

Student Recruitment and Retention Forum

Exploring the latest strategies to attract, engage and retain students

2nd – 3rd March 2015 | Sydney Harbour Marriott



PRESENTATIONS FROM:

Professor Alf Lizzio, Director (Learning Futures)
at **Griffith University**

Professor Sue Trinidad, Director of the
National Centre for Student Equity in Higher
Education, **Curtin University**

Sally Rogan, Director of the National Centre
for PASS Learning, Teaching and Curriculum,
University of Wollongong

Malcolm White, Acting CEO,
TAFE Directors Australia

Dr Robyn Muldoon, University Council
Member at the **University of New England**

Associate Professor Ken Purnell, Academic,
CQ University

Dr Barry Hodges, Lecturer in Philosophy,
Open Foundation Program,
University of Newcastle, Australia

Satine Winter, Postgraduate Member on
University Council, **Griffith University**

Colette Rogers, National Leader for Education,
Deloitte

TOPICS INCLUDE:

- How current events will impact student recruitment and retention in higher education
- The key factors that cause attrition among students
- Innovative recruitment and retention strategies
- What students want from higher education from a student perspective
- Data driven approaches to higher education student recruitment and retention





PRESENTING THE INAUGURAL

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Day 1: Monday 2nd March - Recruitment

8.00 Registration and Morning Coffee

9.00 Opening remarks from the Chair

Recruitment in Higher Education

9.10 Data driven approaches to higher education student recruitment and retention

Despite the respect it commands in concept, analytics can be difficult to explain and understand. As a result, analytical capabilities do not always get used effectively as decision makers fall back on intuition or experience. There are approaches that help to tell a compelling story with data to inform the strategic choices made by University decision makers and enhance the student experience – from attraction and enrolment and through to retention and completion.

[Colette Rogers, National Leader for Education, Deloitte](#)

9.50 How to improve higher education enrolments from students from low socio-economic backgrounds

[Professor Sue Trinidad, Director of the National Centre for Student Equity in Higher Education, Curtin University](#)

10.30 Morning Tea

11.00 Enabling retention: enabling programs, non-traditional students and retention

Increasing the representation of traditionally under-represented groups in higher education is both an economic and a social justice imperative. An increasingly important entry pathway for such students is the university-based enabling program/course and such programs have been found to be effective in preparing students for a successful university career, as well as attracting students from non-traditional groups who might not otherwise consider the possibility of higher education. However, relatively high rates of student attrition have long been a source of concern in enabling programs.

To address this issue, a 2011-13 OLT-funded project investigated student retention and attrition in the enabling programs of five Australian universities and developed retention enhancement strategies based on its findings.

This paper will:

- Report on the major findings of that project on the nature of student retention and attrition in enabling programs
- Comment on significant similarities and differences to the processes of retention and attrition in undergraduate degree program
- Discuss evidence-based strategies for enhancing retention in enabling program
- Examine some implications of these entry pathways for student success in higher education
- Discuss some important policy implications for the successful delivery of enabling programs

[Dr Barry Hodges, Lecturer in Philosophy, Open Foundation Program, University of Newcastle, Australia](#)

[Deregulation of university Fees](#)

11.40 Interactive Session: Knowledge café

- This session will allow delegates to discuss the Federal Government's proposed plan to deregulate University fees and what will it mean for Higher Education
- Delegates will form into groups to discuss this topic at several tables, with individuals switching tables periodically and getting introduced to the previous discussion at their new table by a "table host"
- After a few 20-30min rounds, people go to original table to recap, and table hosts then present to entire group in 'Harvest'

12.20 Lunch

[Student Perspective](#)

1.20 The needs, perceptions and interests of international students who wish to pursue higher education in Australia

- Hear from the Council of International Students Australia about how to attract international students to your institution
- Find out what the biggest challenges facing international students today are

[Thomson Ch'ng, National President, Council of International Students Australia](#)

2.00 Finding Nemo and the students of the future

- The role of student representation and governance is changing in the higher education sector, with University Chancellors and other stakeholders advocating for a decrease in board membership similar to corporate governance and for students to be excluded
- However, the strategic direction of Universities is reliant upon meeting the needs of their key stakeholder – students
- Universities play a unique role that is separate to the corporate sector and thus traditional forms of corporate governance representation are inappropriate to model
- Universities are similar to a school of fish and must ensure that the student voice of Nemo is embraced to keep the balance and perspective within the higher education sector

[Satine Winter, Postgraduate Member on University Council, Griffith University](#)

2.40 Afternoon Tea

3.10 How universities can encourage higher education students to take up postgraduate degrees

- What do students want from their post-graduate degrees?
- How to attract the best and the brightest into your institutes postgraduate programs

[National President, Council of Australian Postgraduate Associations](#)

3.50 How to build a bridge in 2015: why universities are making recruitment and retention the same student journey

- The tertiary landscape is getting more competitive, so what can universities do to make recruitment and retention investments stronger and more effective? Build a bridge
- This talk will look at both sides of the student success equation, preparedness and staying power
- Drawing on both Australian and overseas examples, Jack will show historical and modern gaps in the recruitment and retention journey, how universities must adapt to changing social expectations and student capabilities, and why personalisation is no longer optional when it comes to both recruitment and retention success

[Jack Goodman, CEO, Tutoring Australasia](#)

4.30 Closing remarks from the Chair

4.40 End Day 1



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Day 2: Tuesday 3rd March - Retention

8.00 Registration and Morning Coffee

9.00 Opening remarks from the Chair

Student Retention

9.10 Retention, stretch goals and self-monitoring

- What are the enablers (and barriers) to effective recruitment and retention of students?
- This session examines research evidence for the multiplicity of reasons why students discontinue studies
- Principles, including the use of concepts from Responsibility Theory and neuroscience, to engage and support students to be successful in their studies are explored
- Stretch-goals and self-monitoring are fundamental, and examples are provided from Australia and the USA on processes that universities and students can draw upon to further enrich student learning experiences and support their success and thus maximise retention

[Associate Professor Ken Purnell, Academic, CQ University](#)

9.50 Case Study: Utilising PASS (Peer Assisted Study Sessions) to engage and retain your students

- PASS is now the flagship support of learning program at UOW, where over 30,000 students have benefited from the “super group learning” sessions
- PASS presents an engaging, peer led environment where students can consolidate challenging subject content in a casual and relaxed setting
- As the National Centre for PASS, UOW has provided training to over 500 staff from 70 institutions across the Australasia region.

[Sally Rogan, Director of the National Centre for PASS Learning, Teaching and Curriculum, University of Wollongong](#)

10.40 Morning Tea

11.00 Case Study: engage the student, retain the student: a case study, with a focus on distance education

- Holistic approach to retention
- Designing engaging online learning experiences
- Combining learning analytics and other data

- Facilitating connections and interventions – applying nudge theory

[Professor Rob H. Reed, Pro Vice-Chancellor \(Learning and Teaching\), CQ University](#)

11.40 Increasing qualification completions in the vocational education and training (VET) sector

[Malcolm White, Acting CEO, TAFE Directors Australia](#)

12.20 Lunch

1.20 What students want from higher education

- The National President from the National Union of Students will discuss what students are looking for from higher education
- Higher Education Institutes will get to hear from a student perspective about how to attract students

[National President, National Union of Students](#)

Student Engagement

2.00 The student lifecycle: evolving value propositions and touch points

- This session presents a conceptual model of the student lifecycle from recruitment to graduation
- The framework is used to map students' maturing needs and identities and the implications of these for effective relationships, engagement and retention
- Data describing students' perceptions of the value of various curricular and co-curricular activities across the lifecycle will also be presented

[Professor Alf Lizzio, Director \(Learning Futures\) at Griffith University](#)

2.40 Afternoon Tea

3.10 Student engagement and development through extra-curricular activity

- The University of New England (UNE) rewards student participation in extra-curricular activity through the New England Award (NEA) Program, which recognises that valuable skills, attributes and talents are developed through participation in otherwise non-accredited activities whilst at university
- Student outcomes since 2005 show that the NEA program is an excellent vehicle for the development of graduate attributes and other desirable personal qualities
- It appears that institutionally endorsed programs which harness extra-curricular activity can provide important contextualised student development opportunities that are complementary to the formal curriculum
- Moreover, they can play an important role in student retention by enhancing engagement in the overall university experience

[Dr Robyn Muldoon, University Council Member at the University of New England](#)

3.50 Student engagement in Australian higher education, and its impact on a university's brand

- Increased global and domestic competition has made it even more important for institutions to understand the student as a consumer, and ensuring your brand delivers on consumer expectation is a pivotal factor in retaining students
- This presentation will draw on the results from Hobsons' recent research into the circumstantial and experiential factors of student attrition, and will explore the reasons why students withdraw from their study and how the institution could have influenced their decision

[David Harrington, Managing Director, Hobsons Asia Pacific](#)

4.30 Closing remarks from the Chair

4.40 End Day 2

TO REGISTER PLEASE CONTACT:

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Reference Code **265959**

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