

INTERNATIONAL ENGAGEMENT ENABLING PLAN 2012

Our Strategic Intention

CQUniversity will pursue its “power of place”, recognising the diverse experiences at its campuses in regional Queensland, its metropolitan campuses, distance education and transnational education, to attract and retain students, helping them to achieve their educational goals.

CQUniversity will provide a stimulating and supportive learning environment that promotes learner engagement; is supported by appropriate technology, infrastructure and services; and which helps all students and stakeholders to “Be what they want to be”.

<p>1 Identify internationalisation within CQUniversity as a valued and enabling concept that forms part of our global vision.</p> <p>Value the diversity of students and staff, and provide academic experiences which support their personal and professional growth as citizens of the world.</p>			
Activity	Responsibility	Timeline	
1 Continue to support the research of International Education Research Centre (IERC) to better understand and endorse the importance of intercultural understanding, multi-cultural diversity, international perspectives and global partnerships	Deputy Vice-Chancellor (International) and Deputy Vice-Chancellor (Academic and Research)	Ongoing	
2 Continue to build an inclusive university culture which endorses the importance of intercultural understanding, multicultural diversity, international perspectives and interaction between international students and their communities.	Deputy Vice-Chancellor (International), Faculties, People and Culture	Ongoing	
3 Progressively embed the values of internationalisation within our curriculum, research, service and engagement activities in a formal and strategic manner.	Deputy Vice-Chancellor (Academic and Research), Deputy Vice-Chancellor (Engagement) Deputy Vice-Chancellor (Learning and Teaching), Faculties	Ongoing	

<p>2 Manage effective governance of metropolitan campuses in Australia, transnational activities and international engagement by consolidating all international activities of CQUniversity under a single management structure.</p> <p>Utilise the strengths of the University, Melior Education Group/CQUniversity Singapore and C Management Services Pty Ltd (CMS) as efficiently and effectively as possible, and leverage international relationships to create value for the university, our partners and our students.</p>		
Activity	Responsibility	Timeline
1 Integrate the professional support of CQUniversity and CMS international activities so as to provide “whole of university” interface and service for students, education agents and other parties who approach any part of the University.	Deputy Vice-Chancellor (International) and CQUniversity Senior Staff	June 2012
2 Centrally under the Deputy Vice-Chancellor (International), follow clearly established criteria, processes and structure models for entering transnational education partnerships, international agreements, and University representation offshore.	Deputy Vice-Chancellor (International) and CQUniversity Senior Staff	Ongoing
3 Manage the risks of international student activities in Australia and transnational education activities through diversification of source countries, involvement across a range of programs and faculties and low risk models of business.	Deputy Vice-Chancellor (International) and Director, International	Ongoing
4 Identify the academic areas and countries where we wish to increase the University’s ability to develop research linkages and access international sponsored research higher degree students and funds.	Deputy Vice-Chancellor (International), Deputy Vice-Chancellor (Academic and Research), Pro Vice-Chancellor (Research), Pro Vice-Chancellor (International Engagement) (TBC)	Ongoing
5 Develop a small number of exchange partner institutions and look for ways of building these so that staff development and/or co-operative research benefits are achieved.	Manager, International Partnerships (TBC), Pro Vice-Chancellor (International Engagement) (TBC)	End 2012

<p>3 Become known within the Australian Higher Education industry and our markets as a quality provider of programs and research degrees with demonstrated expertise in international activities.</p> <p>Support growth in international student numbers overall at Central Queensland and metropolitan campuses through quality service of/ presentation to all promotion and service channels.</p>		
Activity	Responsibility	Timeline
1 Maintain a plan of interaction with Federal Government departments, Embassies and High Commissions and each State registration authority, to build an understanding of CQUniversity, our strengths and strategies and contribute to development of relevant government policy positions.	Deputy Vice-Chancellor (International)	Ongoing
2 Evaluate satisfaction of students through International Student Barometer (ISB) to identify areas of strength and weakness and develop an action plan to address.	Deputy Vice-Chancellor (International) and Director, International	Annually
3 Provide recruitment, education and support services which efficiently and effectively meet or surpass Australian standards and assure students of a welcoming, safe environment. This will generate efficiency and effectiveness, and improve conversion rates and retention rates	General Manager, Marketing and Recruitment and Director, International	Ongoing
4 Improve web functionality to provide easy access to essential information and assistance services for different cultural groups.	General Manager, Marketing and Recruitment	Ongoing improvement
5 Promote areas of excellence through 'best practice' acknowledgement, leading industry training sessions and active involvement in Universities Australia committees	Deputy Vice-Chancellor (International); Director, International and others	Ongoing

Our Quality Assurance

In three years CQUniversity will:	In 2012, CQUniversity aims to achieve:
<ul style="list-style-type: none"> rebuild international student numbers especially on Central Queensland campuses (includes international distance). build international student numbers at offshore sites. 	<ul style="list-style-type: none"> a turn-around in trends of enrolment of international students at campuses in Australia. stable opportunities for growth at Melior / CQUniversity Singapore.
<ul style="list-style-type: none"> continue improvement in student retention and progression rates to meet industry standards. 	<ul style="list-style-type: none"> the provision of support services to contribute to improved retention and progression.
<ul style="list-style-type: none"> incorporate internationalisation and intercultural understanding in all programs. 	<ul style="list-style-type: none"> an increase in courses and programs which incorporate aspects of internationalisation and intercultural understanding.
<ul style="list-style-type: none"> train all academic staff and professional staff who support student processes, in inter-cultural sensitivity, the value of multicultural diversity and international perspectives. 	<ul style="list-style-type: none"> the provision of professional development training for staff in inter-cultural sensitivity, the value of multicultural diversity and international perspectives at least once annually across all campuses.
<ul style="list-style-type: none"> engage domestic students in the Outbound Mobility program to grow at 3% per year (based on 2010 level). 	<ul style="list-style-type: none"> the provision of international experience for domestic students through Semester Exchange or short term international programs (Outbound Mobility).
<ul style="list-style-type: none"> recognise international engagement as an important aspect of Learning and Teaching and Research, for academic staff promotion purposes. 	<ul style="list-style-type: none"> increased engagement in international teaching and research communities through broad institutional relationships.
<ul style="list-style-type: none"> be recognised within Australia as a provider of quality services. 	<ul style="list-style-type: none"> recognition for quality processes and services through “best practice” recognitions through AUQA/ TEQSA.

Approval Authority	Vice-Chancellor and President
Administrator	Deputy Vice-Chancellor (International)
Original Approval Date	12 December 2011
Amendment History	
Date of Next Review	12 December 2012
Related Documents	