Inaugural

Student Experience Conference

4th - 5th December 2013, Sydney Harbour Marriott

The interconnections between student services, course delivery and technology

Featuring international keynote presentations from:

Dr Richard Harvey, Academic Director of Admissions and Internationalisation, The University of East Anglia

Professor Bernie Morley, Pro Vice Chancellor (Learning and Teaching), The University of Bath

With contributions from:

Professor David Sadler, Deputy Vice Chancellor (Students and Education), University of Tasmania

Professor Stephen Weller, Deputy Vice Chancellor and Chief Operating Officer, Australian Catholic University

Professor Denise Kirkpatrick, Pro Vice Chancellor (Student Experience), The University of Adelaide

Professor Richard Baker, Pro Vice Chancellor (Student Experience), ANU

Dr. Geoff Sharrock, Senior Lecturer, Graduate School of Education, University of Melbourne

Professor Elizabeth Deane, Professor, Strategic Initiatives in Learning and Teaching, University of Western Sydney

Jeremy Halcrow, CEO, Anglicare (NSW South, West & ACT)

Thomson Ch’ng, National President, Council of International Students Australia

PLUS A SEPARATELY BOOKABLE WORKSHOP

3rd December 2013

Bridging the Divide: leveraging the student experience for retention and recruitment

Supported by:


Research and developed by:
Pre-Conference Workshop - 3rd December 2013, Sydney

Bridging the Divide: leveraging the student experience for retention and recruitment

The recruitment and retention of students in the higher education sector is everybody’s business. However, many universities still view the student decision-making and study journey from an organisational perspective, revealing deep territorial divides between marketing and student recruitment, student administration and academic functions.

In services marketing, relationships are a key factor in determining success. And in the highly competitive higher education environment, where multiple providers vie for a finite pool of customers, retaining students through quality relationships is preferable to trying to recruit new ones.

In this workshop, we will explore strategies to enable marketing, recruitment, admissions and academics to work together to build long lasting relationships with students, positive word of mouth; and repeat purchase.

This will be done through the lens of
■ People and relationships
■ Process and quality
■ Physical environment

Participants will be able to explore and develop hands on strategies to address:
■ The student experience as value proposition
■ The role of marketing and recruitment in student admissions, orientation and retention
■ The mechanics of cooperation
■ Opportunities and mechanisms for genuine student feedback
■ Customisation and personalisation of the student experience for that winning edge

Jacqui Martin, Principal Consultant, Sodona Consulting

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DAY ONE: Wednesday 4th December 2013

8.00 Registration and coffee
8.45 Welcome and speed networking session
9.00 Opening remarks from the Chair

INTERNATIONAL PERSPECTIVE

9.05 INTERNATIONAL KEYNOTE | The University of East Anglia’s rise to the top of the Times Higher Education Student Experience Survey
■ Delivering a great student experience in a period of rising tuition fees and sector upheaval
■ Outlining the university’s journey to the number one position
■ Evaluating the student journey and implementing wide ranging incremental improvements from the student learning experience to social programmes

Dr Richard Harvey, Academic Director of Admissions and Internationalisation, The University of East Anglia

9.45 INTERNATIONAL KEYNOTE | Undertaking initiatives to improve the student experience
■ Profiling the University of Bath’s transition toward increasing the importance of student experience
■ Boosting the research profile of the university and its impact on student experience feedback
■ An analysis of the key factors that have contributed in Bath rising 15 places to 6th on the THE Student Experience Survey

Professor Bernie Morley, Pro Vice Chancellor (Learning and Teaching), The University of Bath (via video link)

THE EDUCATIONAL EXPERIENCE

10.25 CASE STUDY | ANU – Improving the quality of the student experience
Professor Richard Baker, Pro Vice Chancellor (Student Experience), ANU

11.10 Morning Tea

THE BIG PICTURE

11.30 Students as customers: how far do we go in the name of ‘student satisfaction’?
■ Limitations and dilemmas of the ‘student as consumer’ idea
■ A ‘customer focus’ spectrum for the student experience
■ The university as business enterprise, social institution and credentialing authority

Dr. Geoff Sharrick, Senior Lecturer, Graduate School of Education, University of Melbourne

STUDENT EXPERIENCE IN THE DIGITAL ENVIRONMENT

12.10 CASE STUDY | University of Adelaide – The Student e-Experience Strategy
■ Creating an online student environment that meets student needs and delivers a competitive advantage for the University
■ Embracing technology to enhance the student experience, from administrative purposes to flexible learning experiences
■ Overview of the 2013 – 2017 SEE Strategy
■ Why improving the online student experience is as important as the physical student experience

Professor Denise Kirkpatrick, Pro Vice Chancellor (Student Experience), The University of Adelaide

12.50 Lunch

2.00 CASE STUDY | Utilising innovative techniques to capture student voices in the creation of viable learning and teaching futures
■ Overview of the OLT project and its intended outcomes
■ Maximising student engagement in stakeholder consultations
■ Initial results

Dr Simone Buzwell, Psychological Sciences and Statistics, Swinburne University

2.40 Keeping pace with the technological change at the student and staff level
■ Addressing professional development for tertiary education staff
■ Ensuring staff ‘keep up’ with student expectations in the use and knowledge of multi-device, anytime, anywhere, tech era
■ Leveraging service delivery models that encapsulate mobile, BYOD, social and cloud

3.20 Afternoon Tea

FLEXIBLE LEARNING EXPERIENCES

3.40 The role of MOOCs within the concept of blended learning and their impact on the student experience
■ Outlining the challenges as well as the opportunities associated with MOOCs with regard to the student experience
■ Understanding the difference between the two kinds of MOOCs – xMOOCs and cMOOCs and why this is important

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To enquire about sponsorship opportunities, please contact
Sam Wilson on (02) 9080 4371 or email samuel.wilson@informa.com.au

Curriculum Design

4.20  **CASE STUDY |** Curtin University – Chemistry Department: Placing the student learning experience at the centre of everything we do  
- Redesigning the undergraduate chemistry programme  
- Moving to modernise and maintain the relevance of chemistry  
- The creation of 6 carefully designed units for 1500 enrolled students  
- Freeing up vital resources for greater teaching and research performance  
- Engaging in innovative active learning techniques as a result of a redesigned curriculum  
Professor Simon Lewis, Director of Teaching and Learning, Department of Chemistry, **Curtin University**

5.00  Closing remarks from the Chair

5.05  End of day one

Day Two: Thursday 5th December 2013

8.00  Registration and coffee

8.45  Welcome and speed networking session

9.00  Opening remarks from the Chair

Shared Services

9.05  **The student experience in a shared services environment**  
Dr Stephen Weller, Deputy Vice Chancellor (Administration) and COO, **Australian Catholic University** and President, **Association for Tertiary Education Management**

Case Studies

9.45  **CASE STUDY |** UTAS – Students as Change Agents 2014  
- A look inside this unique and innovative project  
- Allowing students to have a direct and active part in making their time at University of Tasmania better  
- Addressing the student experience in a holistic concept across agendas of representation, infrastructure and learning  
- Creating the mechanisms to put into action, recommendations and suggestions for improvement  
- Working in partnership with students to respond to their voices to improve the student experience  
Professor David Sadler, Deputy Vice Chancellor (Students and Education), **University of Tasmania**

10.25  **CASE STUDY |** USQ – Student Personalised Academic Road to Success (SPARS)  
- An insight into SPARS  
- Creating a seamless place of learning through the interconnections between student services, curriculum and technologies  
- Feedback from the Academic Success Planner beta testing process  
- Utilising analytics for on-going development and strategies at the academic level to support students  
Dr Megan Kek, Program Coordinator – Student Personalised Academic Road to Success, **University of Southern Queensland**

11.10  Morning Tea

11.30  **CASE STUDY |** Canberra’s student housing affordability crisis  
- Insights from the ACT Anglicare pilot study into student housing affordability within metropolitan Canberra  
- Addressing serious concerns relating to homelessness, food security and poor health outcomes  
- The importance of university, government and community stakeholder engagement  
Jeremy Halcrow, CEO, **Anglicare (NSW South, West & ACT)**

12.10  **CASE STUDY |** Developing effective student leadership frameworks to greater enhance the student contribution toward the improvement learning, teaching and curriculum development  
- Overview of the ‘Leadership for Excellence’ project and timeframe for outcomes  
- Investigating institutional governance and management frameworks supporting student involvement  
- An examination of existing policies and procedures in accessing the student voice  
Professor Elizabeth Deane, Professor, Strategic Initiatives in Learning and Teaching, **University of Western Sydney**

12.50  Lunch

2.00  **Panel Discussion |** Enhancing the interconnections between student services, course delivery and technology

International Students

2.40  **Addressing the needs of international students to enhance their student experience**  
- Shedding a light on the core challenges facing international students  
- From accommodation to lifestyle balance, factors that affect the overall experience  
- Sharing stories and insights from the ‘I’m not Australian, but I have an Australian Story’ project  
- Examination of best practices and finding solutions to common issues  
Thomson CH’ng, National President, **Council of International Students Australia**

3.20  Afternoon Tea

Provision of Infrastructure

3.40  **CASE STUDY |** Enhancing the student experience through collaborative learning spaces  
- A look at the QUT Science and Engineering Centre  
- Creating a hub for innovative learning and teaching, collaborative research and a positive student environment  
- Integrating courses in conjunction with the physical infrastructure  
Professor Doug Hargreaves, Science and Engineering Faculty, **QUT**

University of the Future

4.20  **University of the future – student of the future**  
- Who will be your students?  
- What will these students want, expect and need?  
- Creating a distinct student value proposition  
- Improving the student experience and reducing the cost  
Peter Rohan, Partner, **Ernst & Young**

5.00  Using Big Data to explore the variables that underlie the student experience  
- Collecting and disseminating the data around student activity  
- Apply innovative approaches to identifying and approaching relationships between students and the university  
- Utilising the data to provide systematic support and customised learning experiences on a sustainable scale  
- Identifying trends and factors associated with the student experience and ultimately student success  

5.40  Closing remarks from the Chair

5.45  Close of conference

Please visit the website for regular updates and changes to the program. Be kept in the loop with this event via LinkedIn, Twitter, YouTube and our Blog. Full details at www.informa.com.au/se13-run
### 3 Easy Ways to Register

- **Telephone**: (+61 2) 9080 4307 – Please quote the event code **P13K64RUN** with your booking to get the 10% discount.
- **Email**: info@informa.com.au – Please quote the event code **P13K64RUN** with your booking.

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**Registration Fees Include**

Entrance to the relevant conference package purchased plus refreshments, lunch and online access to available presentations (five working days post event). They do not include airfares or hotel rooms.

**Dress Code**

Business attire is suggested along with a sweater or jacket in case the conference room is cool.

**Cancellation Policy & Substitutions**

Cancellations must be advised in writing at least 10 working days prior to the event. An administration fee of $550 (inc 10% GST) will be incurred for cancellations. A refund will not be given if a delegate fails to attend or cancels within 10 working days prior to the event.

Fully paid delegates unable to attend will be provided with online access to speaker presentations post event. Substitutions can be made at any time before the event without penalty. We do not refund airfares or hotel expenses if the event is cancelled. Informa reserves the right to cancel, alter the content and/or speakers on any program. Paid registration fees will be fully refunded for cancelled events.

### Conference Venue

Sydney Harbour Marriott Hotel
30 Pitt Street, Sydney NSW 2000 Australia
Phone: 02 9259 7000

### Accommodation & Travel

Exclusive delegate packages are available, visit the “Venue, Accommodation & Travel” page on the event website for details. Travel and accommodation costs are not included in the conference fees.

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