Summary & Key Points

Alumni & Development

Summary Points:
- Your feedback highlighted the need to continue to communicate to our students the benefits of being a Flinders University Alumni.
- Benefits for and connecting with current students and alumni and providing opportunities across the career journey.
- Communicating and engaging with our alumni including publications and social media.
- Relationship building with alumni to lead to invitations to become ambassadors, mentors, guest speakers, committee members and volunteers.
- Create alumni committees for specific outcomes/cohorts.
- Focus to be on building relationships with and stewarding consistent donors.
- Meetings and events with retired staff and emeritus professors on subjects of interest, particularly with the opportunity to meet and hear from the Chancellor and Vice-Chancellor and/or famous alumni.
- Engage with internal stakeholders around alumni and fundraising.

Key points for 2013:
- Business Luncheons, bringing together Business, Community, Industry and Academics (inclusive of Alumni) for networking in a context that adds value to their career or their business.
- Host our third 40th Reunion Reception; support faculties and schools with their alumni activities, including focussed boardroom events that bring the wider community to the table and strategic conversation, continue with our Women in Leadership (Alumni) activities; host at least two interstate alumni receptions and host international alumni events, particularly in China, Indonesia, Singapore and Malaysia.
- Profile alumni in InDaily in fortnightly “where are they now” items on the “Flinders” page.
- Steve and Liz Kelton as the appointed “Consultative Alumni Chairs” to be involved in strategically engaging with alumni.
- Establish a Bequestors Society to steward relationships with those who have committed to a legacy for Flinders University in their wills; this will require an associated Program of activities.
- Working with an external consultant and with the Senior Executive of the University and Deans of Schools towards identifying projects for funding that align with achievement of the University’s Vision and Strategic goals.
Marketing & Branding

Summary points:
• Your feedback highlighted to us some of the unique and great attributes of Flinders University, and the need to continue to celebrate and communicate these attributes through marketing activities.
• Continue to broaden and enhance two-way communication internally.
• You have highlighted a broad range of target markets that require a strategic and tailored marketing and communications approach.
• Indicated the need to build meaning by connecting the Flinders stories to the ‘Inspiring Achievement’ tagline.

Key points (strategy/activities for 2013):
• Branding – Giving meaning to “Inspiring Achievement”. Broaden the context of the theme to relate to professional staff and academics. Inviting internal commitment to unite under the Flinders branding.
• Market Research to identify key drivers for choosing Flinders University, their motivations to progress to higher education and who & what influences a prospective student’s decision. This research will also include which communication channels our target audience wants to be communicated through.
• Define and promote Flinders University’s unique selling proposition. Teaching, reputation, listening. Leverage Flinders being a “young” university - it is 46 years young to convey overarching message of a university that is evolving and adapting and one that lives the principles of social justice.
• Internal communication and engagement strategies are important to the Marketing and Communications Office. We will look at ways to ‘close the loop’ through two-way engagement with professional and academic staff.

Digital Online Strategy

Summary points:
• A better understanding of the various audience groups and their engagement (including purpose) with social media accounts is required.
• The potential to expand the reach of our social media activities and functions we provide via social media (eg customer service) exists.
• Further social media guidelines and tools required: brand requirements, dealing with negative commentary.
• A better understanding of staff confidence levels/understanding of social media is required. Develop professional development workshops in this area.

Key points (strategy/activities for 2013): In consultation with relevant stakeholders:
• Review current status of Flinders University’s social media accounts against market intelligence and marketing and communication strategies to develop a more targeted social media strategy.
• Develop common guidelines/workflows (dealing with negative commentary) and other relevant tools (brand tone and style) to assist with the management and administration of social media accounts in a common manner.
• Review current status of social media participation/understanding amongst University staff in order to develop appropriate training and development programs.
International Trends

The key themes that reflected in your comments at the MACO conference included Teaching offshore and online; Attracting and retaining International students and

Teaching offshore and Online
• Offshore teaching – similar to Riverland nursing school at partner universities – in our key courses
• On-line courses in other languages

Attracting & Retaining International students
• Cross cultural awareness as part of induction and refresher courses
• Continue to build on and enhance the international student experience – student on-campus activity
• Investigate potential target market of “domestic-international” students - ie secondary school students who are born in Australia and whose ancestry is international
  o in Secondary Schools
  o family or friends of current students
• Alumni – international students
• Recognise the different needs of each group of international students - cultural sensitivities, and independence/mobility

Ideas highlighted for effective engagement - Internal and External to Flinders University
• Increase awareness of the International Office’s programs and priorities across Flinders staff
• engagement with industries

The following will inform our strategic directions based on your input:
• Expand industry engagement to include presentations to International Chambers of Commerce and Business SA
• Continue to add value to the international students degree and their experience of Flinders
• Investigate opportunities to extend work integrated learning (WIL) opportunities through the above network and Study Adelaide with potential to engage industry stakeholders in generating unpaid internships
• International Office will continue to work with MACO on international alumni activities in country – including China, Indonesia, Malaysia, Laos, Cambodia and Vietnam
• Establishment, consolidation and growth of Flinders International Study Centre (FISC) which is an attraction and retention initiative developed in 2012 for international students

The Appendix at the end of this summary provides information on the existing activity of the International Office and some answers to the feedback or queries received at the conference.
Corporate & Community

Your ideas can be grouped into two themes: Improving engagement and events and need for improved resources and tools to be able to engage more effectively. The following were

Improved Engagement:
- Identify appropriate stakeholders for relationship building and work on follow up strategies
- Link business to our academics (curriculum development, improve work readiness, WIL) and ensure two way process
- Coherent university wide approach
- Acknowledge those who give of their time and expertise
- Partner with charities and NFPs
- Host collaborative events

Tools for effective engagement:
- University wide CRM platform
- Use social media more extensively
- Toolkit for staff to use – work with MACO

The following will inform our strategic directions based on your input:
- Review of the web site – to improve community information
- Review our community sponsors and work with those Community groups and NFPs that provide leverage opportunities
- Work with Faculties and Schools to develop strategies for their particular niche stakeholders.
- Develop systematic approach across the university for community engagement and manage data base around this

News & Media

Summary points:
- Increase exposure of Flinders successes and achievements in the mainstream media and internally
- Enhance ability of staff to promote the media profiles of academics
- Widen the communications avenues for Flinders news
- Engage international media and niche media organisations (ie Australian Science Media Centre)

Key points (strategy/activities for 2013):
- Work with staff to acquire ‘a nose for news’ to ensure the MACO media team is alerted to news stories and inspiring achievers in a timely fashion through such resources as the Flinders Newsroom
- Enhance the potential engagement between academic experts and the media through increased staff participation in Flinders Expert Guide and skills development through increased utilisation of MACO media training and support
- Liaise with staff to gain information about niche media outlets (specialist journals, online outlets) for research, teaching, alumni and community engagement stories.
- Explore the potential for Schools and external community partners to utilise the news content generated by the MACO news and media team, including video content through Flinders Indaily.
- Increase liaison by the MACO media team with local, national and international journalists through hosting campus tours and ‘boardroom lunches’
International Trends Session  Appendix A

Teaching offshore and Online

Transnational Education at Flinders is long established and we currently have 11 TNE programs, largely generated from Faculty champions who frequently utilise the services and expertise that the IO provides through Matt Taverner, Assoc. Director Development & Partnerships. Included in these services is the due diligence, contract support, quality assurance and the website for students at our partner institutions. The IO is also responsible for Admissions of our offshore students.

https://www.flinders.edu.au/international-students/offshore-toolkit/your-program/your-program_home.cfm

Online is a growing area of demand but is Faculty driven.

Attracting & Retaining International students.

The establishment of Flinders international Study Centre (FISC) with Study Group Australasia in 2012 is the single most significant initiative for attracting and retaining international students on campus at Flinders. In 2013 the first students will arrive and then they will commence in degree courses by 2014. By 2014 an extra 700 students will be on campus in FISC

And 80% of them will stay on to study degrees across all of our faculties.

The three most significant challenges at present are

1. Cost – fee waivers and scholarships is one way of managing this risk that Flinders is considering
2. Employment outcomes – Work Intergrated Learning, volunteerism and internships are high on our agenda ( see point below)
3. Accommodation – this is a pressure point for all of Adelaide.

Engagement - increased awareness of IO programs, priorities across Flinders staff

IO has developed annual strategic marketing and communication plans that link to the International Plan and the University Strategic Plan 2010 - 2014. These plans identify activities in each market and are available for all staff to access and engage with at http://www.flinders.edu.au/international-students/study-at-flinders/resources-for-staff/resources-for-staff_home.cfm

On this site there are a range of other useful resources for staff to encourage engagement in internationalisation. These include Market Intelligence information, Market Updates, Offshore recruitment packs, Quality assurance and processes for international agreements and establishing TNE programs.

IO participates in uniwide engagement with Faculties through their International Program Committees at a School and Faculty level, and their various working groups and international workshops. We present the International Student Barometer survey data to the University community each year and are now providing individual Faculty reports on the results.

We continue to work closely with MACO on international alumni initiatives in country including China, Indonesia, Malaysia, Laos, Cambodia and Vietnam.

A new initiative that I plan to start in 2013 is a campaign to do a series of presentations to international chambers of commerce and Business SA about our activities at Flinders internationally with a view to engaging them in the generation of unpaid internships and hopefully assisting to extend our work integrated learning concepts for international students – adding value to their degrees and their student experience. This internships concept is an idea I intend pursuing with Education Adelaide.