OUR GOALS

2018 - 2019

1. Undertake Change-making Research

2. Expand our Presence and Reach

3. Drive Sustainable and Responsible Changes in VET

4. Drive Change and be a Disruptor in the Sector

5. Lead Excellence in Higher Education

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Deliver practical benefit to stakeholders, partners and community	1. Engagement with stakeholders and focussed contributions to grow regional innovation ecosystems.	Research DARD	1. New workshops for building innovation and engagement developed and delivered	6 Monthly
Focus on the excellence and output of our research	1. Continue investment in ECR/MCR Program, 8-Step Program. 2. Continue to develop and deliver RHD Supervisor professional development programs, including Accelerate Program, Effective Supervision Program and mentoring/distance supervision.	Research	Increased citation rates (field-weighted) across an increased number of research fields. Increased Research income (2018 - $14.5M; 2019 - $16.6M) Increased number of high quality publications (Top 10% Scopus)	Annually

DRAFT

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Seek opportunities for commercialisation of our research	1. Support the development of Commercialisation Unit through development of resources and tools.	Research Finance & Planning Strategic Development	1. Establish commercialisation unit 1. Pilot first commercialisation of University IP	Dec. 2018
Build an industry-ready entrepreneurial research culture	1. Establish & fund RHD Training Academies, appoint an Industry Engagement Officer to implement and an industry placement program.	Research	1. Increased number of industry funded RHD scholarships. 1. Two RHD academies established each year, including external funding.	Annually

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Provide the opportunity to deliver education for all **A. Regional** **B. National** **C. International**	1. Grow student numbers. 2. Increase opportunities for strategic development across the University	TED Engagement & Campuses Strategic Development	1. EFTSL Increase: - 2018: 19,125 - 2019: 19,940 2. Number of approved business developments – regionally, nationally and internationally	Annually EOY 2019

DRAFT

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Seek to work with communities that value our educational delivery model	1. Establishment of hubs in Woorabinda and Yarrabah 2. Establish 'First Nations Think Tank' 3. Working with communities to investigate new opportunities that are driven by regional needs 4. Strengthen CQUniversity's engagement agenda, social innovation and Indigenous engagement	Engagement & Campuses, Student Experience International & Services TED	1. Project plans and governance structures established and commenced with Woorabinda and Yarrabah 2. 'First Nations Think Tank' project and business plans established and commenced implementation 3. Number of successful business cases with communities that will drive regional needs 4. Increase engagement activity - Social innovation activity - Indigenous Engagement activities - Alumni involvement - Number of MOU's and Partnerships increase	Annually

STRATEGIC GOAL 3
Drive Sustainable & Responsible Changes in VET

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Continue to drive to make VET sustainable through growth in offerings and markets	1. Enter the low cost - high volume market 2. Develop new programs for new markets 3. Expand VET across CQU footprint 4. Increase business development in VET sector	TED	1. Number of low-cost/high-volume courses identified and started 2. Number of new programs started & new markets entered 3. Number of courses started for the campus 4. Number of business cases for VET development	Annually

DRAFT

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Drive change and innovation to transform the whole sector	1. Grow VET internationally 2. Investigate and repot on new VET delivery models	TED Engagement & Campuses (AVCs where appropriate) Strategic Development	1. Number of new international VET courses, partnerships, opportunities identified 2. Number of Engagement activities with industry and students to identify and plan for new delivery models	6 Monthly

DRAFT

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Use our comprehensive university environment to differentiate our products and delivery from all other providers	1. Develop and implement marketing strategies and campaigns for VET 2. Increase articulation & pathways between VET and HE 3. Increase number of short courses & provide pathways for our own staff (through PD)	TED International & Services (Marketing)	1. Strategies and campaigns delivered on-time and within budget 2. Number of articulations to HE and reverse articulations 3. Number of short courses delivered; staff uptake of VET courses	Annually

CQUniversity AUSTRALIA

BE WHAT YOU WANT TO BE
cqu.edu.au

CRICOS Provider Code: 00219C

DRAFT

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Ensure engaging and transformative learning experiences that anticipate and incorporate technological change and meet student expectations	1. Harness educator expertise in Learning & Teaching to enhance quality learning and teaching practices across the University.	TED Student Experience	1. Increased Scholarship of learning and teaching activity in workload allocation 1. All Teaching Scholars and Teaching Intensive educators to have a formal SoLT project 1. 80% of work with PD activity to focus on learning and teaching practices and educator capacity. 1. Minimal HE units with less than 15 (annual enrolments - approved exceptions only)	Annually

DRAFT

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Focus on being innovative and forward thinking ensuring that we lead market trends	1. Explore and develop innovative products e.g. DBA, Medicine, $7K MBA 2. Continue to implement the recommendations of the Reconciliation Action Plan (RAP) 3. Increase the use of learning analytics to enhance the student experience	TED Strategic Development Governance & Student Experience Finance & Planning	1. Number of new and innovative programs; Number of courses that have micro-credentialing 2. RAP implementation report 3. Increase in reports utilising business intelligence, including learning analytics	Annually

DRAFT

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Do not accept status quo in anything we do by leading change within the sector, not just adapt it.	1. Increase student completions 2. Increase the role of Indigenisation, social innovation and entrepreneurship in all courses and student activities 3. Review and refresh courses 4. Increase our innovation in simulation and virtual reality in courses	TED Engagement & Campuses (Social Innovation) Student Experience Strategic Development	1. Increased number of completions; QILT: - 2018: 83% - 2019: 84% 2. Desktop audit report of number of courses with indigenisation, social innovation and entrepreneurship 3. Number of courses renewed and refreshed: 50% 4. Number of courses utilising simulation and/or VR	Annually

Lead Excellence in Higher Education

DRAFT

Strategic Goal	Operational Goal	Responsibility Area	Target/Measure	Assessment Timeline
Encourage high participation for low SES, Indigenous and first in family students.	1. Continue to support programs that increase participation by students from LSES, Indigenous and First in Family	TED Engagement & Campuses Student Experience	1. Increase in number of LSES, Indigenous and First in Family students	Per Term & Annually
Focus on students to increase retention, satisfaction, completions and growth	1. Increase student retention 2. Increase student satisfaction 3. Increase graduate employment	TED Engagement & Campuses	1. Retention: >72% 2. Graduate overall satisfaction: >82% 3. Graduate full-time employment: >82%	Per Term & Annually