagement strategies

Liz Smith, Charles Sturt University
Stephanie Taylor, University of Tasmania

5:20 Closing remarks from the Chair & close of conference

www.criterionconferences.com/event/set/ #StudentExp16
Workshops
Interactive sessions to help create a student centric institution

How to improve collaboration across student services
Pre Conference Site Tour A
Tuesday 24th May 2016, 3:00pm – 6:00pm
Price: $499+gst

This site tour is a unique opportunity to explore the ins and outs of the RMIT Connect hub which launched on the 5th of October 2015. On the face of it, RMIT Connect provides students with online, telephone and face-to-face access to student administration and personal support services. However behind the scenes, RMIT have worked tirelessly to create a central point for student services which will be pivotal in their strategic goal of enhancing the student experience.

The site tour leader is Owen Hughes, Dean of Students, whose core job role is to ensure the best outcomes for the students of RMIT. Owen has taken a key leadership role in setting up the hub, and has installed practices to drive collaboration across the University. He will be on hand to show attendees around the hub and will then deliver an extensive Q&A session to help explain how he plans to ensure RMIT is the number 1 University in Australia for student experience.

The site tour will outline:
- Why students are central to future strategic plans
- What the objectives are for RMIT Connect
- How they drove collaboration across students services
- Steps to create a customer centric culture
- Future plans to create a holistic student experience

Your workshop leader:

Owen Hughes
Dean of Students
RMIT University

For a full bio visit www.criterionconferences.com/event/set/

How to embed a customer centric culture
Mid Conference Workshop B
Wednesday 25th May 2016, 5:30pm – 8:30pm
Price: $399+gst

At the end of 2014 the University of Tasmania’s Stephanie Taylor, Executive Director of Student Experience, decided now was the time revaluate the Universities approach to student services. Most Universities like to consider themselves ‘student centric’, but in reality there are lots of changes which could be made to improve the overall student experience, and the University of Tasmania were no different.

This interactive workshop will allow Stephanie to explain in detail how she plans to deliver holistic, world class student services in higher education. From working closely with marketing leaders at the University of Melbourne, to delivering whole sale changes to the current IT system, she will discuss the steps taken to create a customer centric culture at the University of Tasmania.

The workshops will discuss:
- University of Tasmania’s former student service problems
- Why student experience is pivotal for future success
- How to identify areas for student service improvement
- Steps to create a strategic transformation plan
- How to create a customer centric culture in a University setting

Your workshop leader:

Stephanie Taylor
Executive Director, Student Experience
University of Tasmania

For a full bio visit www.criterionconferences.com/event/set/

*Refreshments provided

To register, call us on 1300 316 882 or book online www.criterionconferences.com/event/set/
Registration Page

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Upgrade your package with our Pre & Mid Conference Workshops

- Pre Conference Site Tour A: $499 + GST = $548.90
- Mid Conference Workshop B: $399 + GST = $438.90

Discount: Book and pay with credit card today $999 + GST = $1068.90

Calculate your ticket price

**Early bird prices subject to availability.

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