



College Leadership Advisory Committee Meeting 19 May 2021 Minutes

Attending:

Michael Gilding, VP&ED (chair); Judith Bannister, TPD Law; Don DeBats, Director JBC; Katie Hazell, P&C Business Partner; Caitlin Hughes, HDR Coordinator; Christopher Kee, Dean (Education); Andrew Goldsmith, Director, CCP&R; Charles Lees, Dean (People & Resources); Angela Melville, TPD Criminology; Vipul Pare, TPD Business; Gerry Redmond, Dean (Research); Noore Siddiquee, TPD Government; Julie Strunk, College Manager (SAS); Sarah Taylor, Acting Director of College Services; Tania Leiman, Dean of Law; Mel Pike, Executive Officer

Apologies: John Spoehr, Director AITI

| Agenda items | Notes | Action items |
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| 1. Welcome | VP&ED welcomed Sarah Taylor as the Acting as Director of College Services, and thanked Julie Strunk who had been acting in the role for the last 2 months, but has assumed a new position as Senior College Manager (SAS) of CBGL and CHASS. | |
| 2. Minutes | Minutes of previous meeting confirmed | |
| 3. Update from VP&ED | <ul style="list-style-type: none"> The VP&ED will be reporting to University Council on the College, and presenting a similar report to the College soon <p><i>Mission statement</i></p> <ul style="list-style-type: none"> Discipline workshops have occurred, outcomes will be reported via Datablitz on Friday 21 May An invitation to the College will follow to propose and make a case for a mission statement, of no more than 20 words Suggestions will be discussed at the meeting 23 June <p><i>Research Leads</i></p> <ul style="list-style-type: none"> Eols for Research Leads received, single applications in Law and Crim, 2 in each of Bus and Gov, interviews being held today, announcement will be made soon Research Leads will join CLAC <p><i>City Planning</i></p> <ul style="list-style-type: none"> City Planning has commenced with initial workshops to inform functional use of space <p><i>AACSB</i></p> <ul style="list-style-type: none"> College moving forward with proposing recruitment of Business staff, noting that the College faced significant financial challenges | <ul style="list-style-type: none"> VP&ED to provide summary of proposed mission statements to CLAC 23 June |
| 4. Marketing Plan – | <p><i>Document: Marketing Plan</i></p> <p>Susannah Tidemann provided a presentation on the College Marketing Plan and highlighted:</p> | <ul style="list-style-type: none"> S Tidemann to request Customer Relationship |

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| <p>Susannah Tidemann</p> | <ul style="list-style-type: none"> • The team structure which funnelled brand awareness, through to consideration, through to conversion • That marketing strategy was now omni-channel • That strategy was informed by market research which showed that awareness of Flinders was comparable to UniSA and behind AU, but that Flinders was poor in converting awareness to ‘consideration’ • That once students were ‘considering’ Flinders, conversion to ‘intent to enrol’ was comparatively high • Perception of Flinders strengths weighted towards Health • Demonstrated increase in traffic positive, but had not led to conversion • 4 key areas of strategy: <ul style="list-style-type: none"> ○ Grow enrolments ○ Grow research ○ Grow university and college profile ○ Grow marketing capacity and capability • All marketing activity was tracked and measured • BGL identified priorities in October/November previous year and this informed strategy planning <p>In response to questions it was observed that:</p> <ul style="list-style-type: none"> • Barriers to conversion identified as location/access, employment outcomes, preparing students for the future, academic rigour; actions aligned to reducing these barriers • Other Universities competed directly • Priorities were aligned with areas of potential growth informed by the load planning exercise, but could be shifted • Priorities for new year are developed in October/November and the channel and strategy follow • More visibility of Industry partners would be welcomed • Videos of Teaching Specialist staff were due to be created • Imagery for Crim was now informed by research among student cohort, but was a work in progress • Collaborations across College were possible to achieve cross-benefit, e.g. social work/crim • The University is rolling out new HDR web pages • The University is developing a new brand for launch soon <p>The following was also noted:</p> <ul style="list-style-type: none"> • Updating staff profiles important, and also to make them interesting • Staff to be encouraged to attend upcoming media training • Enquiries from HDR applicants holding scholarships should be fast tracked as they are time critical | <p>data disaggregate Crim and Law</p> <ul style="list-style-type: none"> • S Tidemann to send monthly marketing report to CLAC • Dean (Research) to re-circulate staff profile template |
| <p>5. Industry-project Honours program</p> | <p><i>Document: Industry Project Honours program (tabled)</i></p> <ul style="list-style-type: none"> • Hons coordinator Jessica Genauer briefed on plans for industry projects in Honours programs • Alternatives being sought for Industry Placement in Honours, particularly in Crim | |

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| | <ul style="list-style-type: none"> • Students desired industry placement but found it stressful in practice • Industry projects in consideration as an alternative • Details still being worked through, including assessment <p>Members observed:</p> <ul style="list-style-type: none"> • Intellectual property arrangements to be clarified • Support from WIL team an ongoing issue; Dean (Education) recommended issues be referred to him • Details of how to combine an 18 unit project-oriented thesis with a 9 unit industry project to be resolved, but may involve differentiation in the skills to be assessed in the project topic | |
| 6. Proposed supervisory structure | <p><i>Document: Proposed Supervisory Structure 18 May 2021</i></p> <ul style="list-style-type: none"> • Dean (P&R) briefed on proposed supervisory structure and sought comment <p>Members feedback included:</p> <ul style="list-style-type: none"> • Suggested TPDs supervise casual staff <i>in consultation with Topic coordinators</i> • Research Lead role to be incorporated in paper and principles • Principle 4: Mentoring description should be expanded • Principle 10: Be more prescriptive regarding timing and expectations, particularly performance review and periodic meeting • Principle 12: amend reference to mandatory training to ‘supervisors will undertake’ or similar • Principle 12: mentoring training should also be provided • Principle 13: amend ‘supervisor should seek input’ to ‘matters should be referred to Dean (P&R)’ or similar • Add a principle to enable a supervisor to seek input from Dean (P&R) on non-disciplinary matters • Compliance with expectations to be managed by the Dean (P&R) to ensure e.g. performance reviews occur • Structure will be reviewed for effectiveness after a year | <ul style="list-style-type: none"> • EO/Dean (P&R) to amend proposal and circulate to College academic staff for feedback, and provide summary to 23 June meeting of CLAC |

Next meeting

The next meeting will be Wednesday 23 June 2021 at 2.00pm in LWCM 1.04.

MP – 19 May 2021